Top 10 reasons to switch to a 3CX IP PBX from CABCO

What is an IP PBX?

An IP PBX (also known as an IP Telephone System) is a software and Windows-based phone system that enables high quality telephone calls over your company's Local Area Network (data network). The technology includes advanced communication features, but also provides the scalability and robustness that all enterprises seek.

The IP PBX is able to connect with SIP (VoIP) trunk providers as well as traditional carriers of analog PSTN lines or PRIs. Thus, upgrading your day-to-day business communication to this advanced system is easy and a safe investment. Enterprises don't need to disrupt current external communication infrastructure and operations and can keep all their regular telephone numbers. The IP PBX switches local calls over the data network inside the enterprise and allows all users to share the same external phone lines.

An IP PBX consists of one or more SIP phones/devices, a server, switch and optionally a VOIP Gateway (to connect to existing analog or PRI lines). The server functions in a similar manner to a proxy server: SIP clients (being either softphones on PCs or mobile devices, or desk phones) register with the server and when they wish to make a call, they ask the IP PBX to establish the connection. The IP PBX has a directory of all phones/users with their corresponding SIP address and thus is able to connect an internal call or route an external call via either a VOIP gateway or a SIP service provider.

#1: Easier to control and manage than proprietary phone systems

An IP PBX runs as software on a computer (server) and can leverage the advanced processing power of the computer and user interface as well as Windows' features. Since the management (Admin) interface of the 3CX system is easy to navigate and access, general moves, adds and changes can be handled internally, if the client wishes. By contrast, a proprietary phone system often requires an installer trained on that particular proprietary system to perform most administrative tasks. Cabco can provide you with the training required to manage your system (which saves you money!), or we can provide cost-effective remote management and maintenance support service.

#2: Better fault tolerance and resiliency through easy backup of the IP PBX

Since 3CX is software-based, you can easily back up your whole phone system. 3CX includes a backup function that backs up all system data and in the event of a hardware failure, you can restore your phone system to another Windows machine in a matter of minutes. With traditional proprietary PBX phone systems, you would be without phone service until a physical replacement arrives, which would typically require re-configuration and additional service expense.

#3: Significant overall cost savings

Not only are IP PBX systems more cost-effective to install than traditional proprietary phone systems, there are many day to day savings that quickly add up. For example, you can easily add a CabCall Gateway to save on international long distance fees. If you have branch offices or remote employees, you can easily connect devices and other IP PBX phone systems (anywhere in the world) to make free inter-system phone calls and share in the wealth of enterprise features available…with no annual licensing or user fees! 3CX Softphone enables you to make and receive calls on your PC, tablet or smartphone over WiFi or your cellular data connection. Combined with the power of the 3CX MyPhone desktop feature, 3CX enables you to harness the efficiency and savings of Unified Communications!

#4: Eliminate the need for additional phone wiring

An IP PBX allows you to connect IP desk phones directly to a standard computer network port, which it can share with the adjacent computer on your Local Area Network (data network). Thus, only one data wiring network (i.e. CAT5e, CAT6e or equivalent) is usually required to run your IP PBX phone system.

#5: Eliminate proprietary hardware and vendor lock-in

With an IP PBX, you can use any SIP-based hardware phone (i.e. Yealink, Cisco, Aastra, Polycom, Grandstream, etc.) or device (i.e. Laptop, PC, Smartphone or Tablet) from any manufacturer. This ensures maximum flexibility and long-term savings potential. In contrast, a proprietary phone system generally requires proprietary phones (or imposes costly user licensing fees) to access advanced features, and proprietary extension modules to add features.

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#6: Integrates with your business processes and programs

An IP PBX telephone system not only offers device flexibility, it can also integrate with other business applications used daily within your work environment. For example, 3CX integrates with Microsoft Outlook and popular business CRM software to permit easy access to contact information, including the ability to bring up the customer record of the caller automatically when you receive his/her call. This dramatically improves customer service and reduces time spent on each caller. Outbound calls can be placed directly from Outlook, removing the need for the user to type in the phone number.

#7: Scalable

Proprietary phone systems are easy to outgrow: adding more phone lines or extensions often requires expensive hardware modules. In some cases, you need an entirely new phone system. Not so with an IP PBX: a standard server can easily handle a large number of phone lines and extensions – just add more phones to your network to expand. The 3CX IP PBX system can scale from a few users to thousands, in any type of business environment.

#8: Twice the phone system features for half the price

Since an IP PBX is software-based, it is easier to add and improve feature sets. 3CX phone systems include a rich enterprise feature set, standard with every system. These features include web-based extension management for every user, auto attendants, a full conferencing bridge, voice mail, ring groups, video collaboration, advanced call reporting, mobile device integration, fax server and much more. These options are often very expensive in proprietary systems (usually charged per user via license fees).

#9: Permit hot desking and worldwide roaming

Hot desking – the process of being able to easily move offices/desks based on the task at hand, has become very popular. Unfortunately traditional PBXs require extensions to be re-patched to the new location. With an IP PBX the user simply takes his phone to his new desk – no patching required. Users can roam too – if an employee has to work from home, he/she can simply use their SIP device of choice (whether a desk phone, smartphone, PC, laptop or mobile tablet) to make and receive calls at their extension, just as they would in the office. Calls can be diverted anywhere in the world because of the SIP protocol characteristics.

#10: Easier to use

Employees often struggle using advanced phone features…setting up a conference call, transferring a call, etc. On a traditional proprietary PBX, this all requires instruction and costly training. Not so with an IP PBX – all features may be easily performed from a user friendly Windows GUI. In addition, users get a better overview of the status of other extensions and of inbound lines and call queues via the 3CX MyPhone feature.

Conclusion

Investing in a software-based IP PBX makes a lot of sense, not only for new companies buying a phone system, but also for companies who already have a hosted or traditional digital proprietary PBX. An IP PBX delivers such significant savings in management, maintenance, and ongoing call costs, that upgrading to an IP PBX usually pays for itself in very short order.

About 3CX

3CX is the developer of 3CX Phone System – an open standard unified communications platform for Windows that works with standard SIP phones and replaces a proprietary PBX. 3CX Phone System for Windows has earned Windows Server Certification and has received numerous awards, including the Windowsnetworking.com Gold Award, the Windows IT Pro magazine 2008 Editor's Best Award and a Best Buy Award from Computer Shopper Magazine. 3CX has offices in the USA, UK, Germany, Cyprus, Malta, Australia and Hong Kong.

About Cabco

Cabco Communications Group was founded in 1980 and provides communications products, services and technology infrastructure for a variety of businesses and institutions across Canada. From outside plant construction and cabling to Unified Communications equipment installation and service, Cabco offers expertise, cost savings and the convenience of working with one, fully-equipped communications integrator.

For more information, contact your Cabco sales representative at cabcosales@cabco.ca or 1-800-675-4025.

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