Case Study - Beacon Telecom

The Background

Beacon Telecom's customer-centric business philosophy, attention to detail, and 24/7 support have made them one of New England's leading providers of Unified Communications Solutions. For over 25 years, Beacon has served a highly diverse nationwide client base, including professional services, hotels & hospitality, major medical institutions, high tech, financial institutions, and government. Beacon's customers range in size from the small business up to multi-site, international enterprises.

Beacon's experienced staff is trained in all areas, including:

Design and Implementation	Installation	Project Management	Disaster Recovery

Beacon's business model is predominately based on Avaya-based UC and PBX solutions. In 2015, Beacon was awarded Avaya's highest partner level, Diamond. This ensures that Beacon's customers will be assisted by a team of highly qualified communications experts, having demonstrated success in handling robust implementations across high levels of complexity.

The Business Challenge

Over the past five years, virtually every Communications Service Provider has witnessed a dramatic shift in how Unified Communications is deployed. Customer preferences are rapidly shifting away from premises-based PBXs and moving to cloud-based solutions. Jim Filbin, President of Beacon Telecom, says his company's experience with "Powered By Avaya," a single tenant, virtual instance of Avaya IP Office™ designed for cloud deployments, mirrors that of the market. "In about two years, we've seen the ratio of premises vs. cloud deployments go from 60/40 premises-based to 80/20 cloud-based. In the SMB space, virtually every deployment we do is cloud-based."

The challenge in this rapid shift is adapting its customer support, something upon which Beacon has built much of its business. "Customers choose us for a lot of reasons, but customer care is right up there," says Jim. "Customers know when they choose Beacon, they'll be getting the personalized service and the commitment to detail they expect."

The Solution

Beacon determined that their best option to deliver an exemplary customer experience was to take control of the network edge using an Enterprise Session Border Controller (E-SBC). After researching the market and testing several options, they chose Ribbons' EdgeMarc Intelligent Edge as the platform of choice. Jim states, "We decided to consolidate on EdgeMarcs because of their ease of use and rich functionality. It provides the security that we and our customers need, plus the ability to monitor customer sites and quickly remediate problems."

Also, the EdgeView Service Control Center (SCC) is integrated into the Beacon infrastructure. EdgeView works in tandem with EdgeMarc devices and is the centralized interface Service Providers need to identify and resolve network issues remotely. EdgeView can also enable automated "triggers" that kick-off enhanced troubleshooting. By proactively providing service quality analytics and a toolset for determining the cause, these triggers allow Beacon to be notified of issues instantly. Jim leverages all these benefits, saying "All our EdgeMarcs are connected to our EdgeView. You can see who's live and troubleshoot issues in real time. It's been a huge plus for us."

An Enhanced Deployment Mode

For premises-based deployments, the configuration is easy – deploy an EdgeMarc on the customer site. But what about the cloud-based Avaya IP Office™ customers that are dominating new sales? Here, Beacon had several options. One was to continue with their current deployment model used for premises-based implementations. However, given their architecture and design for cloud-based deployments, Beacon settled on deploying a virtual EdgeMarc instance in tandem with the virtual Avaya IP Office™ PBX.

This approach has greatly simplified customer deployments. All pre-installation configuration can be accomplished in the Beacon test lab. On the day of install, phones are deployed and connected back to the cloud PBX.

Generally, customers locate the EdgeMarc Intelligent Edge at the customer site, but Beacon has deployed it virtually in their data center. This brings the reliability and quality of EdgeMarc Intelligent Edge to the cloud and delivers it to their customers. Jim states, "Since the customer's intra-site communications are over a managed MPLS network and off-net voice traffic goes over a dedicated voice connection back to Beacon, quality is not compromised. We also get the insights we need to pinpoint quality issues, even across multi-site installations where we might not have hardware at the customer site."
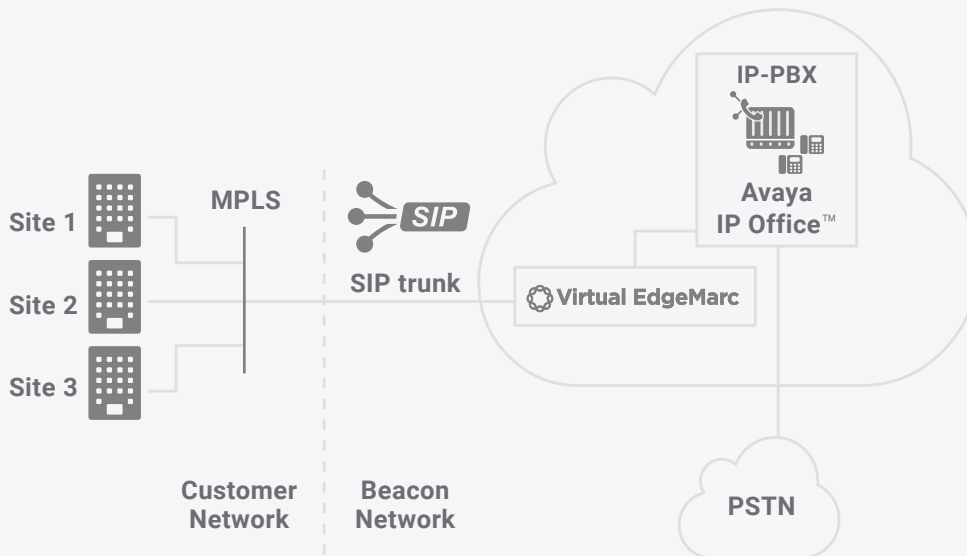
"Ribbon is a great fit for our Powered by Avaya IP Office™ platform. We can deliver services quickly and accurately with insights to deliver the kind of service our customers expect."

Jim Filbin,
President of Beacon Telecom

To learn more visit RibbonCommunications.com