

BCM ONE JUMPS INTO THE SIP MARKET

SIPTRUNK/SIP.US is now part of the BCM One entity, meaning partners have access to a powerful automated platform specifically for selling SIP services

By **Gerald Baldino**

News broke back in February, when Thompson Street Capital Partners (TSCP) initially struck a deal with BCM One to recapitalize the company. The BCM One partnership coincided with TSCP's acquisition of SIP, which in turn became part of the BCM One family.

The acquisition was designed to help BCM One expand into the SIP-enabled voice segment, by leveraging SIP's automated solution which helps businesses seamlessly migrate to next-generation voice solutions. At this point, the deal is complete, and BCM One is firing on all cylinders with an aggressive growth strategy and the help of a strong SIP provider. SIPTrunk.com, after all, offers a domain name that speaks for itself in terms of brand recognition – to the point where the company has no plans to re-brand after the acquisition.

The company, which originally launched in 2012, obtained the SIPTRUNK.com domain around 2013 and has since been using it to sell SIP services to the channel. Today, SIPTRUNK is exclusively focused on selling through dealers and partners.

"One thing we promote is that self-service and quick response is how SIP trunking should work," said SIPTRUNK chief operating officer Mark Amick, explaining how the company went to the Channel Partners expo in 2018 with t-shirts that read "SIP trunk in under 60 seconds."

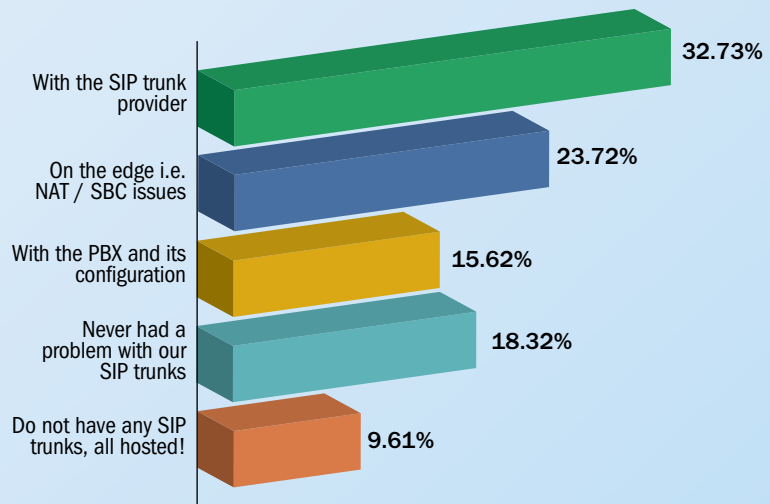
SIP Trunking Plans and Adoption

Using SIP trunks now	68%
Not using SIP trunks	9.7%
Testing or evaluating SIP trunking	9.5%
Researching SIP trunking	8.5%
Ready to buy SIP trunking	4.3%

Source: *The SIP School*

"Those shirts were more than just marketing fluff," said Amick. "We would actually bring people to our booth, and even with trade show internet, we'd let dealers sign up with us. As soon as they would complete the email, within 60 seconds they would have an email in their inbox. Their SIP trunk would then be ready to start making calls right away. So it's an example of how the next-generation of telecom services should be deployed – quick, fast and painless."

If you've had problem with SIP trunks (even if you are still trailing them) where have the 'primary' issues been?



Source: *The SIP School*

As Amick pointed out, this type of service is tremendously valuable for busy channel partners.

“As a dealer especially, you do lots of things throughout the day,” Amick said. “You’re out there selling many services, and SIP trunking is only one item. What we try to do is make sure that SIP trunking is not burdensome on you. We want to take care of as much as possible,” Amick continued. “You shouldn’t have to spend hours on the phone setting up circuits, routing telephone numbers and so on. You should be able to do all that through a simple number of clicks, much like ordering on Amazon. That’s been our goal with SIPTRUNK.com all along – to make it very easy and painless for our dealers, so much so that we even handle all of the billing and taxation.”

The billing and taxation element are a major selling point, especially for small dealers that are buying wholesale services and reselling them. Resellers, after all, still need to deal with taxation. And as the SIP team pointed

out, if you don’t get that right, local governments and federal courts will have no problem coming after you to get their money – and there are many penalties associated with that.

SIP, however, takes care of all of the heavy lifting – meaning partners can focus on closing deals instead of complicated taxes. Every invoice is automatically rated when it’s generated based on the customer’s location to make sure the company is collecting the correct taxes. As long as that customer stays with SIP and has recurring revenue, the company says, that dealer will get paid.

At the same time, though, the company still allows the dealer to own the customer relationship if they want to. For example, the dealer can go into their SIP portal if they wish to perform a variety of functions, such as adding and removing DIDs and so on. This portal allows the dealer to remain customer-facing.

Ultimately, the takeaway here is that BCM One and SIP are working to make

life simpler for agents, partners and VARs that are selling multiple solutions. According to BCM One director of channel sales Andy Steinke, it’s all about the ease of doing business, and the fact that the company can act as a single point of contact for everything from sales engineering to post-sale support.

“We’re a single source provider for 50 different technology suppliers and hundreds of different technology products,” Steinke said. “From a partner perspective, there is one team to deal with across the dozens of providers that they may have to go through for a solution. This helps to eliminate supplier fatigue, or the pain of going through 10 different options when a lot of things are really transactional these days and commoditized like transport and over-the-top services.”

Attendees heading to Channel Partners in Washington, D.C. are encouraged to stop by the BCM One Technology Lounge to meet the team and learn more information. □

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