

# Case Study:

## Double A Solutions: Growing and Targeting New Verticals with gloCOM Communicator



Double A Solutions began in 2003 as a custom software development company and evolved into a B2B SaaS provider. Based in Toledo, Ohio, Double A Solutions offers Software as a Service products to make daily life in the office easier. With a large local presence and a solid product offering, Double A Solutions is now a Bicom Systems Premium Partner with ambitious goals for the near future.



Double A Solutions added its first SaaS product in 2009, but added VoIP a few years ago to better reach and serve customers. They dabbled with a few VoIP options, but ultimately heard positive things about Bicom Systems through an organic connection. (These organic, word-of-mouth connections are quickly becoming one of the most common ways our new partners find us!) Their acquaintance had "nothing but great things to say", so the decision to sign on with Bicom Systems in 2019 was easy.

### Executive Summary

- **Double A Solutions** offers Software as a Service products to make daily life in the office easier
- **gloCOM Communicator** enables the Double A team to make more sales and reach more verticals
- **Bicom Systems** is a partner-centric UC Software Manufacturer

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The biggest selling point was [gloCOM Communicator](#). According to Jay Burkett, Process Technology Director for Double A Solutions, "we haven't found a better mobile app and softphone than gloCOM Communicator."

And it is a good thing they discovered gloCOM Communicator when they did, less than a year later the pandemic hit and this WFH solution was a "big seller."

Not only was gloCOM Communicator a big hit with customers during the pandemic, it was a lifesaver internally as well. When the Double A Solutions teams took their work home in 2020, gloCOM Communicator allowed them to remain connected.



gloCOM Communicator "has been really empowering for our team," said Mark Moss, Product Growth Team for Double A Solutions. Even though they have individuals working across the country, Mark says they "feel connected as one team."

Internal use also empowers the sales and marketing teams to discuss the product based on real, personal knowledge and experience. They use and know the product themselves, so advertising it comes much more organically.

To date, Double A Solutions reports "no issues with Bicom Systems." In fact, their biggest complaint is that they cannot get the software updates fast enough, a common problem in the technology sphere.



***"We haven't found a better mobile app and softphone than gloCOM Communicator."***

***- Jay Burkett,  
Process  
Technology  
Director for  
Double A  
Solutions***

Previously, Double A Solutions grew by signing on customers with one or two extensions. Their team has now changed their approach to target businesses with 5-7 users, offering more stable, lucrative growth. This opened the door to discovering a myriad of verticals such as insurance, retail, churches, education, and restaurants.

Many of these small, local businesses are on old landline systems and do not even know there is something better available today. The Double A Team is able to educate them on the benefits and savings offered by VoIP and Unified Communications technology. This is the Bicom Systems dream - to see our partners liberate businesses from traditional systems across the map.



Until now, Double A Solutions has focused their business locally in Ohio, but this may soon change. As they become a household name locally, their eyes are set on a bigger national presence within a few years. They already have customers in 4-5 states, but project they will add another 5-6 states in 2023, more than doubling their geographic presence.

As Double A Solutions evolves and expands, it was only natural for them to join the Bicom Systems Partners Program as a Premium Partner! They enjoy staying in touch with an Account Manager and reaching the benchmarks set in the program.

Bicom Systems is thrilled to partner with Double A Solutions and cannot wait to be part of their continued growth and success in the next few years.

**Double A Solutions** began as a custom software development company in 2003 and has evolved into a B2B SaaS provider today.

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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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