

Case Study:

How One Voice & Internet Provider is Selling More Product at a Better Price Margin with Bicom Systems PBXware



Background

With roots as a dial-up Internet provider in the 90s, **TecInfo Communications** has succeeded for more than 20 years in a dynamic industry by attacking trends head on and embracing new technology.

Led by Ben Mize, Director of Operations, TecInfo Communications today serves customers across 14 states and a wide range of industries. Services include not only phone networks and WAN & Internet solutions, but also hosted PBX services with disaster recovery & backup.

TecInfo appropriately describes themselves as “problem solvers who support what we sell.”

Challenge

In keeping with their strategy of embracing profitable trends, TecInfo added VOICE to their repertoire when the market began demanding it. They began with a Broadsoft hosted solution.

Executive Summary

- **TecInfo Communications** is a voice, data, and Internet provider serving 14 states
- **PBXware Multi-Tenant edition** met their need for a reliable product with a viable pricing model
- **PBXware Call Center edition** is allowing them to expand their product portfolio yet again

“It works exactly as expected and we are selling a LOT of it.”

**Ben Mize,
Director of
Operations
for TecInfo
Comms**

Overall, the Broadsoft system worked and functioned as expected. Yet TecInfo found themselves facing two problems:

- #1: The Broadsoft solution was not in-house. TecInfo is accustomed to doing things themselves and felt more than capable of running the system in-house. Nevertheless, the Broadsoft platform necessitated a hosting provider, bringing with it a ‘host’ of issues. The system would constantly turn off, disconnect, or present other issues. The hosting provider offered no help, placing all of the blame with TecInfo. Something had to give.
- #2: The cost was too high. Ben recalls that Broadsoft was “insanely expensive, nickeling and diming you to death.”

It was an unsustainable solution. Eager to take back control of the solution they were selling to their customers, TecInfo purchased a switch and began looking at vendors.

In 2017 Ben attended WISPAPALOOZA, stopping by several booths in search of potential partners.

Solution

One of the booths that Ben visited at WISPAPALOOZA was Bicom Systems. He spoke with Kevin Langford, Bicom Account Manager, and liked what he was hearing. They would be able to do so much more at a better price point.

TecInfo signed up for a hosted model of [PBXware in the Multi-Tenant edition](#), a scalable telephony platform that supports business growth with unlimited tenants and easy setup, integration, and branding.

Their intention was to transition to an on-site solution down the road, but they never made the switch because their system was so stable. Certainly they were capable of running it in-house, but they no longer saw any need to make the effort.

In answer to their second problem of cost, the Bicom Systems pricing model is “great”, according to Ben. In fact, their voice solution now has the biggest pricing margin of all of their products.

Results

Since partnering with Bicom Systems, TecInfo is selling more phones than ever before. Previously their focus was on other products, but having a reliable and consistent telephony system means “selling a lot of it.” They continue to increase their seat count and sell as much as they can on the Multi-Tenant platform.

Looking forward, TecInfo recently purchased its first Call Center from Bicom Systems. The [Call Center edition of PBXware](#) is designed to simplify and enhance call management, increasing efficiency and transforming customer service.

Ben tells us it worked “exactly as expected” and their customer is very happy with the results. Already they have another customer lined up and waiting for a call center solution. TecInfo is excited to continue its 20+ year tradition of expanding to offer the latest technologies.

What could your business do with the latest technologies and products? [Contact Bicom Systems to get started today.](#)

TecInfo Comms is a voice, data, and Internet provider that serves customers across 14 states and a range of industries. TecInfo was founded in 1995.

Contact Info:

www.tecinfo.net

Bicom Systems is an innovative Unified Comms provider with all of the pieces to start and grow a telephony company, from a virtualization platform to Multi-Tenant PBX to UCaaS apps

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