

10 HIDDEN COSTS OF AN ANALOG PBX PHONE SYSTEM

**AND HOW YOU CAN BENEFIT FROM
THE SWITCH TO A CLOUD-BASED PBX**

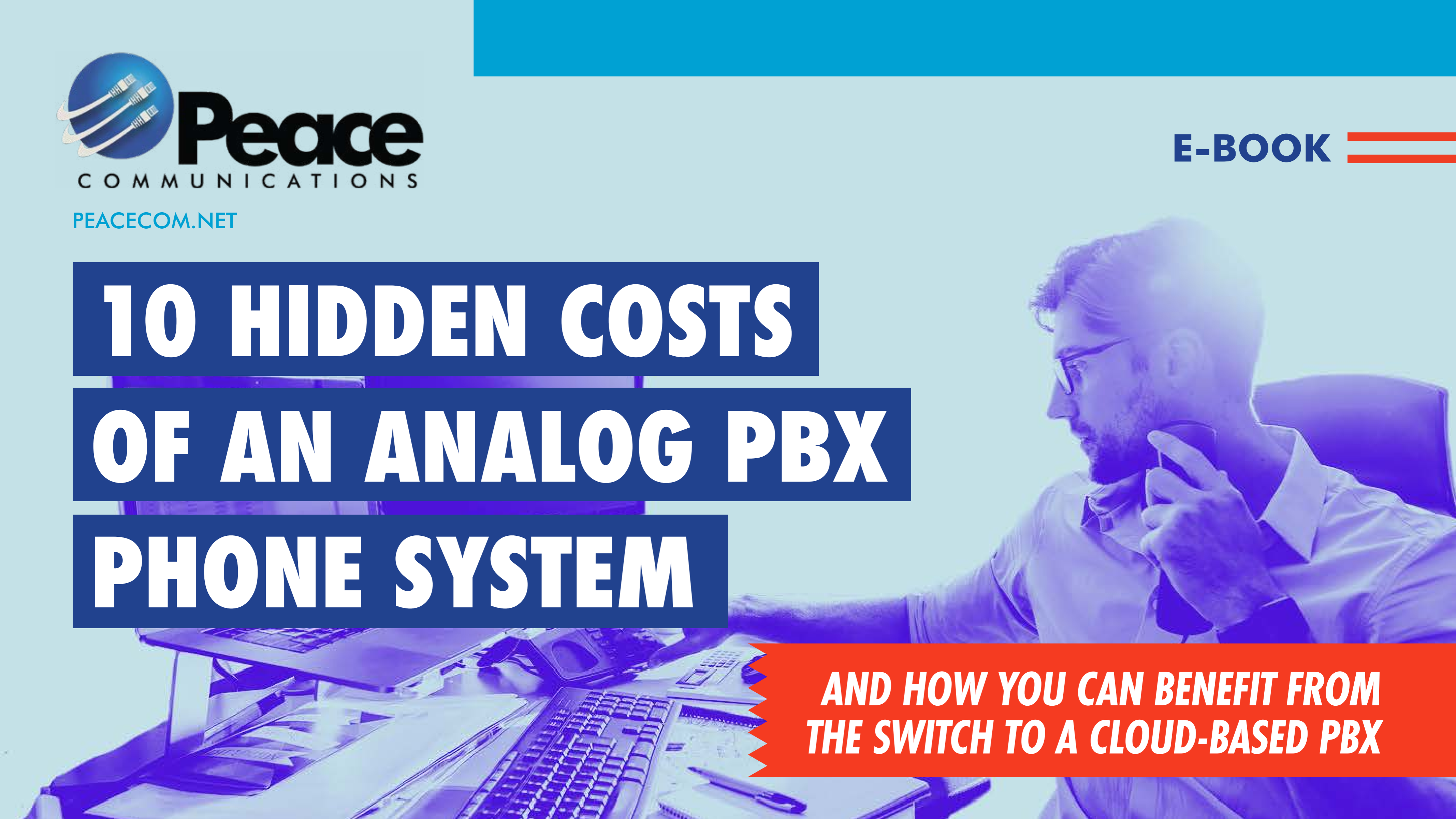


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IN THIS E-BOOK

We will provide you with useful questions to ask your PBX provider to discern if you are getting the full picture of the cost of their system. We will highlight the 10 most common hidden fees of analog phone systems and how a cloud-based, hosted PBX phone system is a more cost-effective alternative for your business communication.

