bicom
SYSTEMS

The Power of Multi-Tenancy:

Solutions & Strategies for Vendor Success

Why Multi-Tenant PBX solutions support growth and how to achieve it

Introduction

The Need for Multi-Tenancy in VoIP

Resource management can be particularly complex, especially in the telecommunications industry, which heavily depends on seamless communication and operations. The challenges arise from high demands for uninterrupted services, extensive infrastructure requirements, and the need to support a diverse range of customer needs.

Traditional single-tenant systems, designed for dedicated use by one customer, further exacerbate these complexities. As a vendor catering to multiple customers or planning expansion, such an inflexible structure is not satisfactory.

Identifying inefficiencies or challenges in your current systems can assist in areas like scalability, reasonable costs, resource allocation, and customization. The need for a better solution lies in software architecture like multi-tenant ones.

Bicom Systems' PBXware Multi-Tenant Edition, our most popular and esteemed solution, is the cornerstone of this guide on multi-tenanted VoIP solutions. Keep reading to learn all about multi-tenancy and its benefits for the VoIP industry.

Understanding Multi-Tenancy

With multi-tenancy, you can serve multiple customers through a single instance.

A system organized in this manner also entails maintaining separate communication channels for each tenant. By creating virtual partitions within a single software instance, multi-tenanted solutions ensure that each tenant enjoys segregated resources while sharing the underlying infrastructure.

We often compare multi-tenancy to residential buildings, where each resident uses the same structure but enjoys separate amenities. Similarly, in a multi-tenant system, each customer has their settings, data, features, and resources adapted to their specific needs.

Multi-leveled administration provides different permissions through comprehensive role-based management, like the one available in PBXware Multi-Tenant Edition, resulting in better organization and improved accountability.

You can list out your current customer management practices, compare them against the capabilities offered by multi-tenancy, and determine how adopting this approach can positively impact your entire business.

The Evolution and Opportunity

For several years, we have witnessed a notable rise in demand for versatile PBX solutions across diverse industries. You, as a vendor, have likely experienced the exciting process of attracting new customers or retaining existing ones.

According to a recent UK Research and Innovation study, telecom networks in 2030 will be the main platforms and infrastructures for business communication, collaboration, and commerce, leading to high efficiency and high productivity.

At Bicom Systems, we are prepared for this future, continually innovating our multi-tenant solution to meet the evolving needs of our customers. We carefully listen to our partners' requests to ensure our solutions align perfectly with their business goals.

If your business is striving for greater productivity in your communication infrastructures, you might find multi-tenant PBX systems the ideal solution. The adoption of such systems presents a unique opportunity for vendors to offer a better option in the market, simultaneously increasing both customer base and revenue.

Single-Tenant vs. Multi-Tenant

Evaluating whether your current software architecture can support future growth or if transitioning to a multi-tenant solution would be more beneficial is a critical step in your strategic planning.

High costs, resource limitations, and the complicated deployment and maintenance processes are associated with single-tenant environments.

> These are the main reasons why vendors with many clients turn to multi-tenant PBX systems.

Considering multi-tenancy in VoIP, you will find many advantages that are lacking in single-tenant architectures.

Unlike single-tenant systems, onboarding new customers is effortless and cost-effective, requiring minimal infrastructure investments and operational overhead. An option like embedded documentation within our PBXware allows users to swiftly familiarize themselves with the software's features, thereby reducing the learning curve.

Statista's forecast indicates that the number of users in the telecom industry will reach 1.6 billion by 2029, highlighting its size and interest. This significant growth certainly can include your business as a service provider, especially if you consider switching from single-tenant to multi-tenant PBX systems.

Diverse Industry Adoption

Since multi-tenant solutions operate independently of geographical location and are controlled by resellers (or administrators), this setup has already been recognized and implemented across different industries. The popularity of this type of software architecture is also indicated by the fact that **multi-tenancy is prevalent in telecommunications, government, retail, healthcare, and IT sectors.** (source)

We recommend that you identify the industries you serve or plan to serve. Thorough research of their specific communication needs may help you adapt your multi-tenant solutions to meet these requirements.

