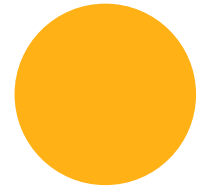# bicom
SYSTEMS

Meet **David Esarey,**
our regional expert

**Empowering Service
Providers in the Southwestern
United States with scalable,
affordable, and flexible
communication solutions for
their business customers**

Epicenter of the world's most innovative technology companies, the Southwestern United States is arguably the most competitive region in the country.

With Silicon Valley as a relentless driver of innovation in the region, nowhere else in the country is the need greater to be four steps ahead of your competitors.

Meet **David Esarey**, Bicom Systems Account Manager for the SWUS. With over 30 years of experience in the PBX, Key System, and UC markets, David is well-equipped to support our partners on their journey to growth.

David says: "All of the companies I've worked for were high-growth, successful companies like Toshiba, Mitel, NEC, Allworx, and Star2Star.

I've been fortunate enough to learn from the best solutions engineers and sales professionals in the industry over the years and that's why, aftewwr Star2Star, I scanned the market for a new leader with great software and support."

Customers in the SWUS want technology solutions that not only save money, but also offer the latest features and efficiencies. Their demands can be summed up in 4 'abilities' - **Stability, Scalability, Affordability, and Flexibility.**
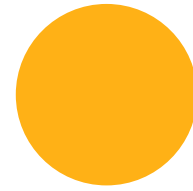
David says: "In such a highly competitive region, it's a must to stay updated to all of the holistic technologies that fit and work together to provide an aggregated, cohesive, deliverable solution."

If you are selling in the SWUS, your business needs reliable, adaptable communication solutions to thrive.
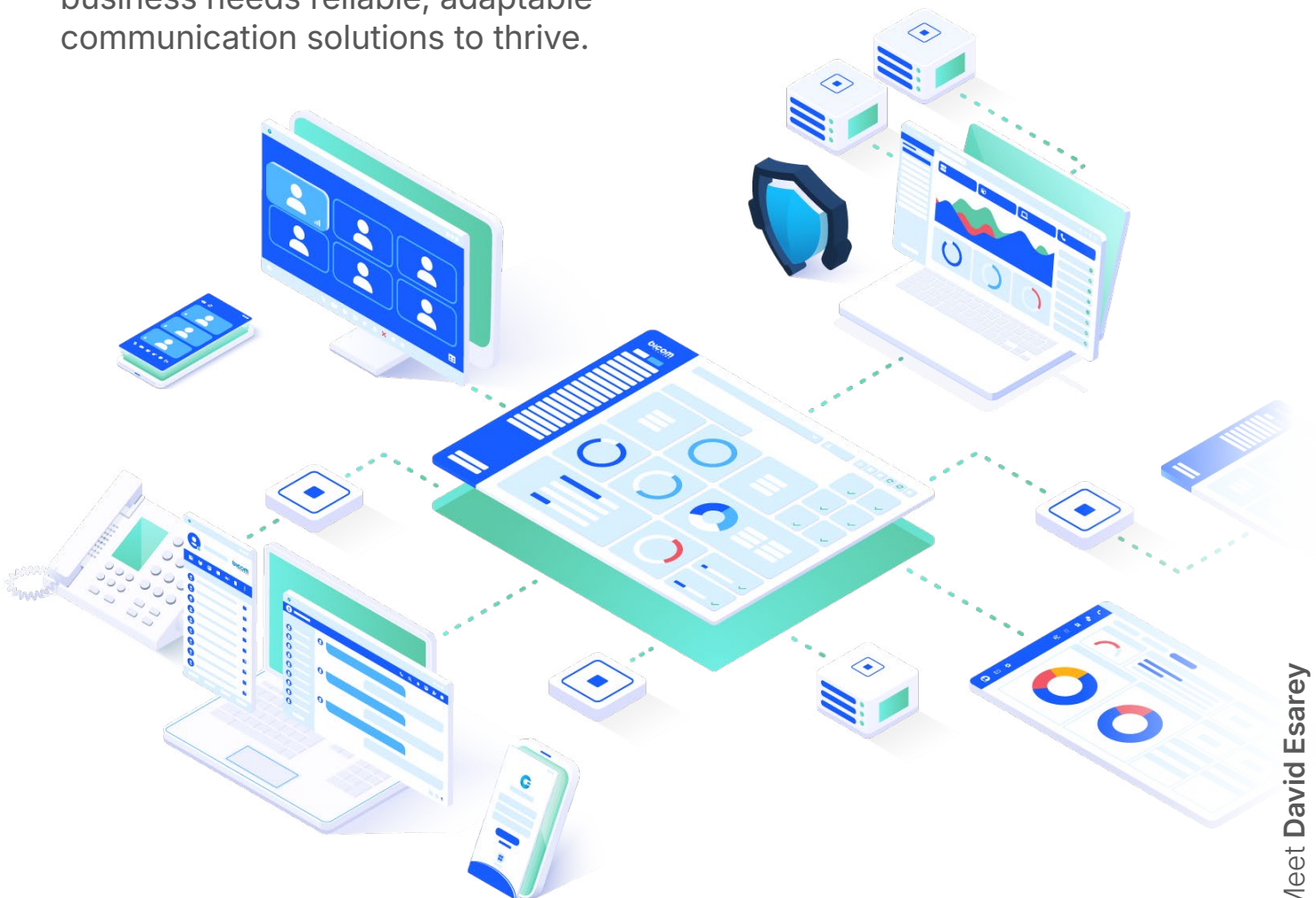
Bicom Systems offers stability you can trust, based on 20 years of experience.

