

Competitive Battlecard: Cloud PBX vs. On-premise Systems

Easier to manage and scale • Lower capital expenditure and operating costs

To position Cloud PBX against on-premise systems, focus on ease of management/scalability and the cost savings (capital & expenses).

Ease of management

- Simplify management & scaling with the Control Panel, a powerful, intuitive web-based administration tool
- Add users and manage features with a few clicks
- No technicians required
- Enterprise-grade reliability
- Simple integration with hosted Exchange

Preserve capital & lower costs

- No capital expenditure required
- Unlimited calling in the US
- Flat, per-user monthly rates
- No maintenance costs

	ELEVATE Cloud PBX	On-premise system
Easily supports multi-site businesses and remote workers	✓	✗
Requires no capital investment beyond the phones themselves	✓	✗ Must pay for equipment, software, technicians and wiring
Flat, per user monthly rate	✓	✗ High initial hardware & software costs. Unpredictable maintenance & upgrade costs.
Unlimited calling to US	✓	✗
Full redundant datacenters & Tier 1 Internet providers	✓	✗
Free onboarding & migration	✓	✗ Included in vendor costs
Keep your existing numbers	✓	✓
Free 24/7 phone and email support	✓	✗ Support limited by capacity of your staff, vendor & telco
Full mobility including softphones	✓	○ Depends on vendor, requires IT expertise
Includes free access to conference calling service	✓	✗ Must purchase separate software and/or hardware
Pre-integrated with Outlook	✓	○ Depends on vendor, requires IT expertise
Simple web-based management from any location	✓	○ Many vendors require multiple interfaces for advanced features.
Simple to scale	✓	✗ Scaling requires technician and IT expertise

✓ Yes / included / available / full functionality

○ Possible or partially available with some limitation / extra cost

✗ Not available

Competitive Battlecard: Cloud PBX vs. Other Cloud Providers

Focus on the value of integrating phones and email

vs. Consumer calling services

(Skype, Google Voice)

To position Cloud PBX against consumer calling services, focus on the fact that Cloud PBX is built for businesses, not consumers.

- Fortune 500-style business features
- Unlimited calling to mobile and land-lines
- Free onboarding and migration

vs. Other cloud PBX providers

(8x8, Ring Central, Fonality, Vocalocity)

To position Cloud PBX against other cloud voice providers, focus on the value of integration

- Cloud PBX is pre-integrated with cloud services suite
- Single bill for email & phone
- Single source for support
- Single admin tool
- Training synergies

	ELEVATE Cloud PBX	Other cloud PBX providers (8x8, Ring Central, Fonality, Vocalocity)	Consumer Calling Services (Skype, Google Voice)
Includes unlimited calling	✓	✓	✗
Single bill for email & phone services	✓	✗	✗
Single source for cloud services support	✓	✗	✗
Single admin tool for email & phone services	✓	✗	✗
Free onboarding and migration	✓	○ Depends on vendor	✗
Keep your existing phone numbers	✓	○ Depends on vendor	✗
Free 24/7 phone and email support	✓	○ Depends on vendor	✗
Includes Fortune 500-style features	✓	✓	✗
Pre-integrated with cloud services suite	✓	○ Click-to-call is only possible through Outlook plug-in	○ Click-to-call is only possible through Outlook plug-in

✓ Yes / included / available / full functionality

○ Possible or partially available with some limitation / extra cost

✗ Not available