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Case Study
SkyComm Connect

SkyComm Connect Creates Recurring Revenue Stream and Happier Customers With SkySwitch UCaaS

Challenge

SkyComm Connect, a longtime Avaya equipment reseller based in Columbia, Maryland, was getting the message that customers were looking to move away from premises-based telecommunications to more flexible and future-ready systems. "Avaya was forcing every premises-based customer to upgrade," said Joe Bauer, founder and CEO of SkyComm Connect. "We told customers they had three choices: do nothing and have no tier 3 and 4 support, upgrade, or go to the cloud and get support from us and never have to deal with upgrading again."

Solution

In 2018, SkyComm began its search for a unified communications partner. "We looked at other white-label providers. One had had a recent major outage for days. Others had poor reviews," said Bauer. "SkySwitch has multiple geo-redundant data centers. That was a big selling point with us. I immediately felt comfortable with their team. The pricing was good—the margin is better than other providers. I liked their onboarding program and I talked to other SkySwitch resellers who were extremely happy."

In the first two years, SkyComm Connect sold over 1,000 seats, 450 SIP trunks, and services to over 120 hosted and SIP customers—more than 50 of these migrated from Avaya to the SkySwitch platform. The company's typical clients have between 10 and 40 seats, with an average cost of $25 per seat.

Benefits

Customer satisfaction went way up. "Clients enjoy this experience far more than with legacy systems. They like the new features, the acquisition cost, and they prefer having one phone number for support. The onboarding was excellent. We trained our team quickly so they could be productive. And SkySwitch is always there offering technical help for complex troubleshooting. You could say making the move to SkySwitch was a breeze" Bauer said.

Margins are better, too, as much as 70 percent with SkySwitch, said Bauer. "We end up making three times more over three years than we would getting that money up front. I look forward to the first of every

Challenge:

Avaya reseller was looking to offer clients future-ready cloud telecommunications and one-stop shopping while assuring steady and growing revenue

Key SkySwitch features leveraged:

- Geo-redundant service

- Onboarding process and team

- Attractive pricing and margins

- Integration with Rev.io, QuickBooks, and merchant services

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"I look forward to the first of every month knowing that I have steady, recurring revenue coming in and not just one-time premises-based sales income."

– Joe Bauer
Founder and CEO of SkyComm Connect

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SkySwitch benefits SkyComm Connect's bottom line in other ways, too. The system's integration with Rev.io, QuickBooks, and SkyComm Connect's merchant services helps improve cash flow. "We're able to auto-send invoices and set up automatic billing," said Bauer. "Ninety percent of our customers are on auto-pay and the money is in our account within days."

Service costs are lower, too. "Managing and the supporting SkySwitch is way easier," said Bauer. "We never have to worry about upgrading to new software releases. Call quality is excellent. We don't get many service calls, other than for moves and changes, and a lot fewer complaints. We can handle 99% of our service remotely, without rolling trucks."

SkyComm was well prepared for the Covid-19 pandemic and the explosion in remote work that came with it, because they were already in the cloud with SkySwitch's telecommunications offerings. "Our partnership with SkySwitch is the best thing for our customers and our own business," said Bauer. "If we didn't make the move two years prior, navigating through this pandemic would have been much more difficult. The recurring revenue coming in kept our business solidly in the black." For example, one SkyComm Connect customer from Baltimore needed to add an additional office in California to their system. Bauer's team was able to remotely fulfill this order, including porting, in only a matter of days. "We were able to configure all the users right here and ship the phones with power supplies directly to the employees' homes. We trained their team via web meeting and they experienced a seamless transition."

"Today," he continued, "for 95 percent of our customers and prospects, it's a no-brainer to go to the cloud. Customers are looking for mobility, collaboration and disaster recovery. Teleworking has never been more prevalent. SkySwitch's platform works perfectly in that environment. We're able to bundle everything into a 36-month plan, including unlimited help desk and warranties, give them better technology and save them money."

Bauer has only one regret when it comes to SkySwitch. "I wish I had made the move sooner. UCaaS is a wonderful solution that I can feel proud about putting into my customers' operations. I know I've done my customers a great service by partnering with SkySwitch."