The Bicom Platform is the culmination of over two decades spent working alongside start-ups, enterprises, and governments of all sizes.

David says: "Joining the Bicom team was a very strategic decision. Bicom is a well managed worldwide company known for having an extremely stable (over twenty years of development) product set and is 100% proprietary, not an enhanced version of someone else's product like with a majority of the UC products on the market today.

When I evaluated other companies in this space I always discovered a hole somewhere in their organizational structure. They were either a brand new start-up (or close to it) or their products were outdated with features that didn't actually work correctly.

I am able to sell our platform in this region with confidence, knowing that it is a solid, fine-tuned platform."

Built on years of ongoing market research and active gathering of customer feedback, we have the reliability and performance needed to compete in the SWUS against RingCentral, 8×8, Teams or the barrel-bottom competitors.

With scalability built in organically, you can start small and grow when you are ready.

As a true multi-tenant platform, PBXware allows users to start wherever they are and easily scale as their needs and business grow.

David says: "I've provided basic to advanced technology solutions for every type and size of businesses over the years by using thoughtful discovery questions and techniques, then using the latest technologies available to provide logical business solutions.

When engaging with a new partner, we assess their current business model and recommend an initial configuration that can easily scale at any speed, ensuring they are on the road to growth from the very first day."

Whether you are a start-up or an established business, or even an incumbent provider, our platform adapts seamlessly to your unique requirements and situation.

We prioritize cost-efficiency so our products are affordable for any budget.

Hand-in-hand with scalability goes affordability, allowing businesses to get started without compromising their budget. Our solutions are designed to fit any budget from the start while providing flexibility to scale as needed.

David says: "I enjoy engineering multi-location trunking integration for efficiency and cost reduction."

