



## Case Study

### Healthcare Vertical

BCM One helps a dermatology practice pivot with a business-aligned voice and Internet solution.

#### Challenge

This dermatology practice's strategy was to grow through acquisition, which is how it had reached its current 19-location size. As a result, they didn't have a unified voice infrastructure. When the pandemic sent all their employees home to work, Microsoft Teams became their collaboration platform of choice, but they needed to boost the platform's voice capabilities, so they reached out to BCM One. Based on the requirements they laid out, we designed a hybrid Teams/UCaaS solution to support all of their needs now and as they continued to grow. A few months later, however, the organization radically shifted its business strategy. The new plan was to grow organically and the practice had an ambitious five-year build-out goal. And it wasn't just the growth strategy that changed—new processes changed their foundational needs. Many of the more sophisticated UCaaS features that had been must-haves were no longer required.

#### Solution

The BCM One team recognized that the solution they had just built was now more than the client needed to meet its requirements and support the new business strategy. Many companies in this situation might simply maintain the status quo, and would be within their contractual rights to do so. But the BCM One team did was right for the client, which was to redesign the solution with BCM One's Voice Enabled Teams offering. The new solution delivered all the functionality the client needed, without the extra bells and whistles they no longer required, cutting the per-user cost by more than half.

At the same time, the organization had some connectivity requirements it needed help with. BCM One upgraded the dedicated Internet access at their headquarters location with our Managed Connectivity service. And we provided temporary coax for their short-term sites and when those offices move into permanent locations, they will fold into the infrastructure, giving the practice a complete managed voice and connectivity solution.

#### Benefits

Because BCM One was willing to re-work the solution when the business strategy shifted, scaling it back and reducing the costs, the client knows we are a partner not just in their technology but in their business. They can now focus on reaching their high-growth targets, and they know we have their back.

#### Client:

- › Dermatology practice

#### Sites:

- › 20+ locations

#### Solution:

- › Voice Enabled Teams
- › Managed Connectivity