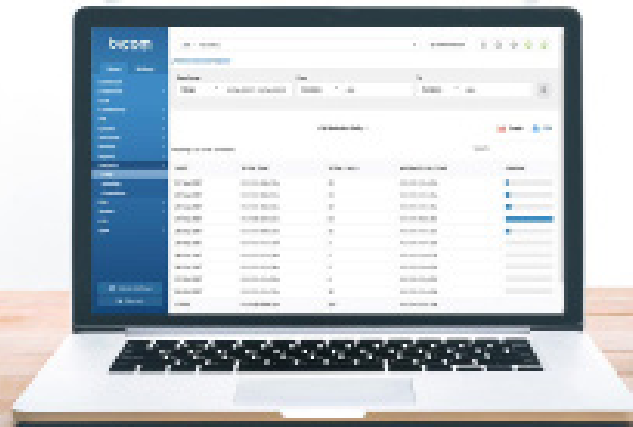


Case Study

IP PBX Solution



PBXware

Flexible, Reliable, and Scalable
New Generation Communication System

Fusion Networks is a Facilities-Based Competitive Local Exchange Carrier (CLEC) based in New York.

With roots in Managed Service, Fusion Networks officially launched as an ISP in 2014 and quickly grew into the CLEC it is today.

From day one, Voice was one part of their strategic plan for growth.

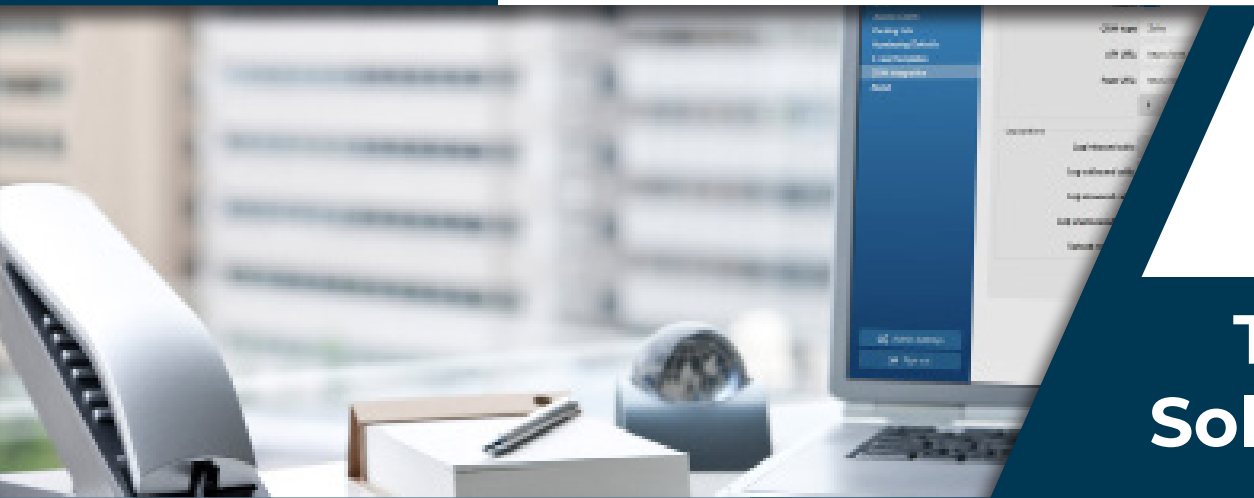


The Challenge

As the ISP side of business took off, pressure from customers to add Voice was nearly immediate. An advancing market means you have to provide it or someone else will. Fusion already had POPs, IP addresses, and a connection to the PSTN, so it made sense to add VoIP to their offering and expand to a full communications suite.

Fusion began the quest for a Hosted Voice Provider and took the time to thoroughly research several companies before choosing Bicom Systems.





The Solution

According to Philip Simunek of Fusion Networks, the decision to go with Bicom Systems was based on much more than products and technology. The selling point was flexibility. As conversations with Bicom advanced, Simunek was impressed with the interactive nature of the company and the fact that custom solutions are available when needed.

John Court of Fusion adds that he was impressed that Bicom offered a “great feature-set without nickel and diming you for everything.” Most comparable hosted providers charge for each feature, making it difficult to create an affordable solution.

As is often true, price played a part in the final decision as well. Fusion Networks found both the initial cost to get up and running and the continued costs of maintenance and support lower than the alternatives. Again, this allows for competitive resale prices.





The Implementation

Implementation of the solution was done remotely by installing an app onto local servers. All went off without a hitch and Fusion was quickly on their way to growth.

Once the decision was made and the solution installed, it was the quality support that fostered a long-term commitment to Bicom. Of course it helps that, in the words of Simunek, “the system just performs.”



The Conclusion

Since adding Hosted Voice to their otherwise expansive offering as a CLEC, Fusion Networks has been able to grow in new ways. They have carved out yet another niche in the market thanks to customizability and competitive prices. Like Bicom Systems, the company does no direct sales, but rather takes advantage of opportunities through channels and agents.

Fusion Network’s story should be of encouragement to all Service Providers and CLECS that are considering the new and innovative OTT services to increase added-value and reduce customer churn. Learn more about adding Voice to your business offering in our [How to Sell VoIP book and webinar](#).