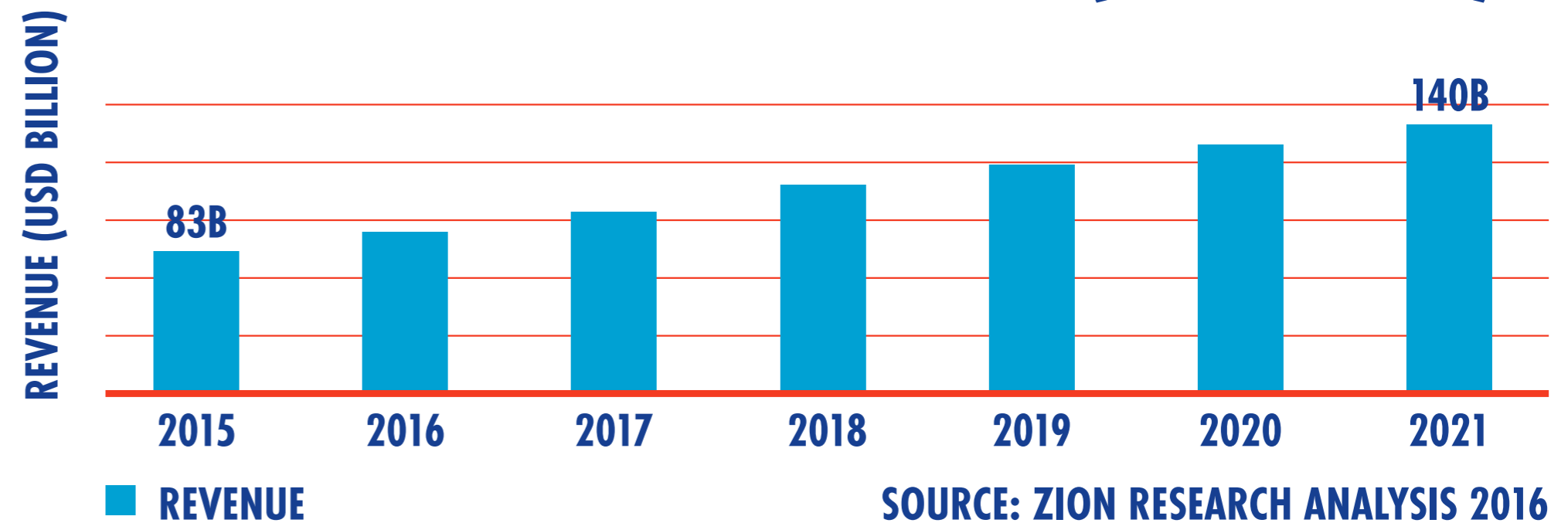


MODERNIZE AND SIMPLIFY YOUR BUSINESS COMMUNICATION

Over the past 20 years, hosted PBX phone systems and VoIP systems have become an integral part of businesses around the world, offering a variety of features and simplifying business communication processes. According to Zion Market Research, the global VoIP services market is projected to surpass \$140 billion in revenue by 2021.

Hosted PBX expands communications and productivity by providing a range of advanced features and functionality, and it does so without breaking your budget. However, analog PBX manufacturers still claim that their phone systems are lower in cost than cloud-based alternatives.

GLOBAL VoIP MARKET 2015-2021 (USD BILLION)





**QUESTIONS TO ASK YOUR
PBX PROVIDER TO MAKE
SURE YOU'RE GETTING
THE LOWEST COST FOR
THE BEST BUSINESS
COMMUNICATION SERVICE**

HOW CAN PBX SYSTEMS COPE WITH PEAKS AND TROUGHS IN DEMAND?

- With PBX you have to buy capacity for the peak utilization which may only occur for a couple of weeks a year but it is so critical to your business that you have to pay extra.
- With hosted you can scale to meet your business requirements. You only have to pay for peaks as they occur which may be useful for businesses that have a high seasonal turnover or peaks and troughs in demand.

HAVE YOU FACTORED IN THE COST OF SITE REDUNDANCY?

- Adding site redundancy will add at least an extra system to your costs. Look at how the PBX system handles calls if you lose the equipment room due to a flood, fire, or electrical malfunction.
- Because hosted is cloud-based, your business communication services are always available no matter what happens at your site location. A web-based portal allows you to quickly forward calls to cell phones or other phones in unaffected locations.

HOW MANY HOURS OF CALL RECORDING HAVE YOU QUOTED ME?

- PBX phone systems rely on servers for features like call recording that have a finite amount of disk capacity. When you run out of space, you cannot record any more calls.
- With hosted, the recording capacity is managed in the cloud, so you don't need to worry about limited storage capacity. You pay only for what you use.