For a detailed overview of different industries such as hospitality, banking, repair, maintenance, and more, and their needs for such solutions, you can read our ebook: Maximize Your UC Sales Potential: Strategic Insights for 8 Vertical Industries. ⟶

Cloud Deployment Considerations

Multi-tenant systems are traditionally associated with cloud-based environments. Cloud deployment provides virtually unlimited space through internet connectivity, which is ideal for serving multiple clients without concerns about resource utilization.

What else does the cloud offer? **Lower initial costs, no need for physical locations, and a shorter deployment process,** all aligning with the principles of multi-tenant architecture. However, its dependence on internet connectivity carries potential security risks, of which we must be aware, especially today.

Cloud Grows Bigger

An anticipated outcome reflects growing trust in cloud capabilities. In their recent forecast, **Gartner** predicts that

> by 2027, more than 70% of enterprises will use industry cloud services to accelerate their business initiatives.

Due to the need for greater flexibility, scalability, and the ability to rapidly deploy and manage services, more and more businesses see cloud services as vital companions in their growth journey.

If you are still unsure about transitioning to the cloud, take a look at our ebook: On The Premise Of Control: A Complete Guide To Cloud Migration For Service Providers That Don't Want To Lose Control, and learn more about the advantages of cloud deployment.

Essential Benefits of Multi-Tenant Architecture for Service Providers

Switching to multi-tenancy will bring you more **significant results, distinguish you from your competition, and streamline your business operations.** Adopting multi-tenancy can be summarized as it offers several key benefits:

- Cost-effectiveness
- Scalability for business growth
- Customization options

To understand how these can transform your business, continue reading to explore the detailed advantages of adopting a multi-tenant architecture for your VoIP services, some of which we have already briefly mentioned.

Why Should You Adopt Multi-Tenancy?

To begin with the present moment, by utilizing multi-tenanted environments, you participate in supporting digital transformation initiatives and meet the evolving needs of the telecommunications landscape.

Statistics also indicate that telecommunication service providers contributed over 50% of the total communications interface market in 2020 (source).

Hence, your service provider role is crucial, and will grow over time.

Cost-effectiveness

Knowing how to maximize profitability is favorable for a service provider. In this regard, multi-tenancy stands out as a strategy.

As mentioned earlier, many tenants share resources, and the payment structures are defined accordingly based on resource consumption. This approach quickly enables you to offer competitive pricing to your clients.

Multi-tenancy also offers superior cost-effectiveness compared to deploying and maintaining multiple dedicated servers and solutions.

Most importantly, it allows you to drive revenue growth with more customers without additional costs.

You can read more about the impact of our PBXware Multi-Tenant Edition's cost-effectiveness on businesses like Rydal Group in our recent case study.

Provide Reliable Service With Maintenance And Insights

Unlike single-tenant designs, service providers using multi-tenancy handle all maintenance work and software updates. To fully capitalize on the capabilities of a multi-tenant PBX system, we recommend a **solution with dashboards** that provide valuable insights into client statistics, reports, and analytics.
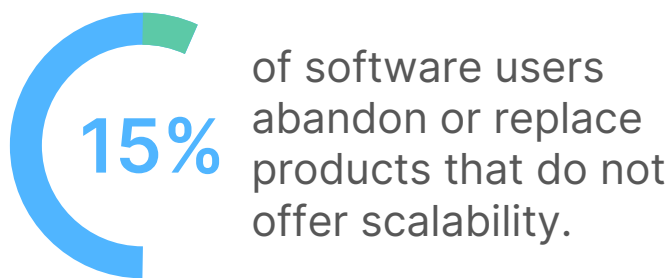
Your customers do not need to worry about maintaining the system themselves, and you provide them with service reliability through careful centralized monitoring and capacity planning.

Our **PBXware Multi-Tenant Edition comes with insightful dashboards** that can help you better understand your customers' work and promptly address potential challenges.

