

Case Study:

Nova IX Technologies Bicom Systems in South Africa

Malcolm Turnbull has been innovating in the IT space for over 30 years, having started his first IT company while studying at WITS University. A key player in the evolving technology scene in South Africa for the past three decades, Malcolm applies his vast knowledge today as the Managing Director of Nova IX Technologies.



In 2002 Malcolm founded Nova IX Technologies in Johannesburg and began progressing through different types of technology and services - from services for banks to LCR at its earliest stages (routing traffic from one provider to another via SIM cards) to the advent of SIM cards.

At this point the government began regulating the industry with legislation and VoIP made its first appearance in South Africa. VoIP was not immediately

Executive Summary

- **Nova IX Technologies** is the official representation of Bicom Systems in the booming South African market
- **PBXware** is a Cloud telephony and Unified Communications platform that "ticked all of the boxes" that Nova IX Technologies was looking for
- **Bicom Systems** is a partner-centric UC Software Manufacturer

popular in the country, in fact it had a poor reputation, but Malcolm stuck with it and pushed hard to make VoIP a part of the Nova IX Technologies offering.

Diving head first into the Voice space in 2010, Malcolm primarily focused on using wireless technology to provide last mile connectivity as the VoIP market finally began picking up in South Africa.

Somewhere along the way, Malcolm met Philip Royden-Turner, a Cisco engineer specialized in voice. *(Spoiler alert: Philip is now the Global Sales Operations Lead for Bicom Systems!)* Just the expertise he had been looking for, Malcolm hired Philip in his quest to further specialize in VoIP. Philip introduced Malcolm to Bicom Systems who "ticked all of the boxes" for a VoIP provider.



Since starting to work with Bicom Systems in 2013, Nova IX Technologies has grown by leaps and bounds and expects to reach over 100,000 extensions through our valued partners in 2023.

"[PBXware](#) is an excellent feature-rich product which is scalable, reliable, and cost effective while providing Unified Communications," says Malcolm.

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- Malcolm Turnbull,
Managing Director of
Nova IX Technologies

One thing he loves about Bicom Systems is that the product teams are continually working to improve the product, making it much more viable for partners like Malcolm to take to market.

Not limited to PBXware, Nova IX Technologies has implemented geo-redundancy via [SERVERware](#) for the first time in South Africa and has many other SERVERware customers as well.



What is his favorite thing about Bicom Systems? "The look and feel of the products - they look good, and more importantly, they work." Malcolm enjoys working closely with the development team behind the scenes, having just visited Bicom Systems headquarters in Bosnia this year to spend time with the product owners.

Bicom Systems is equally appreciative of Malcolm and Nova IX Technologies, our official representation in South Africa. These innovative partnerships lead to growth and success for all as we take our UC products across the globe.

Nova IX Technologies
is the official Bicom Systems representation in the booming South African market.

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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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