

|| Parallels®



# Hosted PBX for Dummies Beginners

Jon McCarrick, Sr. Marketing Mgr.

# Welcome

## Agenda

- Cloud has changed small business phone systems
- Multiple audiences for Virtual PBX
- Parallels helps you answer the call

# What is PBX?

Public Branch Exchange

Internal phone system with departments and extensions

Common features include:

- Local and 1-800 numbers
- Voicemail
- Automated greetings
- Touchtone menus
- Call Routing: Transfers, holds, three-way calls

# What is the Size of the Market?

#1 IT Expense for most small businesses

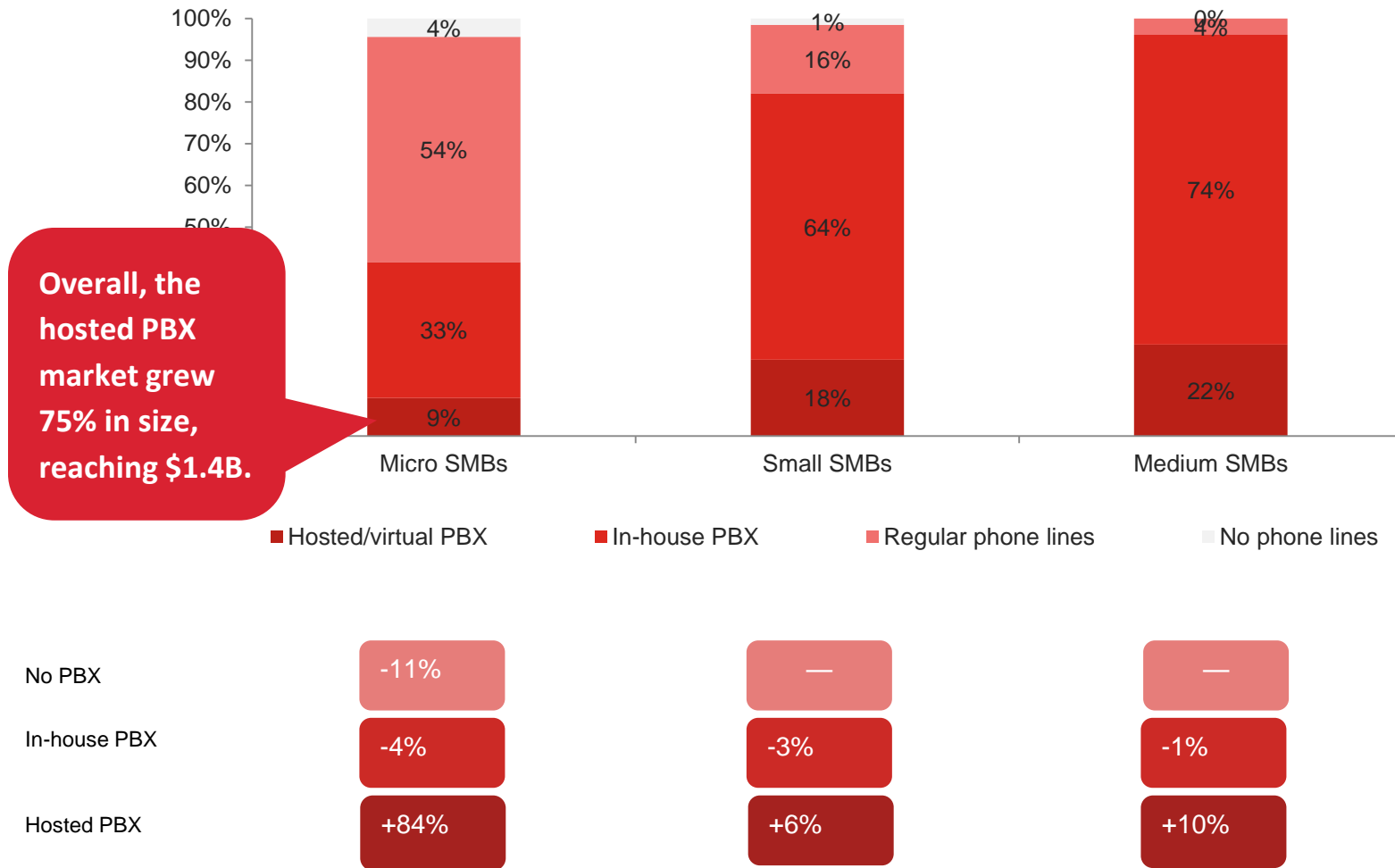
Small to medium sized businesses turning to virtual voice solutions

Hosted PBX market expected to more than double in the next 5 years

Small businesses are the fastest group moving to the cloud because:

- Lowest barrier to entry
- Must take advantage of technology to compete
- Least amount of existing infrastructure to deal with

# What is the Size of the Market?



# Parallels Makes PBX Easy & Profitable

## Bundle

Offer a complete solution with:

