



**STEFFAN DANCY**  
GROUP MANAGING  
DIRECTOR OF RYDAL GROUP



# RYDAL GROUP CASE STUDY

DATE:  
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# RYDAL GROUP

Rydal Group was founded in 2008 by Managing Director, Steffan Dancy, starting from a home-based location delivering mobile airtime and BT line rental and call traffic to local small businesses within the Peterborough area.

Rydal has since evolved into an award-winning, fully pledged communications & managed IT, Security and Energy provider with over 80 staff supporting over 1,500 businesses across the country.

## FROM HUMBLE BEGINNINGS TO AWARD-WINNING SUCCESS

Founded in 2008, Rydal Group began as a home-based business that delivered mobile airtime and BT line rental and call traffic to small, local businesses in the Peterborough area of the UK. But what they may have lacked in size and infrastructure, they made up for in expertise and innovative devotion.

Less than 20 years later, Rydal Group is now an award-winning Communications and Managed IT, Security, and Energy provider with 100 staff members across four offices and their own data center. But we are getting ahead of ourselves...



## A DESIRE FOR MORE

As Rydal Group began to evolve and grow, they found themselves held back by their service vendors. The lack of innovation and ongoing development was discouraging and dampened their potential. They had the expertise and ability to develop software and hardware in-house, but needed the backing of an equally ingenious vendor.

Armed with a fierce desire to offer cutting-edge solutions to their customers, Rydal Group began searching for a new vendor that was better aligned with their goals and vision.

## SYNERGY WITH A NEW PARTNER

Their search led them to Bicom Systems, and they were sold almost immediately. Not just on the products themselves, but on the shared innovative spirit and forward-thinking vision. Steffan Dancy, Group Managing Director of Rydal Group, recalls that they deeply appreciated Bicom Systems' "ability to rapidly develop innovative products, outpacing other providers on the market."

Committed to doing as much development in-house as possible, Rydal Group loved the flexibility and white label nature of Bicom Systems products.

Steffan describes the decision making process and early days, saying "Bicom Systems stood out due to their commercial strength, which provided us with an opportunity to combine their market-leading software with our own hardware manufacturing.

This synergy allowed us to enter the market with more competitive pricing and to offer white-label products that we could brand [as our own]."

Priding itself on their in-house software development and robust infrastructure, Rydal Group has achieved a strong presence and position in the business communications sector.

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# THE BICOM SYSTEMS PLATFORM

Rydal Group adopted **PBXware Multi-Tenant**, a highly scalable and flexible PBX platform, to power their products and solutions, and quickly began branching into the entire Bicom Systems ecosystem of products.

They were especially excited to integrate unified communications and contact center capabilities into their existing offerings.

**gloCOM** is our unified communications desktop and mobile app, designed to streamline and enhance day-to-day communications.

**Contact Center PBX** is our omnichannel-enabled, fully blended inbound and outbound communications hub that supports superior customer experiences and maximizes team collaboration and productivity.

"Web RTC, SMS, self-care, contact center capabilities, and the open and flexible API were all crucial in aligning with our strategic goals and have significantly contributed to our operational efficiency and customer satisfaction" reports Steffan.

But more important than the separate pieces of the puzzle, their absolute favorite feature is "the ease-of-use of the applications combined with the remarkable 99.7% uptime."

This extreme usability is especially noticeable in the smooth deployment process and ongoing support.

Steffan appreciates the "hands-on approach, which includes on-site visits, contributing to a robust and effective partnership." He continues to say that the "level of support has been instrumental in helping us navigate challenges and leverage the system for our benefit."



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## A WHOLE NEW PRODUCT

Rydal Group wasted no time in leveraging their new tools and solutions. Combining gloCOM with their own proprietary solutions, they produced [Curo IP Unified Communications Platform](#) with the goal of taking their customers' businesses "to a whole new level."

Because Bicom Systems products are white label, Rydal Group is able to fully customize and brand the solution as their own, maintaining complete control over marketing, pricing, and their customers.

## SHARED VISION, SHARED SUCCESS

Rydal Group's passionate commitment to innovation and growth is something we love to see in our partners. We appreciate the valuable experience and feedback they bring to our table and thoroughly enjoy offering the cutting-edge features and updates they expect.

Since they began deploying the Bicom Systems Platform, Rydal Group has experienced "considerable growth", having reached nearly 10,000 users on their platform today.

They successfully launched a channel offering with the goal of expanding their market reach and plan to continue developing new products in partnership with Bicom Systems.

Their ability to develop proprietary software based on the Bicom Systems Platform gives them a competitive edge on the market, establishing their brand in the business communications sector and paving the way for a future marked by ongoing growth and innovation.

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## **CONTACT INFO**

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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.

## **CONTACT INFO**

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