

Case Study:

IPFone: A strong relationship turned into continuous growth



Ross DeBernardis is the Vice President of Strategic Growth Alliances at IPFone, but his story with Bicom Systems goes back much further than that. One of our earliest partners and adopters, Ross' journey with Bicom Systems began as a friendship with Bicom Systems founders Stephen Wingfield and Senad Jordanovic in the early days. At the time, he was looking to grow his company, Access Communications/IntelaCloud and Bicom Systems was on a similar growth path. He shopped around for a solution, but found Bicom Systems had the best price point and was the most partner-centric and willing to help grow a business.

Fast forward a number of years, the tragic death of his business partner meant selling the company. Access Communications/IntelaCloud was sold to IPFone, a Cisco/Broadsoft partner. As they prepared to move all of Access Communications/IntelaCloud customers, about 3,500 seats at the time, to the Cisco Broadsoft Platform, Ross spoke to Damian Chmielewski President & CEO of IPFone about keeping them on the existing platform. He explained that the customers were satisfied and everything was running smoothly. It would be more

Executive Summary

- **IPFone** delivers telephony and cloud comms services to small, medium, and large enterprise businesses across the United States
- **Ross DeBernardis** brought his long history and friendship with Bicom Systems to IPFone in 2016 and is HQ in Miami, FL
- **Bicom Systems** is a partner-centric UC Software Manufacturer

expensive and labor intensive to move them and possibly disrupt services. Further discussion with IPFone Management lead to a repositioning and rebranding of the Bicom System Platform. Shortly thereafter, the Bicom System Platform was added to the existing IPFone portfolio of products and the decision was made to keep those customers on the Bicom Systems platform. Damian asked Ross to work with IPFone to help them grow the company footprint outside of the Southeast region.

The first order of business was to rebrand the Bicom Systems solution into a new one to take to market, this became the EasyPBX package. Everyone at IPFone quickly saw the success of that package. Today, the EasyPBX package makes up 20-25% of their monthly sales. "The product has worked well with its rich feature set that's an all-inclusive approach to market. The Bicom System Platform has done a great job for us in reaching small to medium customers with multisite locations that we might have otherwise been unable to secure as customers" Ross says.

The Bicom Systems solution includes [PBXware](#), a turnkey telephony platform that supports unlimited users and growth, plus [gloCOM](#), a Unified Communications application with mobility, remote desktop, SMS, and more.

Beyond the products and features, what Ross likes most about Bicom Systems is that the team is "very willing to engage with the partner, to listen to the challenges of the industry and tries to stay with the current needs." He has always appreciated how partner-centric Bicom Systems is with respect to feature set changes in new software releases of the platform, concluding "Bicom Systems is very good at listening to what the partners are asking for and what the customer is saying to the partner and what's happening in the industry as a whole."

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Today Ross is working on growing the business through acquisition of partners across the United States. His strategy? Seek out partners that use or sell the Bicom Systems platform that are looking for an exit strategy from their business.

Following conversations with Patrice Bramat, Business Success Manager for Bicom Systems, Ross registered IPFone personnel and tested to join the Bicom Systems Partner Program and became a Master Partner last year. He was recently awarded the "Best gloCOM Partner" Award by Bicom Systems.



We are grateful for partners like Ross with his industry knowledge and IPFone who has grown into a national provider with over 25 years in the industry. With such a rich past and tremendous growth, Bicom Systems looks forward to many more years of growth and success with IPFone.

IPFone is a Miami-based Business Cloud Communications and Internet Access provider that delivers premium telephony services and cloud communications for small to large businesses throughout the United States

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Bicom Systems

is an innovative Unified Comms software manufacturer 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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