

# Unified Communication Partner Solution Case Study



## UnifyBCS's Unified Communications-as-a-Service Solution Increases Customer Reach and Profit

**Company:** UnifyBCS **Website:**

<http://www.unifybcs.com>

**Industry:** Information and communications technology (ICT)

### Company Profile

UnifyBCS is a providers of ICT services. They offer mobile communications, fixed networks, Internet and digital TV to corporate and residential customers and build and maintain the mobile and fixed-network infrastructure, transmit broadcast signals and own shares in media companies.

### Software and Services

Microsoft Skype for Business Server 2015

Microsoft SQL Server 2012

Microsoft SharePoint Server 2013

Microsoft Exchange Server 2013  
Office 365

"With our UCaaS solution built on Skype for Business, we have a more competitive product in this new phase that ensures we can also provide enterprise level services to small and medium businesses in a super effective way."

Steve Nicholas, Head of Product Management UCC for Enterprise Customers, UnifyBCS

UnifyBCS, is a key provider in the digital world. As the interest has grown for hosted data solutions in the cloud, UnifyBCS has chosen Microsoft Skype for Business Server as the foundation for their Unified Communications-as-a-Service (UCaaS) offer, called Managed Communications & Collaboration (MCC). At a fraction of the cost, UnifyBCS business customers are able consume the end-to-end service without the complexity of on-premises solutions.

### Business Needs

As part of their strategy, UnifyBCS was looking for new solutions to expand customer value, drive growth, and improve profitability. With MCC, UnifyBCS's enhanced UCaaS Solution, they will offer new categories of solutions to their current customers, target new customers with a non-competitive product, and provide small-midsize (SMB) businesses with enterprise level services previously too expensive for SMB.

UnifyBCS has a market share in business-to-business telecommunications services in West Africa countries targeting SMB

(50-500 employees) and enterprise-level (500+ employees) businesses. In their efforts to grow their current client base, they ran into challenges with offering services to new customers. These potential clients expect better collaboration with their expanding mobile workforce. These iWorker communities bring their own devices to work and are workflow and IT driven. They depend on much more than solely voice communication. Additionally, businesses with only a few hundred employees are not likely to justify the expense and maintenance of on-premises



of an enterprise collaboration system.

### **Building Complex Information and Communications Technology (ICT) Solutions**

In the past, UnifyBCS was building and owning the entire infrastructure for enterprises and the customers were burdened by the costs, time, and complexity associated with that. It was also difficult to add connectivity products and security to the private branch exchange (PBX) solutions owned by the customer.

At the same time, it became evident that UnifyBCS's customers were looking to the cloud to off-load infrastructure and ICT challenges. UnifyBCS wanted to be perceived as the provider customers turn to for these types of solutions and for low-cost, easily manageable packages.

### **Solution**

According to Steve Nicholas – Head of Product Management UCC for Enterprise Customers, “UnifyBCS was eager to offer solutions that can provide functionality to a growing market need for industries, such as banking, insurance, government, and construction, carrying their customers to managed collaboration solutions.”

#### **Phase One: Managed Service UCaaS delivered dedicated for each customer**

UnifyBCS improved their Information and communications technology (ICT) in two phases. In the first phase, they focused on their dedicated offering, requiring a sustainable, well managed, and scalable cloud solution. This is called Managed Communications & Collaboration (MCC) Microsoft service, and is built on Microsoft technologies. Operating this service from a centralized, geo-redundant datacenter, UnifyBCS takes care of networking, hardware, software, and security needs of their clients for a fixed monthly price per user. This platform is a virtually dedicated solution: one customer (tenant) per system

from a Lync perspective. However, they wanted to address the midsize market segments, which was not possible with the dedicated solution. So, they looked to Microsoft Lync LHP for a multi-tenant solution that UnifyBCS could customize, still run in their datacenters, and offer to a much broader community.

