Meet The Reseller: SkyComm Connect

Problem

To meet changing customer needs, long-time Avaya reseller SkyComm Connect saw they had to offer clients future-ready cloud telecommunications and one-stop shopping, while assuring the company steady and growing revenue.

Solution

Become a SkySwitch white label UCaaS reseller that lets SkyComm Connect offer clients unified cloud-based telecommunications with a single point of contact for all support.

Results

Customers are happier with reduced costs, improved functionality and future-ready communications, while SkyComm Connect has increased its margins and reduced costs for service and support. An additional benefit has been steady cash flow from expiring leases of legacy equipment that convert to SkyComm Connect's Hosted VoIP platform, keeping the company's business solid during the Covid-19 pandemic.

"I wish I had done this sooner."

- Joe Bauer, founder and CEO of SkyComm Connect

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

– Joe Bauer, founder and CEO of SkyComm Connect

Columbia Maryland-based SkyComm Connect is a longtime Avaya equipment reseller. But they were getting the message that customers were looking to move away from premise-based telecommunications to more flexible and future-ready systems. That's why just two short years ago, they switched to SkySwitch.

The decision was the right one. 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," says SkyComm Connect founder and CEO Joe Bauer. "If we didn't make the move two years ago, navigating through this pandemic would have been much more difficult. The recurring revenue coming in is keeping our business solidly in the black."

> *"SkySwitch was the best thing for our customers and our own business."*
>
> *- Joe Bauer, founder and CEO of SkyComm Connect*

For example, one SkyComm Connect customer from Baltimore needed to add an additional office in California to their system. Joe'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."

"Avaya was forcing every premise-based customer to upgrade," Bauer says. "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."

"Today," he continues, "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."

In 2018, SkyComm began its search for a unified communications partner.

"We looked at other white-label providers," says Bauer. "One had had a recent major outage for days. Others had poor reviews."

"SkySwitch has multiple geo-redundant data centers," Bauer explains. "That was a big selling point with us. I immediately felt comfortable with there 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."

Two years later SkyComm Connect has sold over 1,000 seats, 450 SIP trunks and services over 120 hosted and SIP customers — over 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.

Margins are better too, as much as 70 percent with SkySwitch, says Bauer. "We end up making three times more over three years than we would getting that money upfront. I look forward to the first of every month knowing that I have steady, recurring revenue coming in and not just one-time premise-based sales income."

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," says 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," says 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."

Customer satisfaction is 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 says.

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."

Success At A Glance

1,000+ seats sold in under two years

450+ SIP trunks and services sold

50+ customers migrated from Avaya

3x more revenue over three years

70% profit margins with SkySwitch