Our products are packed with features that enhance cost-efficiency, empowering businesses to focus on growth and boosting their bottomline.
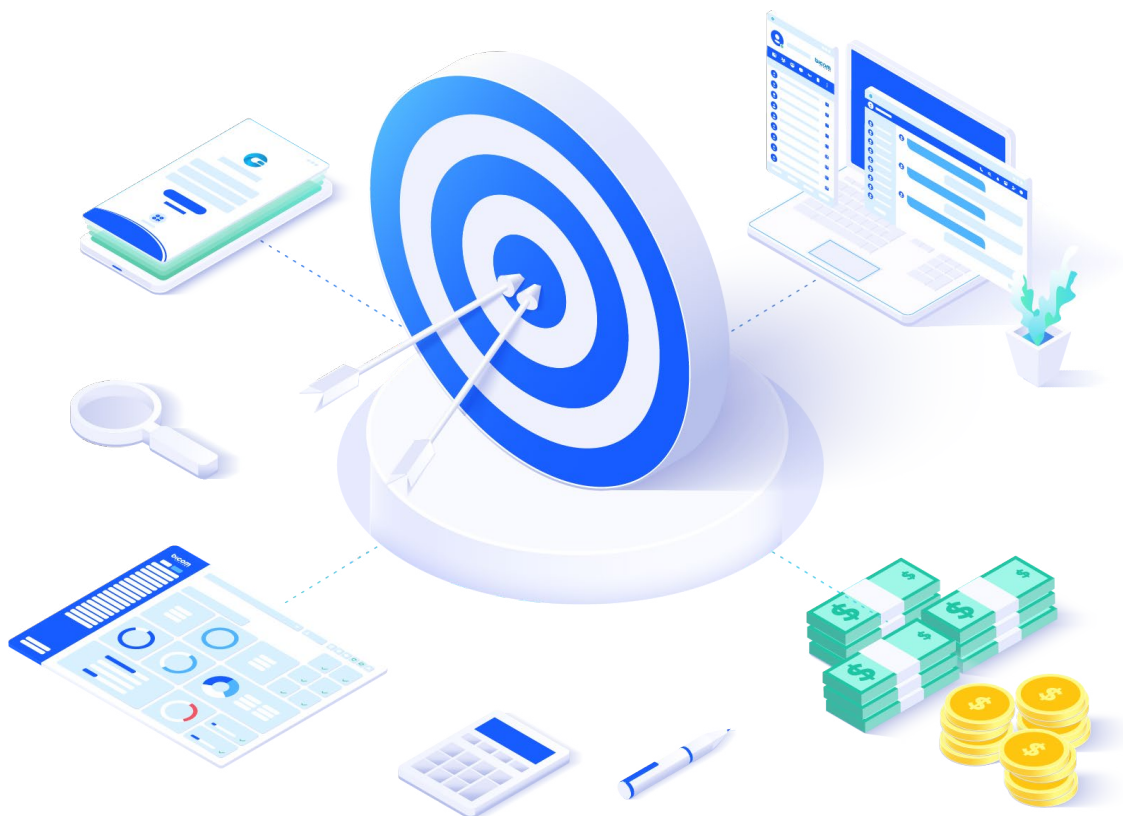
Our highly flexible products empower your brand to stand out.

In an ever-more crowded market, resellers in the SWUS must differentiate themselves and focus on value over volume.

David says: "Our white label branding gives our partners the ability to build their unique brands and own their customers rather than reselling in an agent model like 8×8, RingCentral, etc."

We have always prioritized the growth of our individual partners, keeping our focus always on our mantra:

Your Business, Your Brand, Your Way.

David says: "Our goal has always been to help you build YOUR BRAND so that you can stand out and gain more business; to recognise that it is YOUR BUSINESS - we understand that you need to maintain control over all that you have built; and to do things YOUR WAY because you know best what is needed to succeed in the space that you work in and for us to support that success. Only by prioritizing these three areas will we both succeed together."

We offer local support in the SWUS with native expertise whenever you need it.

Our in-house support teams are strategically located across every timezone worldwide, ensuring our 24/7 availability.

David says: "Bicom Systems has built a community of Service Providers that help each other. I have never seen this level of collaboration at any other company.

Success builds success, and from day one, you are joining a network built by others just like you. We have been working with service providers for over 20 years. Almost all of those providers are still with us today as are our original founders and first employees.

This builds up a knowledge of the market, the features, and what service providers need to compete today and into the future."

We believe strongly in fostering a supportive peer network where partners can share ideas, troubleshoot together, and drive collective growth.

We have all of the pieces you need **to start and grow.**

The Bicom Platform is a comprehensive solution for communication, collaboration, and connection, including PBX, omnichannel contact center, meeting, geo-redundancy, security, and more.

David says: "Bicom Systems has built a community of Service Providers that help each other. I have never seen this level of collaboration at any other company.

In fact, that's one of the things I mention to every new partner prospect - the deeper you dive during your evaluation, the more you'll like Bicom products."

