



BCM One is a powerhouse technology problem-solver for a sports marketing company

This sports marketing company, which relies heavily on voice and data technology, established a trusted partnership with BCM One, and based on that success, has expanded the relationship over time to address critical challenges and support strategic initiatives.



It started with a voice quality issue

The company's broadcasting unit had some legacy PRIs that were experiencing outages, preventing them from being able to call in or out, or even between locations. They selected BCM One as a reputable SIP company that could provide PRI handoff with our mSIP managed SIP service. We were able to implement the solution quickly—by the next month—and they have not experienced any outages since then.

The trusted partnership with BCM One has expanded the relationship over time to address critical challenges and support strategic initiatives.



Smooth migration to Teams

The company was also planning a Microsoft Teams migration initiative. They had implemented Microsoft 365 and wanted to eliminate all of their various on-premises systems that had been implemented over the years across their company. And they had a desire to centralize and standardize all communication systems. They collaborated with BCM One, leveraging our Microsoft and telephony expertise, to develop a plan. We determined that they only needed basic dialing capabilities. During the planning process, the company's IT team was concerned that Microsoft Teams might not ultimately end up being the best solution for one particular group, the broadcast support team, so they needed to ensure that the project plan was flexible. BCM One designed a solution with our Enterprise Teams product and created a project plan to roll it out on their 2-year timeline. When COVID hit, the company wanted to extend the timeline, and we were able to adjust to their requirements.

Overview

- **Client:** Sports marketing company
- **Sites:** 10 primary and 100 secondary
- **Solution:**
 - ✓ mSIP
 - ✓ Enterprise Voice
 - ✓ UCaaS with Call Center
 - ✓ Managed Connectivity with SD-WAN
 - ✓ Sophia™ Technology Expense Management





Flex to UCaaS for the broadcast support team

After Teams had been implemented, the broadcast support team did decide that it was not working for them—primarily because they needed a queuing process that enabled them to diagnose problems and then route calls to the right people. Because we had strategically planned for this possibility, BCM One was able to migrate that team to UCaaS with 30 call center seats to provide exactly the capabilities they required.



Revamp and modernize connectivity

The company also needed to address connectivity challenges they were having with their current provider. They were experiencing outages, issue reporting was terrible, and monitoring and management were non-existent. Making matters worse, their SD-WAN setup was obsolete and did not adhere to modern best practices from an optimization standpoint. BCM One worked with them to redesign the entire network infrastructure, incorporating our managed connectivity solution for all of their ten locations nationwide. We designed dual network redundancy so that there was redundancy within every site and geo-redundancy across the different locations. We also completely redesigned SD-WAN for their network. It's now all fully managed with monitor, notify, and restore services—though with zero outages to date they haven't needed to use our monitoring suite. We started with the 10 primary sites and have started rolling it out to the 100 secondary sites.



Smarter technology expense management

During the network redesign process, as BCM One was working with the company to figure out what they had at the primary and secondary sites, it became clear that they had a billing and reporting problem. We uncovered obsolete and inconsistent coding practices. While they were able to produce a report, the way voice, data, cable, and TV services were coded was all over the place, making it difficult and time-consuming to decipher what they had. Our Sophia™ Technology Expense Management solution was a no-brainer for them, and we began implementation. They're thrilled with the results so far and anticipate cost savings through the elimination of redundant services they don't even know they're being billed for and through better visibility that eliminates overspending.