

Phone.com Relies on Bandwidth Communications APIs to Help Deliver the Ultimate Business Phone Experience

Cloud Phone System Provider turns to Bandwidth for More Personalized Service, Big Cost Savings

Phone.com is a cloud-based phone system provider, delivering services primarily to small to medium-sized businesses (SMBs) that seek a replacement for traditional, premise-based PBX phone systems. The portability and adaptability of the cloud allows Phone.com customers—from pizza shops to tire stores to corporate offices—to serve multiple locations under one phone system without expensive hardware costs or infrastructure requirements.

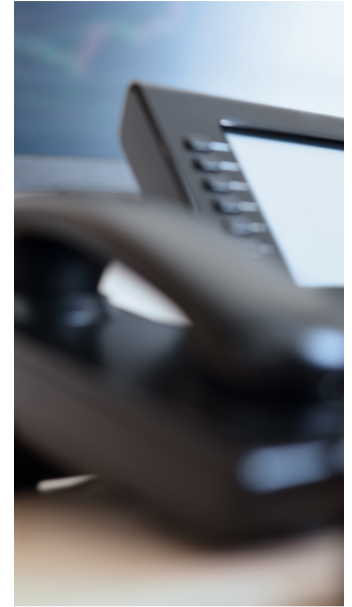
Situation: Steady business growth belies back-office headaches

Phone.com has been serving the SMB market since 2008, with steady growth fueled by a solid business model out of the gate. However, the business of serving thousands of companies' telecommunications needs has a few very important requirements for sustainable success, namely:

1. Quick and easy access to phone numbers in area codes nationwide
2. A simple process for provisioning numbers and features through easy-to-use tools
3. Pricing that delivers economies of scale rather than acting as a penalty for growth

Phone.com's primary communications platform as a service (CPaaS) partner was lacking in elements of all three areas but the company's biggest complaints were in the areas of cost and customer service.

"Our former provider was so terrible in terms of cost and working relationship. We had ongoing issues where we would not get a response for weeks. That, paired with the fact that our point of contact was constantly changing, made it nearly impossible to resolve issues," said Joel Maloff, SVP of Strategic Partnerships and Alliances, Phone.com.



"Working with Bandwidth was, and is, a breath of fresh air. Whenever we need help answering questions or resolving issues, they're always responsive and deliver value."

JOEL MALOFF
SVP OF STRATEGIC
PARTNERSHIPS AND ALLIANCES
PHONE.COM

Solution: Choose Bandwidth as primary CPaaS and network partner

Phone.com needed a partner that could deliver the phone numbers and services its customers required in a quick and timely manner, at a fair price. It chose to partner with Bandwidth as its primary network and CPaaS provider, using the company's flexible Communications APIs to access and provision phone numbers directly through the Phone.com user interface.

"From a network engineering and design standpoint, I don't believe in putting all eggs in one basket. That being said, we do the lion's share of our Toll Free, Voice and SMS business with Bandwidth. Our team uses Bandwidth's Communications APIs to tap right into the Bandwidth system," said Joel.

Results: Better service, cost savings and ease of doing business

The relationship with Bandwidth has been a positive force in Phone.com's ongoing success, making it easy to access the phone numbers and services its customers need while saving money and getting issues resolved on the spot. Instead of waiting days, weeks or months to address a problem, a Bandwidth contact has been available at all times to keep things running smoothly.

"Bandwidth has helped us achieve success by reducing our overall costs and creating a much more smooth relationship. Knowing we can call on our Bandwidth partners anytime translates important benefits to our customers and our business overall," said Joel.

ABOUT BANDWIDTH

Bandwidth helps companies of all sizes to create innovative communications solutions. Offering voice and text for on-demand service apps, a seamless multi-screen experience for large enterprises, and a category disrupting WiFi-first mobile phone service, Bandwidth's solutions are shaping the future of how we connect. At the core of Bandwidth's offering is a platform that allows companies to launch and scale next generation applications using the nation's largest VoIP network, without the telecom headaches. This communications platform as a service (CPaaS) includes a wide range of solutions anchored around phone number provisioning, voice calling, messaging and emergency services, all built on Bandwidth's carrier-grade network.