

CASE STUDY



BVoIP- Providing Voice-as-a-Service

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CASE STUDY

BVoIP, a Philadelphia-based company, is a leading channel provider of Voice-as-a-Service solutions to MSPs, IT service providers and their downstream customers. The company specializes in integrating cloud and on premise voice communication services with customers' existing technologies.

Business Situation

George Bardissi sought an intelligent technology solution for MSPs that would enable the routing of critical coupled with voice mail and on-call / after hours scheduling. Bardissi's BVoIP tested many products and spoke with many companies but none offered the ease of use or ease of integration they were looking for.

Solution

OnPage and BVoIP integration provides prominent alerting coupled with voice messaging.

Product

OnPage – IT Alert Management System

Benefits

- Voice-mail enabled alerting
- Ease of integration
- Ease of use
- Alert escalation
- Rich messaging
- Budget friendly
- Zero missed alerts.

The Situation - Why Voice-as-a-Service?

BVoIP was started out of George Bardissi's desire to see standardization across voice services for MSPs. He noticed that his own MSP at the time was bleeding too much time in managing the individual components of voice communication. This was true for MSPs across the industry as well. According to Bardissi,



George Bardissi
President & CEO
BVoIP

“In the early 2000s MSPs were bleeding their time on dealing with customer phone systems. We [MSPs] could tell our customers all day long that phone systems are not our problem. And then the customer would call the phone system vendor and the vendor would say that [phone systems] are the MSP's problem. At the second that happened, it was the MSP's problem.”

After seeing how broken the existing model was at the time, he decided to create BVoIP as a channel provider to the MSP industry. Bardissi saw the opportunity to create a library of voice offerings based on an open standard system.

Today, many of BVoIP's offerings are around providing the components for the numerous voice systems they sell and, more importantly, the integrations they have been able to create with vendors like OnPage.

The Situation - What do you do after hours?

While BVoIP's Voice-as-a-Service enables MSPs to provide communication systems to their customers, it is not enough for the service to only work during 9-5 business hours. MSPs are supposed to understand how to provide the best solutions to their customers both during and after business hours.

70% of all MSPs do not provide a true 24-7 service. The more mature MSPs realize that it is necessary to provide this service since downtime can inflict a significant cost on a customer's satisfaction as well as the long-term relationship between the MSP and the customer. – George Bardissi

If an MSP just relies on an answering service or a single person's mobile phone to take messages for it after hours, then they are falling into a routine of being reactive rather than proactive. Effective MSPs need to understand how to best provide services and solutions to their customers. And while this doesn't mean constant nightly after-hour calls, there are often several times during the calendar year when a client needs after-hours help.

Sometimes this help can be provided by an outside T1-level support team under contract to the MSP. But if the situation requires T2 or T3 level support (which is usually provided by the MSP itself) and the MSP is not available, then the MSP will inevitably have a very disgruntled customer if the process is delayed or if a return call is not provided to the customer in a timely fashion.

OnPage and BVoIP: What it adds to the Stack

If a critical situation creeps in after-hours to part of the technology under the MSP's domain, then the MSP needs to respond to this critical situation as well. Critical alerts can come from RMMs, network monitoring applications or personnel. All these alerts are important and require flagging key personnel.

OnPage's cloud-based critical alerting platform already provides a great solution for alerting in this space by creating a prominent and immediate secure alerting technology for MSPs on their smartphone.

However, when critical messaging is integrated with BVoIP's Voice-as-a-Service technology, the breadth of messaging potential is greatly expanded. George explained the partnership as follows:



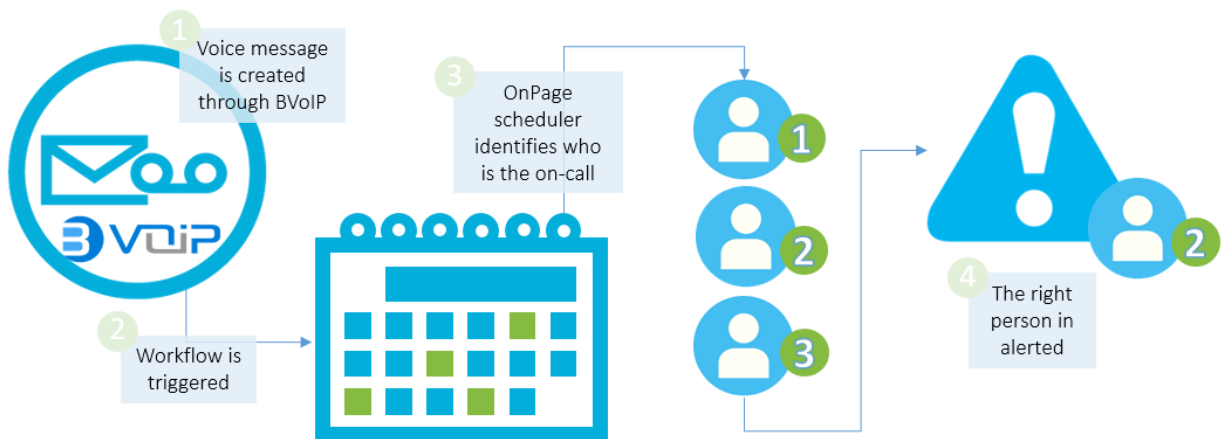
George Bardissi
President & CEO BVoIP

"Since we primarily work with IT providers and MSPs, the need for intelligent routing (of alerts) is necessary. Why reinvent the wheel when there is an awesome solid application that already exists to do so? Why reinvent wheel when it's already cloud based so partners don't need to worry about licenses, upgrading, maintenance, internal development?"

With the BVoIP and OnPage integration in place, MSPs now have the ability to immediately know when an incident occurs and have a detailed voice message describing the problem.

The full OnPage-BVoIP integration cycle can be described as follows:

- A customer calls in and leaves a voicemail within the phone system
- The workflow looks at the scheduler inside OnPage and identifies who is the on-call engineer and creates an alert
- The alert is sent to the on-call engineer
- If the first engineer doesn't respond to the alert, the next engineer in the schedule is alerted. The escalation will continue in a priority listing or group fashion until someone responds.



Test cases

BVoIP has pitched the OnPage-BVoIP integration to dozens of MSPs and downstream companies. BVoIP also has several customers who have gotten onboard with the integrated product and have been very satisfied with the technology. The use cases that have emerged have inevitably evolved around creating multiple tiers of escalation for after-hours alerting.

As George noted, companies don't always manage their own after-hours alerts and often have tier 1 alerts go to an outside vendor. If the tier 1 support is not available, then the tier 2 or 3 support will get alerted. This use case has been the model for the clients that George has already activated.

To date, there have been no missed alerts with these clients and the BVoIP-OnPage platform has served its purpose wonderfully.

SUMMARY & BENEFITS

Commercially available phone technology has been around for over 100 years and we are long past the point where we expect phones to just be available for making calls. By integrating with OnPage, BVoIP further shows how MSPs can use VoIP for critical alerting, which helps to ensure customer happiness and success.

FOR MORE INFORMATION

Visit the OnPage website at *www.OnPage.com* or call us at *781-916-0040*.