



A Powerhouse Partnership for the Ages: **Epitome Networks and Simplicity VoIP**

Executive Summary

Epitome Networks is an old-school telecom provider that likes to get to know its customers and handle all the support in-house. They've tried every big-name provider out there and consistently were left underwhelmed and disheartened by the lack of autonomy. Then, through local networking in Virginia, the successful partnership of Epitome Networks and Simplicity VoIP was formed. With Simplicity VoIP's robust network backed by the MSP-friendly support model, Epitome Networks could retain its focus on client satisfaction while quickly becoming a top Super Seller in Simplicity's partner program.

Introduction

Since 2009, Epitome Networks' mission has been to eliminate technology frustrations so your business can thrive. With that in mind, Epitome's foundation is built around their engineering expertise and superior support that fueled their tremendous growth over the last 15 years. In the beginning, they were primarily installing telecommunications, but it quickly grew to include access control, security, wireless, and more. Initially centered in Virginia, they've expanded organically and through acquisitions with multiple locations across Virginia, North Carolina, Florida, and Texas.

Epitome Networks has been a critical player in the industry for years, servicing a large number of clients. However, they kept running into platforms and providers that missed the boat with building a solid business relationship, which they needed for them to support their clients. Beyond the support aspect, there were continued challenges with scalability and flexibility in managing customer accounts. Epitome needed a hosted VoIP solution which allowed their technical team to take control of support and management rather than relying on outside vendors for basic troubleshooting and installation services.

The goals of Epitome Networks seemed simple: Find a provider that had an advanced system and welcomed their expertise to support their clients and maintain their established relationship. Before Simplicity VoIP, this has been a challenge.

Challenge

You may not realize how important a personal connection is to the overall longevity of a relationship. Regardless of how much Epitome Networks has grown, they still keep the customer at the top of everything they do and expect the same from everyone they partner with. They have made multiple provider moves over the years because the importance of keeping a strong relationship was lost.



Frustration with existing providers: Epitome Networks had worked with multiple providers, including Nextiva, where they were a top dealer. However, as these companies scaled, their customer service declined, leading to dissatisfaction.



Need for control: Epitome's engineers are highly skilled veterans who wanted the ability to manage and support their customers directly without going through lengthy troubleshooting processes with third-party support.



Customer experience: Epitome was committed to providing personalized, hands-on support for their clients, which required a telecom partner that allowed them to maintain control while scaling.

"At the end of the day, I could give you ten different hosted providers, I could get the exact same phone, and I could make it do the exact same thing from those ten providers. Honestly, the difference is Simplicity being able to give us the tools to support our clients."

Neil Massey, Vice President, Epitome Networks

Not to give away the ending too soon, but over the six-year partnership with Simplicity VoIP, all these previous concerns have melted away.

Solution

Simplicity VoIP is a veteran in the telecommunications industry and knows the value of building relationships for the long term, not just for a quick sale in the short term. Epitome Networks was able to work with Simplicity to create a mutually beneficial partnership that gave Epitome access to the platform but the freedom to sell, install, and support their clients the way they needed to. In short, Simplicity was able to onboard more customers onto the platform, and Epitome grew their business the way that fit their long-term vision.



Hosted VoIP Solution: Simplicity VoIP provided a scalable hosted VoIP platform that allowed Epitome Networks to offer top-tier voice services to their clients.



Super Seller Program: This program allowed Epitome Networks to grow their revenue by taking on more responsibility for installation, support, and management, increasing their commission percentage over time.

Epitome Networks found the best partnership for them through Simplicity VoIP. By leveraging the Super Seller Program, it empowered them to manage their clients locally while using Simplicity as a backup for level 3 support. This gave them complete control over the customer experience, allowing their engineers to troubleshoot and resolve issues directly, streamlining their operations.



Results

The unique strength of Simplicity VoIP and the Super Seller Program has encouraged Epitome Networks to continue to grow their business how they see fit instead of being hamstrung by providers without vision. Epitome will continue to expand across the eastern seaboard and introduce more customers to the hosted services on which they are happy to put their name and reputation.



Increased revenue stream: Through the Super Seller Program, Epitome Networks was able to grow its business, improve its commission percentage, and support larger deals.



Expansion of services: Epitome successfully transitioned multiple acquired companies to Simplicity's platform, including their latest acquisition in Harrisonburg, Virginia.



Control over support: Epitome's engineers regained customer support and installation control, leading to higher job satisfaction and improved customer relationships.



Personalized customer service: Epitome Networks can maintain direct contact with Simplicity's ownership and leadership team, ensuring that issues are resolved quickly and they continue receiving a personalized level of service.



Scalability: The partnership with Simplicity VoIP has allowed Epitome Networks to scale its operations seamlessly while maintaining the quality of support their customers expect.

"What we've built by being a super seller is now we're pretty much our own company with Simplicity supporting it."

Neil Massey, Vice President, Epitome Networks

Conclusion

The partnership forged between Epitome Networks and Simplicity VoIP will continue well into the future. Many businesses out there want more than the set-it-and-forget-it model that other providers are pushing. The truth is those providers push out their master agents and cut them out of the relationship. That's not how Simplicity VoIP does business.

"The Epitome partnership is strong because we share a common belief that the end user customer experience is paramount! This partnership allows Simplicity to increase its reach and depth of support while maintaining a great customer experience."

Benjamin Humphreys, Jr.
President and CO, Simplicity VoIP

If you're tired of diminishing commissions and lackluster support, then it's time to contact Simplicity VoIP and see what it's really like to deal with a provider who wants you to succeed.