HOW MANY HOURS PER WEEK WOULD IT COST TO MANAGE MY PHONE SYSTEM?

- Maintenance costs are often overlooked up-front for analog phone systems but can cost a lot, especially if integrated with other applications/IT services. Outsourced management to a third party will incur charges for a minimum number of service calls per year regardless of use.
- With hosted, all your management is performed via web browsers. All remote sites can be easily managed from a central location without a large number of field personnel.

WHAT HAPPENS IF MY PHONE SYSTEM SLOWS DOWN DUE TO SWITCHING ON EXTRA FEATURES?

- The more features you switch on in a premises-based system the more likely it is that your system will need an upgrade to the processor board, rarely factored in at the time of purchase.
- With hosted, your performance never changes with limitless amounts of processor capacity available in the cloud. You can have voicemails automatically forwarded to your email account, make a call from a cell phone or remote office, integrate with Outlook or your Customer Relationship Management system, and more.

WHAT IS THE LIFESPAN OF THIS PRODUCT?

- The average lifespan of a PBX system is approximately seven years mainly due to the hardware going obsolete in that time. You may also discover features your business relies on are no longer being upgraded or supported, leaving you with a system that cannot meet your future business needs.
- With hosted PBX, there's no hardware on your premises to upgrade. Because your service is outsourced, upgrades are provided through software changes that happen automatically in the background.

HOW IS MOBILE SUPPORTED ON THIS SYSTEM?

- Mobile integration with PBX is often tiresome and ends up with additional call charges on the PBX trunks.
- Hosted is the ideal solution for existing and emerging workforces who demand constant connectivity and productivity from anywhere and at anytime. Hosted connects as many locations, people, and devices as your business needs.

WHAT HAPPENS IF I GET HACKED; DO I HAVE TO PAY ALL THE COSTS?

- Smaller PBX systems are prone to fraud attacks that can leave huge bills to be paid by the business that is attacked.
- With hosted, your phone system is protected by a highly secure cloud-based network, so worry is minimal.

WHAT ARE THE ANNUAL MAINTENANCE COSTS OF THE HARDWARE IN MY PHONE SYSTEM?

- With PBX you need to factor in maintenance cost of on-premise hardware and specific phone parts that can be expensive and hard to find. Upgrading to new hardware is expensive, and you'll need regular maintenance to keep your system up to date.
- With hosted, you can eliminate virtually all on-premise hardware costs because all of the system's hardware is in the cloud-based data center. You have no direct maintenance cost, just a phone and a wire to a LAN.

WHICH THIRD-PARTY FEATURES ARE INTEGRATED WITH THIS SYSTEM, AND HOW MUCH WILL IT COST TO ADD MORE?

- With a traditional PBX system, most integrations come with extra fees. CRM is the most common requested integration and normally is not available for landline and extremely expensive if it is.
- With a hosted cloud-based system, the integrations are already in place and can be switched on at a moment's notice. Most integrations don't cost extra so you can have all your business data connected to your phone system.



**THE BETTER OPTION:
PEACE COMMUNICATIONS
FOR CLOUD-HOSTED PBX**

STATE-OF-THE-ART VOICE SOLUTIONS SIMPLIFYING YOUR COMMUNICATION AND REDUCING COSTS

Your business shouldn't be held down by the complexity and constant maintenance that comes with an analog phone system. Peace Communications offers a variety of voice solutions including VoIP and hosted PBX. With hosted PBX, you get the benefits of outsourcing the management of your phone system, meaning lower maintenance cost and fewer resident IT experts needed. Our hosted PBX systems also offer functionality that can be difficult to impossible with traditional phone systems.