Purchasing products from different vendors often involves tiresome integration, support, and update processes. Bicom Systems products are natively designed to work together seamlessly.
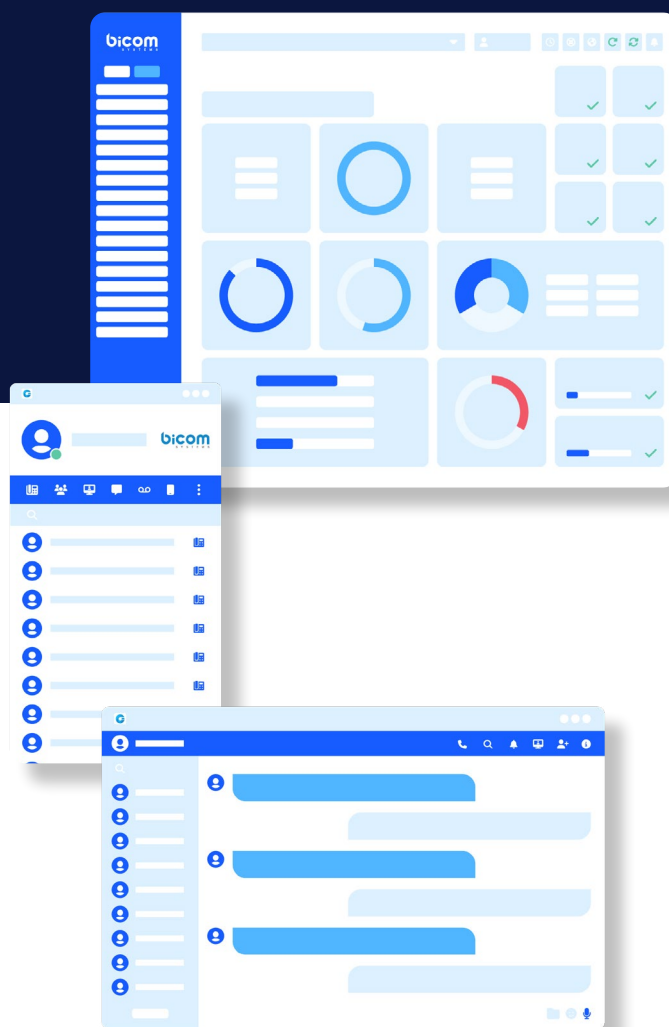
David says "I love solving business problems with our innovative features. Helping companies design proper auto-attendant call flows, designing contact centers for first-time users, engineering multi-location trunking integration for efficiency and cost reduction.

One notable high profile project I was directly involved with was selling the first business phone system installed in Mar-a-largo (1994-ish). I designed a way for the new private member club to communicate with their worldwide elite members by using auto attendants, member's personal voicemail boxes and voicemail distribution to keep their club members up to date on the club's events, accessible from anywhere in the world, 24 hours a day.

Again, using the latest available technology at the time to create innovative solutions to business challenges."

Selling a solution that has all of the pieces empowers you to drive customer loyalty and upsales.

David says "I have several small MSPs who decided to start selling UC/VoIP services and have become incredibly successful in a short amount of time.

Bicom's Cloud UC products fill the most common (last) hole on the network - Voice. This allows them to become "sticky" by controlling all the nodes on a customer's network and to hedge their exposure to other vendors/competitors moving in on their customer base."

With three deployment options, *we are able to meet your unique needs.*

Bicom Systems offers cloud, on-premise, and hybrid deployment options to meet the diverse preferences and needs of our partners.

David says: "Bicom Systems products are strategically designed to migrate forward or backwards, meaning a partner could initially choose to host in Bicom's data centers, then easily migrate to their own data center(s) with geo-redundancy.
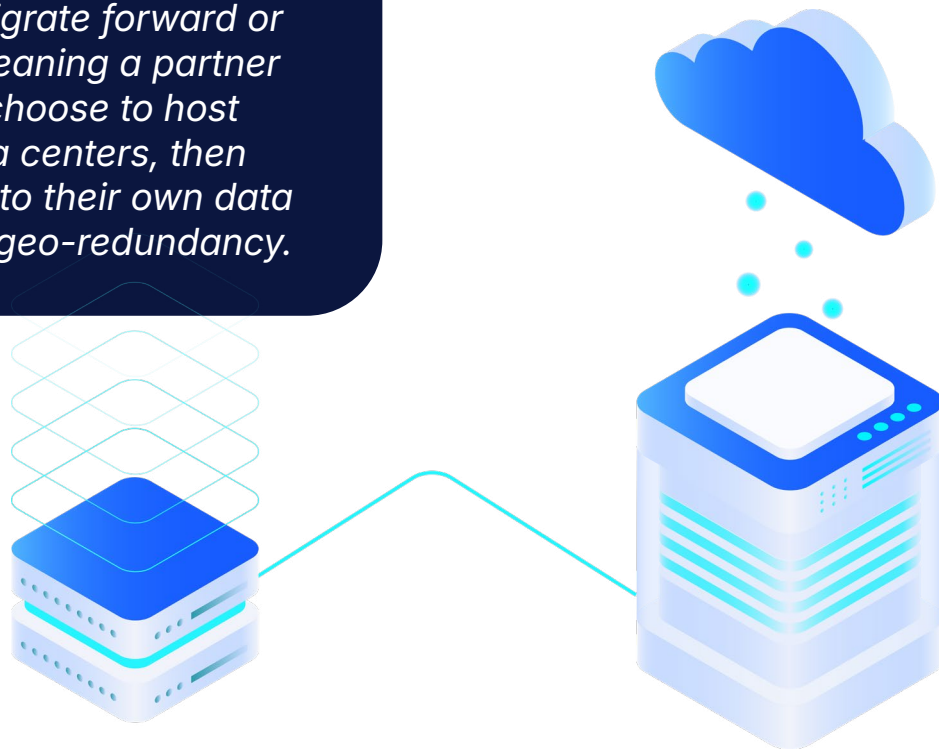
Or vice-versa, if a partner is self-hosted and decides to get out of the data center business model, we can easily migrate their Bicom license over to our data center. This is a great way to future-proof your software investment as market and business needs change."

