



Entering New Markets and Growing Business

Case Study

A Look At VirtualPBX's Partnership with 2600Hz and How 2600Hz's Offering Improved Their Business.

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VirtualPBX's Story

About VirtualPBX

VirtualPBX was founded in San Francisco in 1997 and brought some of the first commercially available hosted PBX service to market for small business owners. Born from the advent of the hosted telecom industry and driven by the innovative vision of its founders, VirtualPBX continues to deliver leading edge telephony products for business. Backed by award-winning, local, in-house support teams, VirtualPBX offers an array of services including disaster recovery, network monitoring and optimization, and professional system management.

The Challenge

After being in the business for 15 years, VirtualPBX began assessing how to improve their existing voice platform. The VirtualPBX team set out to determine if there was an ideal way to improve their platform and if so, how to proceed with the endeavor in a way that would benefit not only VirtualPBX, but also their customers. The VirtualPBX team began an in-depth assessment, reviewing both internal engineering proposals as well as various open source solutions and vendors to determine the best option for moving forward. In their assessment, the VirtualPBX team were specifically looking for innovative technology that exhibited a clear vision of telephone that matched their own.

The Process

When VirtualPBX approached 2600Hz to learn about the platform and technology, VirtualPBX's goals were simple - assess if 2600Hz's platform, KAZOO, delivered the features and value that surpassed their internal engineering costs and efforts. Importantly, VirtualPBX also needed to determine if the 2600Hz future roadmap matched their customer's needs. As part of the evaluation process, 2600Hz set up VirtualPBX with a technology trial so they could ensure the platform would meet all of their needs.



The Solution

During their trial of the platform, VirtualPBX was pleasantly surprised by the depth of features and capability, as well as the extensive API that would allow them to move quickly to meet customer and market needs. After evaluating 2600Hz's solution as well as the time and costs of building a new platform in-house or using 3rd party applications and platforms, VirtualPBX chose 2600Hz. A key deciding factor was 2600Hz's commitment to open source and the ability to collaborate with VirtualPBX's engineering team. In addition, KAZOO had the most modern approach to telephony on the market and as a fully API-driven voice platform with geographic redundancy and scalability, it was a clear leader in the space. The VirtualPBX then team worked closely with 2600Hz's co-founders, Darren Schreiber and Patrick Sullivan, to create a win-win partnership.

The Business Outcomes

Partnering with 2600Hz has positively impacted VirtualPBX's business and has proved successful in many ways. The partnership enabled VirtualPBX to move faster in their business to meet the ever-changing market needs and to accelerate expanding their product offering for new and existing customers. VirtualPBX has even entered into new markets previously beyond their reach. In addition, VirtualPBX has had the opportunity to redirect engineering resources to deliver customizable solutions for their customers and has been able to expand the roles of their team to develop and support customers in ways that, previously, were limited to engineers. In short, 2600Hz completely solved VirtualPBX's initial challenge, and so much more.

“We are able to move faster in our business to meet the ever-changing market needs. Overall, 2600Hz has enabled us to accelerate expanding our product offering for new and existing customers.”

Lon Baker
COO | VirtualPBX