ADVANCED FEATURES INCLUDED WITH OUR HOSTED PBX SYSTEMS

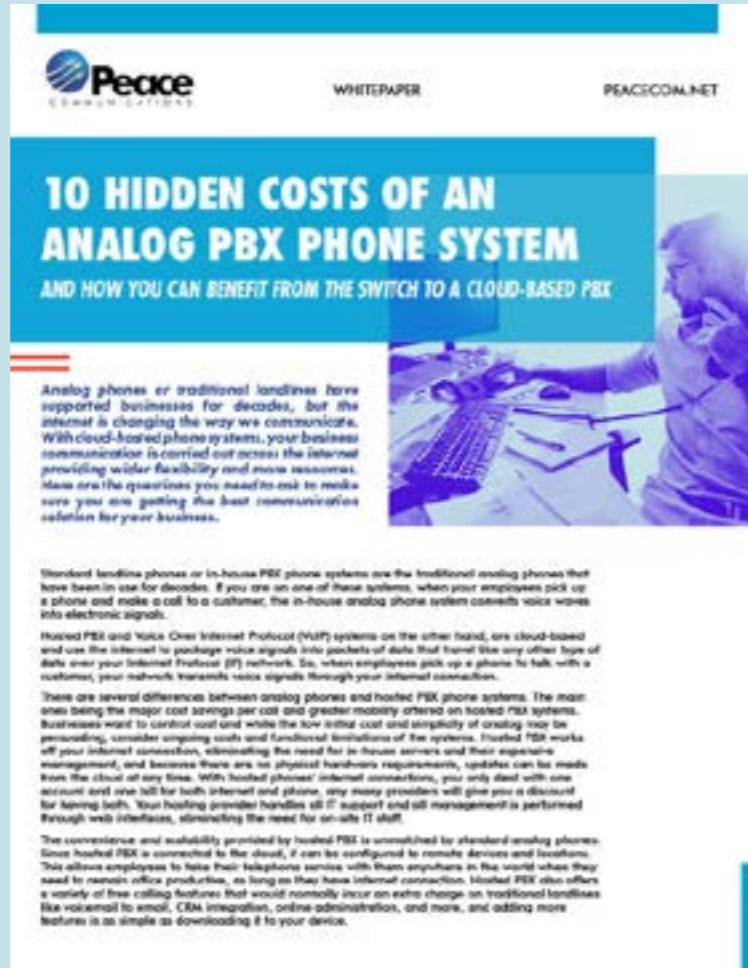
- ★ Business Continuity
- ★ Call Forwarding
- ★ Conference Calling
- ★ Enterprise Phone Directory
- ★ Group Paging
- ★ Inbound Caller ID
- ★ Mobility
- ★ Multiple Line Appearance
- ★ Office Anywhere
- ★ Personal Phone Directory
- ★ Priority Alert
- ★ Remote Office
- ★ Selective Call Appearance
- ★ Unified Messaging
- ★ User web portal
- ★ Voice-mail to Email

GET MORE PEACE OUT OF YOUR HOSTED PBX

If you want a more cost-effective phone system with advanced features and better collaboration, there is no reason your business should not be using hosted PBX. Peace Communications delivers the best hosted PBX system in the region with the greatest value. From small offices to large enterprises, Peace Communications can eliminate costs by leveraging your phones' existing network and freeing up IT resources.



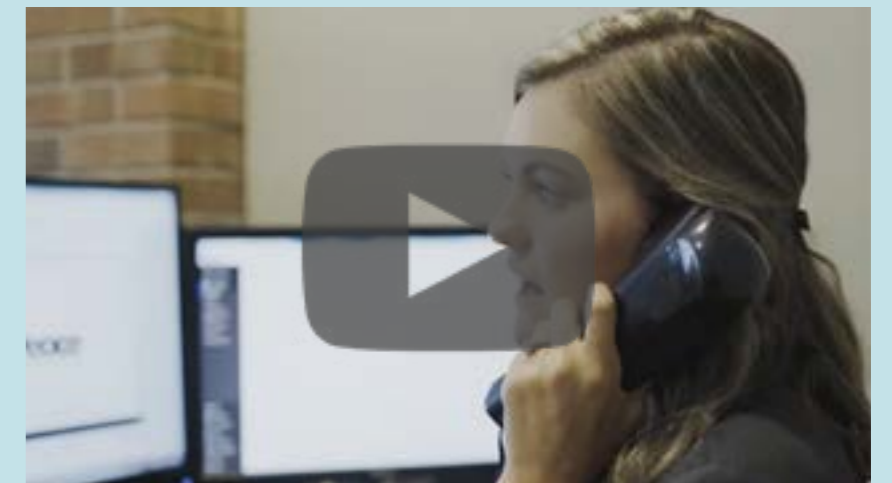
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Whitepaper: Streamline Your Service Desk with Automation



Peace Communications Brochure



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ABOUT PEACE COMMUNICATIONS

Peace Communications is a privately held company with operations in Nashville and Chattanooga. Peace makes business happen anywhere, anytime by providing customers a single resource for voice, data, internet and a full suite of IT-supporting managed services. Peace Communications aggressively pursues the best-of-breed customer solutions from Broadsoft's SOHO to Enterprise Hosted PBX solutions, in use by more than 10 million global users. Peace exclusively deploys Polycom HD Voice™ equipment with its patented Acoustic Clarity Technology to provide reliable, crystal clear communications to our customers. We can help you design, deploy, support, optimize and manage all your voice and fiber needs.

Peace Communications is a proud AT&T Platinum Solution Provider