Nicholas continues, “We are very pleased with the Microsoft platform. It has opened up a number of options for UnifyBCS to provide offers and excellence for our customers that previously weren't available to them. The integration with UnifyBCS WAN connectivity allows the most flexible multiprotocol label switching (MPLS) or Internet connections to the UCaaS. This helps improve Quality of Services (QoS) and the security of voice/ video/ conferencing capabilities. Microsoft has provided technology that allows us to build the ideal managed service offerings.” UnifyBCS built the solution from the ground up in 9 months, unheard of for an enterprise grade solution of this caliber. This entailed developing the core infrastructure, complex connectivity to MPLS, updating SIP trunks, and overhauling all security components for the future.

#### **Phase Two: Multi-tenant, Shared, Hosted Solution**

UnifyBCS was looking to Phase II to take their offering to the next level of customer value. They are now utilizing multi-tenancy on the Lync solution to address midsize businesses with a shared hosted Microsoft solution. The platform offers the full UCC package from Microsoft, including service communications package on Exchange, Lync including “Enterprise Voice / PSTN access”, and SharePoint.

#### **Hybrid Solution**

UnifyBCS chose the architecture to enable them to build hybrid solutions based on UnifyBCS's private cloud and Office 365 public cloud services. UnifyBCS offers customers hybrid solutions because it

allows them to migrate incrementally to attain their ideal solution. It also increases trust and confidence, knowing that some of the most confidential data stays on-premises in Switzerland. This also helps ensure that UnifyBCS customers can control where data is stored to adhere to any data sovereignty issues or compliance requirements they may have.

#### **Delivery Time Cut to 2-4 Days**

“With the shared, hosted solution, the time to onboard new customers has been reduced from 2-4 months down to 2-4 days. This is a huge value for our customers, and for UnifyBCS to scale the number of customers and the business.” Nicholas explains.

### **Benefits**

With the shared, hosted service built on the Microsoft technology, UnifyBCS's managed services allow customers to focus on the business rather than building and maintaining databases and communications infrastructure.

Both UnifyBCS and Customers see improvements in flexibility, portability from on-premises to the cloud, and cost reductions immediately and over time.

#### **UnifyBCS Benefits**

The payoff is high for UnifyBCS with a higher average revenue per user (ARPU), and a higher total expenditure from each customer. But more importantly, customers begin looking to them first, for all of their telecommunications and IT needs.

The solution provides the following benefits to UnifyBCS:

- Automatic provisioning with less people involved
- Self-service for cost reduction and customer control



- Improved scalability and decreased installation periods from months to days
- Software updates are easier and centrally managed for multi-tenant customers
- Simplified release management process, without the need to upgrade every patch

### **Benefits for UnifyBCS Customers**

MCC provides customers an increase in efficiency, reduced costs and system management effort, and much more flexibility. By lowering their TCO and getting more solutions from one provider, customer satisfaction grows, and continues to grow with time. Through the shared, hosted, multi-tenant system, UnifyBCS customers receive:

- Optimized collaboration across the company from any location, including mobile employees through the unified communication services
- Seamless text and communication capabilities via Lync and Skype
- More informed decision-making and rapid, targeted communications to drive action
- Elimination of investment in infrastructure, providing the ability to optimize for internal capital vs. operating expense models
- Ability to easily make changes and scale the system when company requirements change
- No administration and maintenance since MCC is an end-to-end service
- High availability and backup and recovery become UnifyBCS's responsibility
- Solutions previously unattainable due to on-premises cost and resources

### **Improving Profitability and Competitive Advantage**

Nicholas concludes, "Customers benefit from the speed and flexibility our services deliver. And, we are also able to cut the price by 50-70% in the segment of 50 to 500 users. Every cost benefit we can create delivers value to our customers and increases our profits."

In summary, UnifyBCS has achieved its goals of growth and improved profitability. Furthermore, mid-sized and enterprise customers alike are excited about the new levels of flexibility and scale that is now available to them.