Case Study:

How one VAR-turned-MSP is better supporting their customers with true Multi-Tenant functionality and feature-rich PBXware

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Background

Jim Strong started as a traditional VAR (Value Added Reseller) back in 2005. Business was good, but not contractual. Customers were invoiced for each job done, so revenue could vary from month to month. Jim called his company Network Technology Solutions – NTS for short.

Within a few years NTS was evolving into an MSP (Managed Service Provider). With everything now based on contracts, cashflow was consistent and sustainable. Better yet, they were selling mostly Hosted VoIP, so customers paid on a monthly basis for services used. Jim was able to help small businesses get started and grow.

Challenge

NTS used 3CX as their Hosted Voice Platform for several years. "We were having all kinds of issues with it," Jim recalls, but moving everyone to a new solution would be a big project that they were not quite ready to tackle. The biggest issues were:

Executive Summary

- **Network Technology Solutions** is an MSP serving the Des Moines markets since 2005

- **PBXware Multi-Tenant edition** met their need for true multi-tenant functionality

- **The Hosted model** is providing recurring revenue for their business and cost-savings for customers

- **The need for a proxy:**
  Some users with firewalls had to use a proxy with the 3CX system. This was cumbersome and inconvenient. For example, if there was a power outage the proxy would have to be manually restarted. Other times some accounts would fail to register correctly because of the proxy.

- **Discontinued MT fuctionality:**
  "3CX was discontinuing its multi-tenant functionality," Jim explained. As an MSP, this meant he would have to set up a Virtual Service Provider for each client. "Some accounts have only 5 extensions and the cost of doing businesses that way is much too high. Each customer would need to have at least 20 extensions to make it viable."

With these and other ongoing issues, they knew it was time to act.

Solution

After looking at a number of different options, Jim decided to give Bicom Systems a try.

[PBXware Multi-Tenant](#) is a feature-rich, turnkey telephony platform that supports business growth with unlimited tenants, easy setup, integration, and branding. PBXware offers true multi-tenant functionality and scalability, no proxy necessary.

NTS signed on for a 20-headset trial. "It worked perfectly. It did everything we needed it to do," Jim says.

They quickly moved all of their customers over. Since then, they have experienced no problems or outages. Jim describes the service in two words: "rock solid."

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Results

What is Jim's favorite feature of PBXware? "The fact that the platform is stable and works as expected." There really is no substitute for a product that simply works, especially for a reseller that is taking that product to market.

Another favorite feature is auto-provisioning. "Auto-provisioning didn't work right on 3CX. Any phone we got in on 3CX had to be manually provisioned." Having auto-provisioning that works well is a highlight for everyone at NTS.

Looking forward, NTS continues to grow by helping their customers grow. True multi-tenant functionality allows them to work with customers of all sizes and provide unlimited scalability. And a system that works well with no issues or messy workarounds means they can sell with confidence.

The hosted model is financially-friendly for both NTS and their customers with its recurring revenue and cost savings.

"In most cases NTS is able to save our customers money while providing a feature-rich phone system utilizing Bicom and our specific carriers," Jim reports.

Jim has discussed an on-site solution with his Bicom Account Manager, but so far, he has no complaints with his hosted setup. Perhaps if they reach a certain number of extensions, they will consider moving to premise, but for now it is smooth sailing in Cloud.