Case Study:

How One Solutions & Services Provider Found a Best-Fit Scalable Platform to Support Organic Growth

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Background

Like most Solutions & Services Providers, **Lansalot Limited** is anything but limited when it comes to its scope of services. Jon Rixon, founder and owner of Lansalot, has a solution for most IT and telephony challenges and constantly evolves to embrace industry trends and customer demands.

When Hosted PBX hit the market, Lansalot was quick to react. New and unfamiliar technology is always a bit risky for businesses, so Lansalot was happy to find FreePBX with its minimal costs and commitment. But while Hosted PBX turned out to be a successful and sustainable product to sell, FreePBX did not.

Challenge

The problem with FreePBX was twofold: the multi-tenant functionality was spotty and confidence in the support and response times available left Lansalot uncertain and hesitant. While they may have been willing to work with the limited functionality, the lack of scalability was the deal breaker.

Executive Summary

- **Lansalot Limited** provides IT support and solutions to small businesses and home users in the UK.

- **PBXware Multi-Tenant edition** met their need for a scalable, well supported, MT solution

- **gloCOM** Unified Communications app was the missing piece to tie it all together

Anxious to take their Hosted PBX solution forward, Lansalot began evaluating a number of systems. Much like the famed tale of Goldilocks and the three bears, Lansalot found that some providers were too large and others were too small.

The first provider they spoke with had some great flexibility, but their support team was very small. While the solution seemed right, Lansalot did not want to commit without a solid support team backing them.

A second provider they were interested in was more interested in large carriers and incumbents, organizations that are quite a bit larger than Lansalot. This provider wanted partners that were already large scale and could deploy and maintain their own multi-server setup. While Lansalot planned to grow their Hosted PBX solution, they needed to start a bit smaller with a provider that would meet them where they were at.

Solution

When Jon had his first phone call with Kevin Langford of Bicom Systems he found the fit was "just right", as Goldilocks would say. Jon shared a few of the challenges they had faced with other providers and found that PBXware Multi-Tenant "ticked an awful lot of the boxes".

- **Multi-Tenant** – Many PBX solutions are not true multi-tenant solutions and just piece to-gether the functionality when needed. PBX-ware, on the other hand, is a real multi-tenant that supports unlimited tenants and extensions.

- **Scalability** – Jon is a big believer in organic growth. With 13 years of experience in his industry, he knows pushy advertising is not as important as building relationships and simply creating solutions to problems.

PBXware supports this type of organic growth without much additional effort so Jon can focus on what he's best at: solving people's problems. Plus Bicom Systems is able to work with Lansalot at their existing size and support their growth as it comes.

- **Support** – A deal breaker on more than one occasion, the Lansalot team was unwilling to partner with a company that could not provide stellar support. According to Jon, since moving to Bicom Systems "support has been good." While a recent upgrade to a new version of PBXware has been a bit more complicated than expected, he says "the support guys are always there to fix things."

- **Unified Communications** – While not on his list of original complaints and requirements, UC has been a pleasant surprise for Jon. "This is the thing lacking in a lot of companies. What's the point of IP Telephony if it doesn't integrate with IT / computers?" gloCOM is a favorite feature that ties the rest together.

Results

Looking forward, Lansalot has reached 150 end points and plans to continue growing with the latest version of PBXware. Jon says he is "always interested to see new things coming from Bicom."

One area they hope to focus on this year is headsets. The new gloCOM 5 supports integrated hook lifters and Jon is anxious to pursue that functionality with the possibility of completely ditching desk phones.

Another possible area of growth is Call Center. Jon has at least one customer that would be candidate for the Call Center version of PBXware. If all goes well with that deployment, this may pave the way for more.

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