

Hosted PBX vs Managed PBX

	PBX	MANAGED SERVICES	ASTERIX
SYSTEM ARCHITECTURE	PBX installed on customer premises	PBX installed in data centre only supporting a specific customer, or multiple "instances" on virtual servers each supporting a single customer	Open source platform with little support. Delivered like a PBX [stand-alone system on customer premises] or as Managed Service
WEAK POINTS	<ul style="list-style-type: none"> • High Capex cost • Not upgradeable. • Limited proprietary feature-set – all services and apps manufactured by the vendor. • Limited or zero capability to support other devices and apps [such as tablets and video] • "You Get What's in the Box" – Same old PBX technology 	<ul style="list-style-type: none"> • Same weaknesses as PBX • No platform-wide upgrade path • Often ISDN based in the core - another bottleneck against scalability • No redundancy and multiple points of failure– if the server/instance fails the service is down • "You Get What's in the Box" – Same old PBX technology but out of sight 	<ul style="list-style-type: none"> • Not a Service Provider grade system • Based on free "shareware" • Limited Features • Asterix providers often "tinker" by developing their own add-ons • No centralised R&D [unlike Broadsoft] making it a riskier proposition • "You Don't Get Much"
BOTTOM LINE	<ul style="list-style-type: none"> • This is a traditional "box" solution • Don't waste money on another "closed" proprietary system 	<ul style="list-style-type: none"> • A Managed Service is exactly the same as an on-premise PBX solution. • None of the advantages of "cloud" are supported by this architecture 	<ul style="list-style-type: none"> • Asterix is only ever deployed for one reason – it's cheap/free. • Do you really want to trust your business telecoms to "shareware" technology?
OUR ADVANTAGE FULLY HOSTED VOIP - REAL CLOUD BASED SOLUTION	<ul style="list-style-type: none"> • "What You Want is What You Get" – Full access to new apps/features regularly released on our secure, cloud platform. • Reliability and Security: Massive technology platform engineered to support thousands of business's simultaneously • Feature Set: The widest array of features supported on the market today – HD Voice, Video, Mobile, Presence & IM and Collaboration • Open Futures: Easy to integrate future service improvements and features = No planned obsolescence. • No Support Nightmares: No on-site hardware or servers to support and no single points of failure • Mobile Integration: Strong mobile integration options make the smartphone become a Crystal Clear telecom system extension • It's In The Apps: Optional applications that enhance business productivity from multiple vendors on all device types • Real-Time Management: Uboss portal provides on-demand access to services and billing – changes, additions and service configuration • No Vendor Lock-In: SIP based phones = Future Proof. Reuse the handsets on different systems • Disaster Recovery: Automated, cascading DR options for incoming traffic - we keep you running if disaster strikes • Cloud Queuing: Never miss a call, even at your busiest times, with queuing in the cloud • Scalability – Add or remove users and services as required and only pay for what you consume • Proven Technology Platform: Crystal Clear telecom run Broadsoft – undeniably the global leader in hosted service provider platforms, deployed by 20 of the world's largest 25 telcos 		

KEY MESSAGE: ALWAYS ASK YOUR PROSPECTIVE SUPPLIER WHAT SYSTEM ARCHITECTURE & PLATFORM THEY RUN!