Multi-Tenancy Excels In Scalability

According to a study from
Software Advice, as much as

15% of software users abandon or replace products that do not offer scalability.

Designed for expansion and supporting your growth, multi-tenanted PBX systems embody robust scalability and adaptability that you will not want to abandon regardless of the number of your clients.

Consider the following benefits:

- Adding new tenants does not affect the overall infrastructure.

- You do not need to invest additional resources.

- All tenants on the system receive reliable service, regardless of the growth.

Importance of Customization

Your client base will often demand new features, depending on the type of business they are in. Therefore, always consider customizable solutions that support every step of system change.

Customers want businesses to understand their individual requirements and expectations, while 66% feel they are often treated like numbers. (source) When you have the customization option on the table and understand your customers' needs, you can tailor your services to provide them with unique value.

In our case study on David Vayman's journey with 1Voice, you can find the story about how our custom development solutions lead Vayman's business to greater success, enhancing customer satisfaction and securing more deals.

Key Considerations for Successful Customization

Did you know that successful customization in a multi-tenant setup relies on isolation, assimilation, and the economy of scale? These three key points significantly affect the process of successful customization:

- **Isolation** ensures changes made for one tenant do not affect others.

- **Assimilation** guarantees customized features do not harm the performance and user experience (UX).

- **Economy of scale** makes shared resources reduce costs per tenant. (source)

These considerations are integral to establishing well-grounded business relations with your customers. PBXware Multi-Tenant Edition, as a customizable solution, empowers you to create the solution **you** want, with the ever-present support of our in-house development magicians.

Seize the Opportunity with PBXware Multi-Tenant Edition

Bicom Systems' PBXware Multi-Tenant Edition encompasses all the above-mentioned features. We continue to innovate our PBXware Multi-Tenant Edition, listening to the modern era, our partners, and their suggestions.

Our most popular edition is recognized by many long-term partners whose business growth we have positively influenced. Explore how PBXware Multi-Tenant Edition empowered Fritz Welter's journey: Growth From Early Pioneer To MSP With PBXware Multi-Tenancy. ⟶

More Than Just A Communication Tool

As a premier Unified Communications (UC) solution within our Bicom Systems platform, PBXware Multi-Tenant Edition is meticulously designed to enhance the communication experience.

> **More than just a communication tool, it is a complete solution designed to transform traditional communication.**

PBXware Multi-Tenant Edition is a synergized, intuitive platform encompassing voice, instant messaging, and video conferencing. Features like **customizable SMS trunks** enhance messaging flexibility, **IVR** (Interactive Voice Response) improves customer interaction efficiency, and **auto provisioning** simplifies setup and management tasks.

Additionally, file sharing, faxing, presence management, screen pop-ups, and screen sharing options are essential components within our PBXware Multi-Tenant Edition.

Integrated collaboration tools empower your clients to work seamlessly from any location, accessing our comprehensive suite of tools on web, desktop, or mobile platforms. This seamless access enhances productivity and fosters real-time collaboration across teams.

Now your customers can experience the **sheer simplicity of unified and seamless communication**, redefining collaboration, connections, and goal achievement.

Aim For Long-Term Business Growth And Brand

This powerful yet **easy-to-use white-label solution developed in-house** allows seamless integration of your logo, brand identity, and signature colors. Building brand awareness, instilling customer trust, and maintaining a professional image across your operations becomes straightforward with our solution.

With easy scalability built in, **you have full control over marketing, pricing, and customer management.** Adapt and grow your business while establishing a competitive advantage in the evolving market.

"PBXware Multi-Tenant works perfectly. It does everything we need it to do. The platform is stable and works as expected. In most cases, NTS is able to save our customers money while providing a feature-rich phone system utilizing Bicom Systems and our specific carriers."
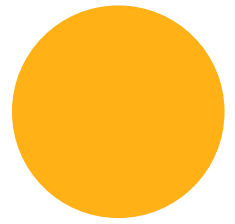
- Jim Strong
from Network Technology Solutions

As multi-tenancy operates in the cloud, we understand the inherent security risks. At Bicom, we have developed sipPROT, a proactive solution integrated seamlessly with PBXware, to address these concerns swiftly. We also achieve enhanced protection through our regular updates and proactive monitoring.