We offer flexible deployment options to give you more control over your business, in your own way.

We even give our partners extra tools and services to support their journey to growth and success.

At Bicom Systems, we take pride in our partner-focused culture, where the success of our partners is our top priority. This is reflected in the longevity of our partner and employee relationships.

David says: "I found out about the Bicom opportunity from one of their other regional managers, someone I've known and respected for over 30 years in the business. He's been with Bicom for well over a decade - how often do you see that in today's market?"

Bicom Systems does not believe in pressuring our partners to meet quotas or deadlines. Instead, we create an environment built on trust and mutual growth.
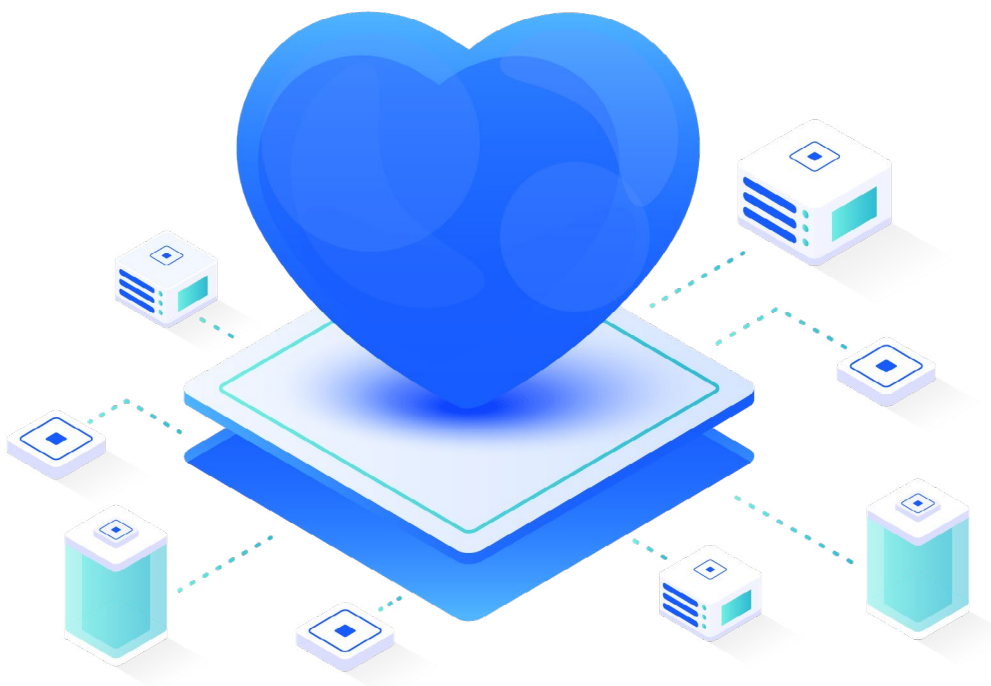
"WIth larger partners, Bicom allows them to move away from the high pressures and forced growth commitments increasingly required to continue doing business with them.

Bicom is a ZERO PRESSURE company. We take the common sense route. There are NO target & NO growth commitments. You'll stay with Bicom because we give you great products, great support at low wholesale prices along with all the features you need to compete, win and grow your business organically in any market, worldwide."

At Bicom Systems, you are not just another number - we are invested in your growth, offering tools and services that enable you to succeed without the stress of unrealistic targets or high-pressure tactics. We do, though, have an excellent Partners Program to help you grow faster.

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