

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

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