



Case Study

Charleston Telecom Solutions

Charleston Telecom Solutions Backstops Original VoIP Partner with SkySwitch

Challenge

Charleston Telecom Solutions is a full-service telephony and computer infrastructure provider for local businesses offering structured data and telephony wiring, music and paging systems, and traditional and VoIP telephone systems and equipment. They are known for delivering prompt service and support to a variety of businesses including real estate offices, home care providers, and medical offices.

They became a white-label partner of a large VoIP provider, reselling that service under their own brand. The relationship with the white-label partner was working well for the first two years. But then the provider started experiencing a number of problems. Minor issues evolved into major outages, with several of them lasting more than two hours. "I understand that every provider has outages," said Bob Bascom, owner of Charleston Telecom Solutions, "but these incidents were just too long and too frequent. Even my best customers were threatening to leave my service. Their businesses depend on their phones and they just could not continue without reliable service."

But that was only half the story. "The white-label partner had an impressive sales and marketing team," continued Bascom. "They told me all about the new and exciting features that were just over the horizon. They talked a lot. They showed me roadmap slides and even gave some slick demos. But those features never materialized. I have to have confidence in the products I sell, and I can't sell what I don't believe in."

After working with a provider that experienced long, frequent outages, and that overpromised and under-delivered new service features, Bascom knew it was time for a change.

Solution

It was around this time that Charleston Telecom Solutions received a cold call from SkySwitch. "I'd never heard of SkySwitch, but I did some research on them and they checked out. I was particularly impressed with the geo-redundancy story and that reliability was a top priority for them," said Bascom.

The company moved a few "friendly customers" over to the SkySwitch platform for a test. The goal was to have a backup system in place in case his provider had another extended outage and to give his

Challenge:

Previous white-label VoIP provider was experiencing significant outages

Key SkySwitch features leveraged:

- Geo-redundant service
- Feature set
- Customer support
- Product roadmap

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– **Bob Bascom**

Owner of Charleston Telecom Solutions



customers the option to move to another platform if they were worried about future outages of the original provider's platform. Bascom said, "I soon realized that SkySwitch was a superior platform to my original choice."

After porting both of the company's business units to SkySwitch, VTi immediately migrated about half of its communications clients without a hitch. "We were able to port customers to the SkySwitch platform without them even realizing that we had a new supplier," said Ehmen. "It wasn't a dislocation for them. It was just an update."

Benefits

All of the customers in the initial test group elected to stay on the SkySwitch platform. In response to continued outages on the original platform, a number of Charleston Telecom Solution's existing customers also moved over to SkySwitch. The access to newer, better features—which were unavailable from the original platform—was also a big driver in customers requesting to move over to the SkySwitch platform.

"SkySwitch has been an outstanding partner. They do what they say they are going to do and deliver promised features on time. They don't just hang a carrot in front of your face to keep you happy and then don't deliver. Any time there is a question or service issue, communication is great and I have direct access to even the top people in the company if I have a concern. Contractual and operational issues make it difficult to move my clients from the original platform, so I continue to use SkySwitch as a backup, but life would have been so much easier if I had found SkySwitch first," concluded Bascom.