



BITPAPER

Bitpaper offers secure, reliable online collaborative education through its "whiteboard in a browser." Students can save class content such as PDFs and record videos of classes. Students can also reschedule and participate in classes outside of traditional "school" hours. And Bitpaper allows tutors to teach from home during the hours most convenient to them. Today, the company has grown to 100,000 active users across the U.S., UK, and Canada.

Bitpaper uses the Vonage Video API so teachers and students can communicate virtually in real time. Vonage also helped Bitpaper commercialize and monetize their product.

vonage.com



Bitpaper

Vonage Powers Bitpaper's Online Collaborative Education

As the founder of Bitpaper, Dr. Leo Evans saw the need for technology that allowed tutors and students to write and draw collaboratively in a shared application. After testing various whiteboard technologies, Bitpaper ended up being their own "whiteboard in a browser." It allows teachers and students to share a URL, use digital pens, write together, drag and drop content, create PDFs, and more. What was needed to complete the whiteboard collaboration was a reliable, scalable way for participants to see and speak with each other. That's when Vonage entered the classroom. According to Dr. Evans, *"It's a content creation tool with the audio-video built in, and the Vonage Video API provides that perfect complement to the whiteboard."* Now Bitpaper has built-in audio, video, screen sharing, and chat.

"We chose Vonage because we needed that stability and reliability. It was an absolute requirement for us to be able to offer a premium product."

Dr. Leo Evans
Co-founder | Bitpaper

The Vonage Impact on Bitpaper Operations

Bitpaper was originally built for tutors to easily communicate and collaborate at no extra charge. "We considered it a worthwhile business expense in the grand scheme of things," said Dr. Evans.

Then COVID-19 hit.

"Usage rose by 20 to 30 times what we had experienced before, in a matter of weeks. Our free app suddenly was no longer being used by 10,000. It was being used by a quarter of a million people, and we were footing a much larger bill," said Dr. Evans.

The Bitpaper team began conversations with Vonage about commercializing and monetizing the product. *"The support we got from Vonage was extremely valuable,"* said Dr. Evans. *"We worked long and hard with our rep from Vonage to negotiate a deal between our companies that allowed us to keep the lights on but, at the same time, effectively scale to our rapidly increased demand."*

After changing their model to a more commercially viable offering, Bitpaper was able to retain most of its users. *"Today, we have thousands of paying users. There are still lots of people willing to pay a bit more to offer high-quality online tutoring,"* said Dr. Evans.

RESULTS

Vonage Test Results

According to Dr. Evans, *"Stability is everything. Real-time communications technology needs to really work in real time. It's that simple. If it doesn't work in real time, you're really screwed from a commercial point of view."* In fact, a previous vendor produced an unreliable and unstable video solution that was harming the company's reputation.

Their previous vendor also didn't offer the level of responsiveness needed in terms of support. *"We chose Vonage because we needed that stability and reliability. It was an absolute requirement for us to be able to offer a premium product,"* said Dr. Evans. *"We also became a Vonage Enterprise customer, and that was a very positive step toward getting to be where we needed to be. When we raise an issue, Vonage support is on it straight away. They find a solution, they communicate very well, very effectively, and that has been great."*



Vonage, a global cloud communications leader, helps businesses accelerate their digital transformation. The Vonage Communications Platform is fully programmable and allows for the integration of video, voice, chat, messaging, and verification into existing products, workflows, and systems. Vonage's fully programmable unified communications and contact center applications are built from the Vonage platform and enable companies to transform how they communicate and operate from the office or anywhere, providing enormous flexibility and ensuring business continuity.