



DATA NETWORK SOLUTIONS CASE STUDY

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DATA NETWORK SOLUTIONS

Business Automation Technology Inc., a New Jersey Corporation, dba Data Network Solutions was founded in 1989 with an emphasis on identifying technologies to provide the appropriate solution that would enable our clients to better meet the demands of their day-to-day business.

INDUSTRY ESTABLISHMENT AND A COMMITMENT TO GROWTH

Defined by their versatility and unwavering commitment to delivering the latest and most complete range services, **Data Network Solutions (DNS)** is a well-established communications service provider, offering voice communications, broadband internet, cloud hosting, and call center solutions nationwide.

An authorized Competitive Local Exchange Carrier (CLEC) in New Jersey, New York, and Pennsylvania,

DNS serves educational institutions, government agencies, and the private sector.

Beyond their extensive service offerings, and perhaps more importantly, DNS takes pride in their exceptional round-the-clock support.

DNS is committed to supporting the growth journey of their customers, epitomizing a true one-stop-shop approach to success.

PURSUING INNOVATIVE TECHNOLOGIES

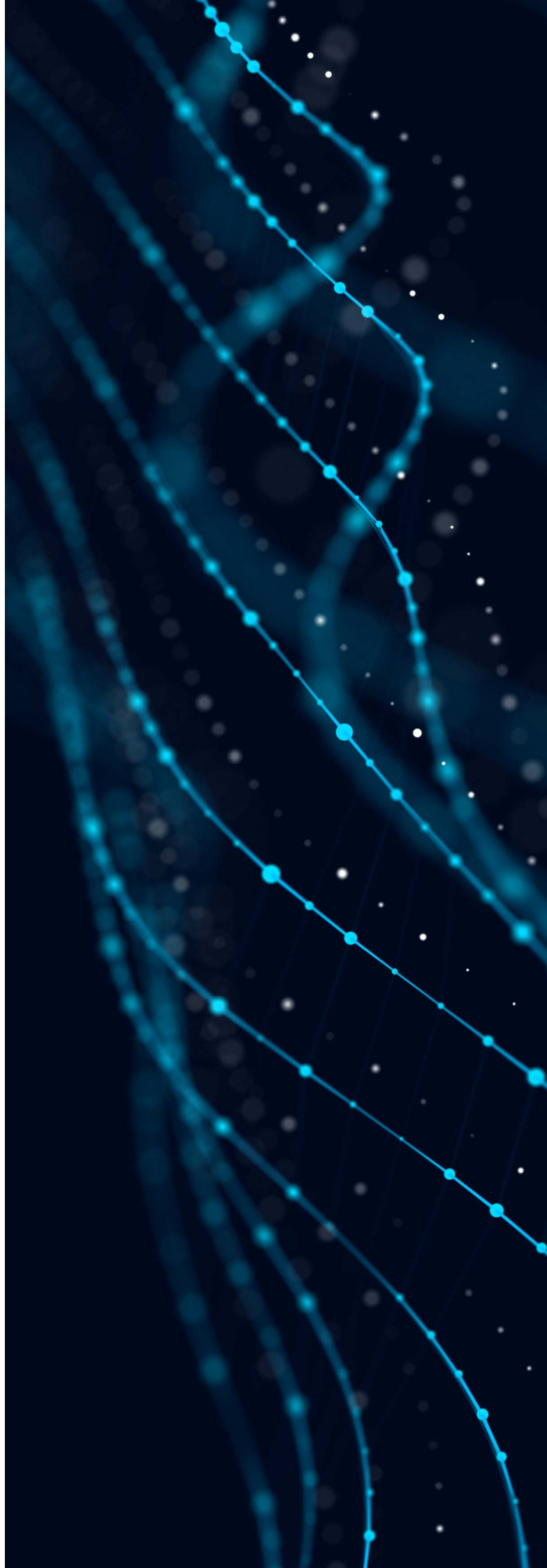
DNS has always been at the forefront of technological innovation, notably leading the adoption of Hosted VoIP in the early 2000s. In their quest to expand their offerings and provide customers with the latest technologies, DNS began the search for a user-friendly and cost-effective hosted VoIP solution.

This search led them to Bicom Systems, where, in the words of Jack Naughton, Sales Account Representative for Data Network Solutions, they found "all the features our customers look for and expect in today's market."

