Case Study:

How One Internet and Comms Provider is Serving a Wider Range of Customers with Innovation and PBXware

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SYSTEMS

Background

Much has changed in the communications industry since 1979. Much has stayed the same. While technology has evolved rapidly and drastically, the goal of enhancing and improving communication methods has been shared by business owners for decades.

For SOCS (Southern Ohio Communication Services), this journey into the business of communications began in 1979 with paging services. Since then, SOCS has dabbled in IMTS, cellular services, and continues to provide paging services for organizations that still use it today.

Today an industry expert, SOCS is well aware that "communication is changing." Always innovators, SOCS found another niche as a Wireless Internet Service Provider when the industry was in its infancy. This smart move paid off with thriving business. But having been witness to the changing landscape for over 30 years, the leaders at SOCS know the key to this industry is acting fast when new technology emerges.

Executive Summary

- **SOCS** is an Internet and comms provider based in Ohio

- **PBXware Multi-Tenant edition** met their need for an innovative, feature-rich, and highly compatible solution

- **Auto-Provisioning** is a favorite feature that allows SOCS to better serve a variety of customers

Around 2010 wireless technology began doing more and more. VoIP in particular was the hot trend and its technology was ever improving.

Aware of market demand and the potential for their business, SOCS expended their wireless offerings to include voice packages. They purchased an IPiFony system and began offering Hosted PBX and Residential VoIP services.

Challenge

This decision immediately paid off as the demand for Voice was high and SOCS was an established vendor. But as business took off, SOCS began questioning their choice of vendor...

- While they liked the IPiFony solution, its development was stagnant. For 3-4 years there was no innovation, no development, no keeping up with VoIP trends. Throughout their time selling IPiFony, SOCS received less than a handful of updates.

- IPiFony uses Skinny Client Control Protocol (SCCP) instead of SIP Protocol. A proprietary protocol owned by Cisco, this limited SOCS to using and selling only Cisco telephones. If a client already had SIP phones, SOCS would have to replace all of their hardware before installing the hosted solution.

Held back by these shortcomings, SOCS began looking around for a new vendor that could better support their growth into the future.

Solution

SOCS found its next step by partnering with Bicom Systems. Following a few conversations with Eric Johnson of Bicom, Bret Childers, Technical Manager for SOCS, made the decision to move everything over to PBXware Multi-Tenant in the Cloud.

PBXware Multi-Tenant is a feature-rich, turnkey telephony platform that supports business growth with unlimited tenants, easy setup, integration, and branding. It is available in the Cloud or on-site.

For now, SOCS is using Cloud services hosted on the Bicom Systems Cloud SERVERware platform and buying extensions as needed. They would like to shift to an on-site model eventually. With such a rich and dynamic background, SOCS has the technology and ability to embrace on-premise PBX.

Results

By partnering with Bicom Systems, SOCS was able to resolve both of their challenges and more. PBXware supports a wide range of telephones, so SOCS is now in control of what hardware they use based on unique customer needs and situations.

Innovation with Bicom Systems is a given. The development team is one step ahead of industry trends and works with partners on an individual basis to achieve ongoing success.

"Auto-provisioning is a really nice feature too" says Bret Childers of SOCS in an interview with Bicom Systems. "All you have to do is reboot to have it do new things." He also mentions the advantages of supporting BYOD (Bring Your Own Device).

What do they like most about Bicom Systems? Chris Harris of SOCS says "[PBXware] is very robust. Options are pretty much unlimited about call flows, recordings, etc. With a little bit of knowledge, it's pretty easy to set it all up."

Chris goes on to share an example of a SOCS customer that knew exactly how he wanted his phone system to act and handle incoming calls, but had no clue how to set it all up. SOCS was able to set up the system and call flow so that the customer could just plug in his phones and get back to work.

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Bret Childers, SOCS

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This type of customer is not uncommon. Bret reflects that "there are many people and businesses out there that would love to be in the communications industry but don't have the backend and the ability to do all of the taxes and paperwork."

From entrepreneurs that are great at sales but not at technology to older companies still using legacy systems to Internet Providers that do not want to deal with all of the phone regulations, SOCS sees an opportunity here to help. PBXware, and especially the auto-provisioning feature, allows SOCS to serve these types of companies with systems that are quick and easy to install and use.

Looking forward, SOCS expects continued growth and expansion. With their extensive industry knowledge, reputation as leaders in innovation, and partnership with Bicom Systems, the future is bright no matter what the industry brings us next.

What could your business do with more features and the latest technology? Contact Bicom Systems to get started today.