



ORGANIC GROWTH FROM LEGACY TO HOSTED EXECUTIVE



HARPREET "HARP" SIDHU
MANAGING DIRECTOR OF
EZEETEL IN CANADA



EZEETEL CASE STUDY

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EXECUTIVE SUMMARY

Ezeetel provides complete VoIP solutions to small, medium, and large businesses all over Canada

PBXware is a Cloud telephony and Unified Communications platform that allows Ezeetel to bring hosted telephony to lucrative niches

Bicom Systems is a partner-centric UC Software Manufacturer

EZEETEL CASE STUDY

Do you remember the days of on site legacy systems like Nortel and Panasonic? While traditional PBX may seem like a thing of the past, there are many companies still using those systems today, a fact wellknown by Harpreet "Harp" Sidhu, Managing Director of Ezeetel in Canada.

Having gotten his own start in the world of communications with on-site phone systems, Harp knows the value of premise systems as well as the vital flexibility of hosted solutions.

In 2013, Harp made the decision to adopt hosted technology for his business and customers.

Most hosted solutions were too expensive to realistically take to market at that time, but Harp encountered Bicom Systems and found [PBXware](#) to be the perfect fit to begin transitioning his legacy customers to the Cloud.

While no technology is perfect, Harp worked with Bicom Systems Account Manager Saulio Reyes to implement a solution that literally sells itself.

Since downloading PBXware in 2013, Harp is proud to say they have done zero marketing - Ezeetel has grown 100% organically through referrals and upgrading their existing customer base.

They still have some customers on legacy systems, but know they will eventually move to hosted when they are ready. Ah, the beauty of flexibility!



Today Ezeetel is working with 400-500 customers. They have three PBXes with Bicom Systems and about 2,000 seats.

Best of all, they have a huge database of customers yet to be converted over. Patience and flexibility is their secret "marketing" formula.

As Ezeetel grew and evolved, so did a friendship. Harp is still working closely with Saulio after ten years and considers him a friend. While they are both busy, he knows he can pick up the phone anytime and give him a call.

Harp says PBXware is a "powerful communication solution" and they are able to market to several niche industries, one in particular being the transportation sector.

They have found great opportunity in the trucking industry and shared a success story recently...

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"We have so much confidence in Bicom Systems. This year is going to be transforming for us."

**- Harp Sidhu,
Managing Director of
Ezeetel**



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The end user, a transportation company, was facing several challenges with their existing communications system.

They were using an outdated PBX system that was not able to keep up with their growing business.

The system was slow and unreliable, causing frequent disruptions in their operations.

The company was also struggling with high costs and lack of flexibility.

Their PBX system required expensive hardware and maintenance, and they were unable to easily add new features and capabilities as their needs changed.

To address these challenges, the company decided to switch to Ezeetel and Bicom Systems PBXware, a cloud-based communications solution that offers many benefits for the transportation industry.



RELIABILITY

PBXware can easily handle large volumes of calls and data, ensuring the company's operations are not disrupted by slow or unreliable communications.



COST EFFECTIVENESS

PBXware requires no expensive hardware, and the cloud-based delivery model means no upfront costs or ongoing maintenance fees.



CUSTOMIZABILITY & SCALABILITY

The customer is able to easily add new features and capabilities as their needs change, such as call routing, voicemail, and automated attendants.



"PBXware is a powerful communication solution that is well-suited for the transportation industry."

- Harp Sidhu,
Managing Director of Ezeetel



PARTNERS PROGRAM



Ezeetel has recently joined the [Bicom Systems Partners Program](#) as a Certified Partner and we are eager to continue working together and see what they do next.

One specific feature that is highly useful in the transportation industry is call routing.

The end user was able to easily set up custom call routing rules to ensure that calls were directed to the right person or department, in the right area code, without manual transfers or long hold times.

This helped improve their customer service and increase efficiency within their organization.

Additionally, the company was able to set up after-hours routing rules, so that calls outside of business hours were automatically redirected to a voicemail system or an on-call agent.

This ensures that they can provide timely and efficient service to their customers, even outside of business hours. Overall, the company experienced significant improvements in their operations after switching to PBXware. They were able to reduce costs and improve reliability, while gaining the flexibility to easily add new features and capabilities.

Looking forward, Ezeetel is working on a new omnichannel solution this year. "We have so much confidence in Bicom Systems. This year is going to be transforming for us."

We love working with innovative, creative partners like Ezeetel as we grow and evolve together. Would you like to join us on this journey? [Contact our sales team today.](#)



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CONTACT INFO

www.ezeetel.com
info@ezeetel.com
+1 855 299 2231



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CONTACT INFO

www.bicomsystems.com
sales@bicomsystems.com
+1 (619) 760 7777