



QualityIP chooses SkySwitch white-label UCaaS platform for rapid and inexpensive deployment, superior support, and reseller control to customize the best feature set for its customers.

Challenges

Ryan Markham founded QualityIP in 2003 to empower businesses to transition from costly, traditional phone lines to more resilient and flexible hosted VoIP services. But VoIP was then an emerging technology, and companies were hesitant to leave their premises-based PBX systems. Markham pivoted to IT services, believing VoIP would have its day.

“I strongly considered offering our own VoIP solution, but it required a significant capital expense. Even more, there is a lot of responsibility associated with managing hundreds of organizations’ phone systems in a data center, and dealing with FCC registrations and taxes and customer billing would itself be a full-time job.”

His patience paid off. As the benefits of VoIP became apparent, particularly during and post-COVID-19, consumer interest accelerated, and QualityIP was in a position to modernize customers’ communications. Markham believed that reselling a provider’s existing VoIP solution would enable him to provide a more cost-effective solution and higher-quality support. The challenge was finding a partner that offered choice phones, data center backup and recovery, and a fast go-to-market strategy.

Overview

- **Client:** IT services and support company
- **Sites:** Headquartered in Ohio, with sites in Florida, Texas and Washington
- **Solution:**
 - ✓ VoIP and Business Phone Systems
 - ✓ Quoting and Billing Tool
 - ✓ QoS Monitor
 - ✓ SkySwitch Store with Mobile/Desktop Softphones
 - ✓ SkySwitch University
 - ✓ Dedicated SkySwitch customer care representative





Solution

SkySwitch attracted Markham for several reasons, including the fact that SkySwitch is a leading white-label UCaaS platform backed by BCM One, which gave him peace of mind he could deliver superior hardware and service for the long term. Delivering excellent customer service is essential to Markham. Having streamlined access to SkySwitch expert support for his customers was especially attractive as was the quick provisioning, next-day hardware, API integration, and customer dashboards with reporting. SkySwitch was also the only provider with rapid and inexpensive deployment, flexible price points, and reseller control over how and what it sells. QualityIP can customize services to customers' needs and access top-tier support that included connecting Markham with billing and taxing resources so his team can focus on selling.

QualityIP values good communication with its customers and expects the same from its partners and vendors. "With other industry players, you won't talk to the same person each time. Having the same point person at SkySwitch who's always there to help us resolve issues quickly for our customers is a game-changer."

Once onsite with a customer, QualityIP sets up switches, firewalls, network certification, and traffic prioritization and installs phones to ensure the system works properly. The SkySwitch online portal enables his team to remotely execute almost all aspects of the solution, such as buying and provisioning phones, move/add/changes, and programming. Before SkySwitch, QualityIP was hardware- and circuit-focused, which was expensive to support and didn't offer data center backup and recovery. Today, it's no longer reliant on single points of failure, like a router or a telecom circuit failing. They have multiple pathways into a cloud-based phone system, minimizing footprint requirements and ensuring resiliency for customers' business continuity.

"SkySwitch is what a reseller partner should be—reliable, cost-competitive, and helpful in putting processes in place that set us up to be successful," he says. "They've empowered us to become a better IT partner to our customers."



Benefits

QualityIP has deployed over 3,000 phones across 125 organizations, helping customers transition to a more flexible, cost-effective, secure and reliable cloud-based phone system. And while white-labeling has added a recurring revenue stream to the business, Markham says the most significant SkySwitch benefit has been the ability to provide a product they are proud of and differentiating customer support.

"For us, it's about applying the right technologies, not just the latest ones," he says. "We want to align with vendors who feel the same way and are committed to the customer. If we can right-fit a solution, reduce our customers' telecom spend, provide a better product, and support them, it's a win."

QualityIP continuously innovates on how to help its customers as business needs and technology evolve. Without requirements to sell a certain dollar amount or having to deal with third parties, the company can do what's best for its customers, employing the right feature set and adapting customers' phone systems as their businesses grow.

"I believe SkySwitch will continue to help us meet customer needs, as our business interests are aligned, and they keep adding new features. We heavily researched our choice of vendor partner and feel lucky to have found SkySwitch."

"Having a large organization behind us like SkySwitch helps us provide a consistent customer experience. They simplify the onboarding process and get us the best pricing, products, and support for our customers."