[PBXware Multi-Tenant](#), a Unified Communications as a Service (UCaaS) platform, emerged as an ideal solution for DNS, offering full scalability and advanced features.

Noteworthy features such as dual redundancy and the simplicity of configuring multiple desk phones simultaneously made PBXware particularly appealing to DNS.

[gloCOM](#), a Unified Communications app, syncs seamlessly with PBXware for a perfectly synergized solution.



A BID TO OPEN NEW OPPORTUNITIES

Two decades later, DNS is a thriving Bicom Systems partner with big plans and successes. One of their more recent endeavors was a government bid for a state contract.

The Educational Services Commission of New Jersey (ESCNJ) issued a Request for Proposals (RFP) for voice, unified communications, and collaboration solutions to meet the needs of public entities across the state. Data Network Solutions, well versed in such processes, began with a meticulous evaluation of the RFP and analysis of customer needs and pain points.

Deciding that the DNS product suite - including hosted solutions and hardware coupled with support - powered by Bicom Systems PBX-ware and gloCOM was a perfect fit, their team prepared a proposal with their full product repertoire, complete with detailed description and competitive pricing options.

Based on prior experience with government and similar bids, Jack Naughton has found the secret to winning is "value-added options, pairing the appropriate voice product with the supporting products (network hardware, phones, circuits), and a comprehensive implementation plan."

DNS had all of the pieces to add value to their proposal and left no uncertainty or questions around their deployment plan, backed by the Bicom Systems support and deployment team.

The list of Evaluations and Recommendations from the ESCJN following their initial review of proposals stated: "The integrated nature of [gloCOM] is a strength of DNS proposal. Its gloCOM offerings are technically sound with many variations."

Of equal importance is the commitment to ongoing support, administration, and scalability services. The ESCJN was not shy in acknowledging how DNS excels in this area, stating DNS "has a loyal following among its customers [and] a track record of providing good service to its loyal customers."



OFFICIAL VENDOR FOR THE STATE OF NEW JERSEY

Of course, DNS won a spot in the top five proposals and is now an official vendor for the State of New Jersey.

All proposals were scored on a 100-point scale based on qualifications, technical elements, and pricing. DNS came out above seven competitors, scoring 83 points and placing second on the list.

Jack Naughton, reflecting on what set their bid apart from others, states "DNS is driven by engineering, not sales. Our objective is to solve problems, not simply make sales.

We detail proposals and customize them to the project needs and on-going requirements as DNS and the clients foresee them."

This customer-centric philosophy is exactly what we aim to inspire in our partners.

Business has already begun coming in thanks to the contract. At the time of writing, DNS is installing a 148-user solution with Bicom Systems Cloud hosting for Ventnor City in New Jersey, serving a total of eight locations across the city such as the library, city hall, and fire department.

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BUT IT'S ABOUT MORE THAN THE SALE

While the contracts resulting from this endeavor contribute to the bottomline, DNS considers success to be more than numbers. For them, these connections symbolize opportunities to learn and mature as a company.

Jack Naughton describes the essence of their business as "growing the company's client base, providing us with financial stability, which in turn translates into the ability to offer more and increased quality services. The combination of a financial base and opportunity to implement and maintain technologies results in the use of newer technologies and more integrated systems."

DNS's innovative spirit, essential for navigating an ever-changing industry, is evident in their commitment to pursuing learning and growth opportunities.

ONGOING DEVELOPMENT AND GROWTH

Looking forward, DNS plans to deepen their engagement in the hosted landscape by facilitating more customer migrations to the Bicom Systems Cloud platform.

Continuing on Jack Naughton's thoughts regarding growth, "the push to use wireless connections to our Bicom Systems Hosted platform and the application of new technology which is integrated to better solve current client needs will open the door to a wider variety of clients." DNS aspires to emerge as a comprehensive provider, addressing customer needs not only for products, but also for maintenance, administration, and support.

And in line with the same innovative spirit that led them to Cloud PBX 20 years ago, DNS plans to explore the Internet of Things (IoT) movement, integrating it into their services and offerings, ensuring a path of ongoing development and growth.



DNS

Data Network Solutions (DNS) is a privately held company founded in 1989 with an emphasis on identifying technologies to provide the appropriate solution that would enable our clients to better meet the demands of their day-to-day business.

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