

Ahead of the Curve

BICOM SYSTEMS

EXAMPLES OF INNOVATION & ADAPTATION
IN SAINT JOHN AND AROUND THE WORLD

COVID-19 BUSINESS REALITY

Last March 12, Bicom Systems, a telecommunications management software company with an office located in Saint John and a staff of 13 people had to pack up their things and head for home.

INSIGHTS & ACTION



After transitioning to work-from-home, the company stopped preaching how great its work-from-home solutions were and started using them. Operations now rely on Bicom System's own mobile and desktop Unified Communications applications, gloCOM and gloCOM GO. The company accelerated development and made version 6.0 available free during COVID-19 with a new feature called gloCOM Meeting to enable video conferencing. Bicom Systems also created a Work-from-Home landing page with tips on remaining productive, setting up a remote workforce, and selling during a pandemic.

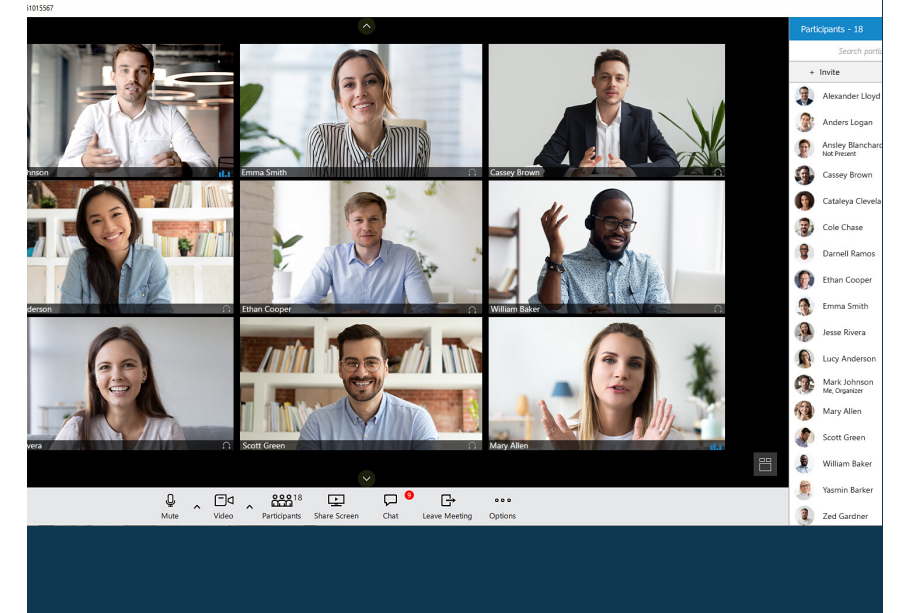
LESSONS LEARNED

- Working from home is going to become more commonplace. With social distancing becoming “the new normal”, working from home is going to be encouraged more often.
- Technology is the future. With physical interactions becoming more limited, connecting with customers via social media, and through online technology is going to be a more significant method of communication.
- The demand for Unified Communications software is going to increase with companies transitioning to working from home more long-term.

RESULTS

Our gloCOM users went up by 42% when the pandemic started hitting most countries, with over 53,000 active users worldwide.

Our Video conferencing beta-free version got an adoption rate of about 30% of our users.



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**ECONOMIC
DEVELOPMENT**

GREATER SAINT JOHN