



Case Study

Retail Vertical

BCM One helps dance apparel company's retail voice communications stay on pointe.

Requirements

This dance apparel company's products are available through retail outlets across the globe. The company also has around 20 of its own stores throughout the US. Three operations managers, working out of the company's New York City retail headquarters, are responsible for all 20 stores nationwide, and everything needed to keep them running. That means wearing a lot of different hats—which is why they rely on BCM One to take care everything related to data and voice communications.

Solution

BCM One helps the company provide the right level of voice and data service to each of the corporate retail shops. For about half of the stores, this means BCM One's hosted voice solution called InPacket™ which offers a multitude of unified communications features including a four-digit dial for an easy way to call other stores. The smaller locations have a combination of POTS lines and dedicated MPLS circuits to support their data and connectivity needs.

Regarding their data solutions, because their footprint of small retail stores is spread across the country, BCM One was a natural choice for this retail chain. BCM One can aggregate multiple connectivity carriers nationwide under one bill instead of trying to do this themselves by contacting various different underlying providers, which means lots of different contacts and multiple bills. Instead of spending hours and hours on the phone coordinating it all, BCM One takes care of it all via our relationships with various suppliers across the country.

Benefits

BCM One is more than just a time saver. While the operations managers are responsible for the retail stores' technology infrastructure, they aren't technology experts—they're retail specialists. In addition to giving them just one point of contact to work with, BCM One takes care of the day-to-day voice needs, navigates their contracts, helps them determine when upgrades are needed, and manages any other needs that arise.

For example, the company recently moved one of their locations in the southwest. It should have been an easy, plug-and-play move for their hosted VoIP; they were staying in the same building and they already had the MPLS circuit. BCM One ordered the new cable circuit and all they had to do was move the phones and router. But something happened with the wiring. The operations manager doesn't know the ins and outs of voice—and doesn't speak the same tech-language needed to communicate effectively with the cable tech—but BCM One sent out a trusted partner to take care of the issue, explain in layman's terms exactly what needed to be done, and then do the work. What was a minor issue was quickly resolved and never escalated into a bigger problem.

Client:

- › Dance apparel company

Number of sites:

- › 20 stores nationwide

Solution:

- › UCaaS
- › Private WAN/
MPLS~Connectivity