And remember, **Bicom Systems' supporting and training team will be with you** throughout the journey, ready to answer your questions and concerns.
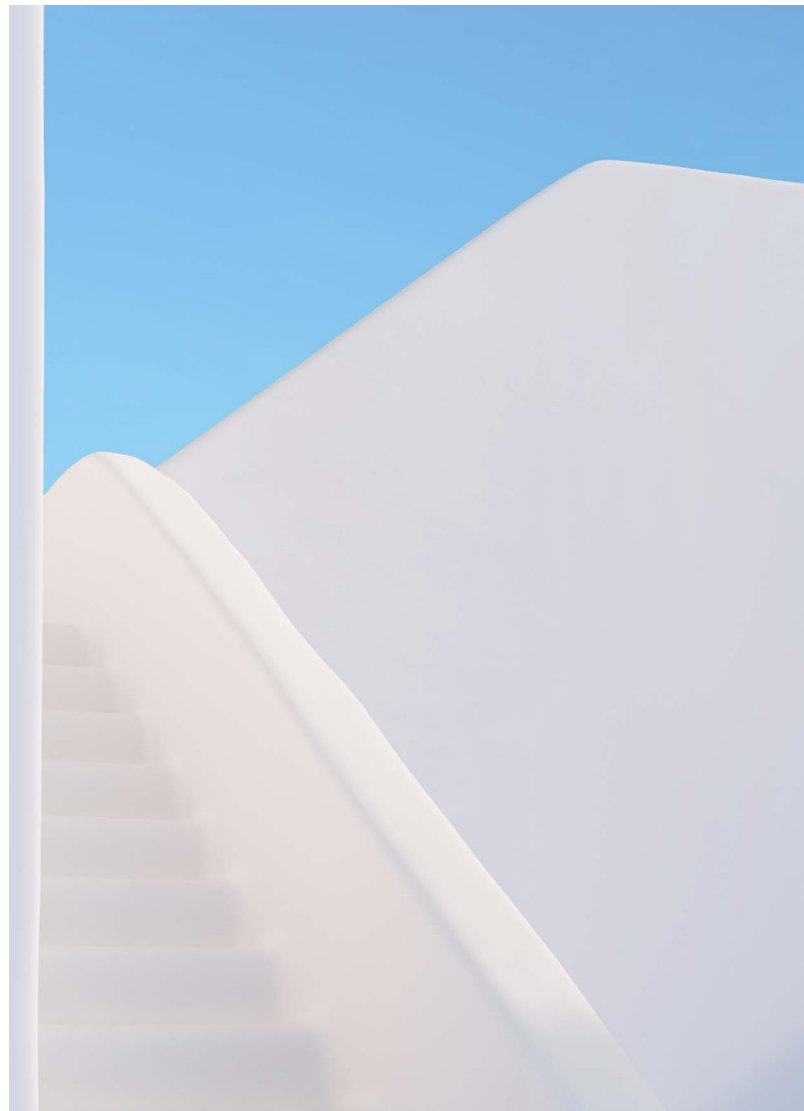
Conclusion

Multi-tenancy is not an alternative for your growing business; it is a strategic imperative that accelerates your path to growth. Adopting multi-tenant solutions in VoIP saves your money, fosters your growth, and simplifies your resource management. Fuel your business growth and precisely fulfill diverse customer needs.

Embrace the future of telecommunications with Bicom Systems' solution - PBXware Multi-Tenant Edition. For vendors looking to differentiate themselves in a rapidly evolving market, PBXware Multi-Tenant Edition offers the perfect blend of reliability and flexibility. Find out why this edition stands as our most acclaimed choice and experience its transformative potential firsthand.

Contact us today, to begin with the safe growth of your business using PBXware Multi-Tenant Edition.