- Business class email
- Collaboration tools
- Instant messaging
- Complete telephony services
- For one reasonable price

## Lower Churn

- Lock in customers
- Telephony is a key SMB service

## Fully Automate Billing and Service

- Sign up customers online
- Provide intuitive work flows
- Fully automate services provisioning

## Quickly Launch New Services

- Speed up from years to weeks
- Leverage our experienced team
- Customize your system quickly

# Why Do Businesses Buy?

Businesses choose new services based on trigger points



## Cost

- Must provide overwhelming savings
- Needs to cover cost of new equipment



## New Businesses

- Lowest barrier to adoption but difficult to identify



## Existing System Malfunctions



















- Old equipment is the easiest to throw away



## Major Change to Business

- Most likely reason
- Lease expiring
- New location
- Contract expiring
- High growth

# Important Hosted PBX Purchase Criteria for US SMBs

	1-19 Employees	20-99 Employees	100-999 Employees
Price			
Tech Characteristics			
Clear, informative website			
Well-known brand			
Pre-sales support			
Recommendation			

High Importance

Low Importance





# Small business buying considerations

Purchase factors for SMBs

## Physical Needs

- Location and Physical Plant
- Phone Plan
- Phone type

## Scaling Needs

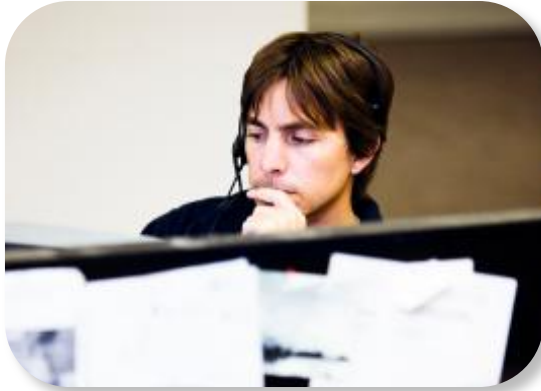
- Number of Employees
- Hiring Rate

## Integration

- Existing product relationships
- Phone Configuration
- Voicemail

# Types of hosted PBX

- Four typical use cases



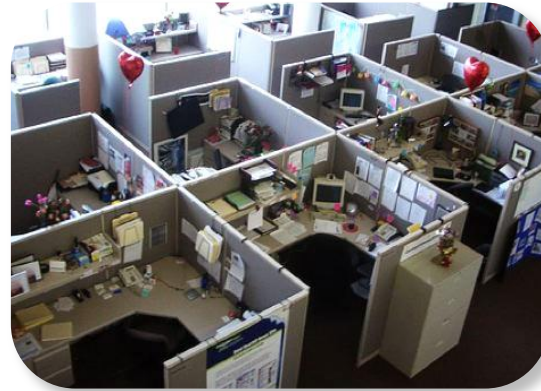
Cloud receptionist



Productivity suite



PBX replacement



Landline Replacement

# Example of Positioning

[Business Solutions](#) ✓[Industry Solutions](#) ✓[Partner With Us](#) ✓[Support](#) ✓[About Us](#) ✓[Home](#) > [Business Solutions](#) > [Communications](#) > [Hosted VoIP](#)

## Business Solutions

[LIVE CHAT](#)[GET A CUSTOM QUOTE](#)**or call 1-866-428-0130**

### Communications

- Hosted Exchange
- Mobile
- **Hosted VoIP**
  - Phone Equipment
  - Bandwidth Test
- Secure Instant Messaging
- Unified Communications

### Collaboration

### Compliance & Security

### Infrastructure

### Consulting Services



### Why Apptix?

Over 20,000 organizations around the world choose Apptix for their hosted communication, collaboration, and

## Apptix Hosted VoIP



Hosted VoIP Service from Apptix is a reliable, technologically advanced alternative to traditional PBX systems. A low upfront installation cost provides enterprise-class functionality across multiple sites, with online management tools that make administration easy. Monthly service plans include calls, voicemail, mobility features, and more – at a cost that will save your organization on its telecommunication bills without the hassle of managing an in-house system. Hosted VoIP is easily scalable, with users added and deleted instantly as your business needs change.

### Key Benefits

- Significant cost savings compared to traditional PBX services due to reasonable local service, unlimited long distance to US and Canada
- Low up-front installation and equipment costs
- Seamless integration across multiple, geographically dispersed locations
- An Apptix project representative to manage setup and installation, eliminating downtime
- Hassle-free control through a simple web interface, with no telephony expertise needed
- Local Number Portability (LNP) to let you keep your existing phone numbers

### Hosted VoIP Add Ons

- SIP Trunking
- Telephony Toolbar
- Reception Console
- Call Center application



### Package & Save

Ask us about bundling Apptix services for added functionality and savings.

[CONTACT US](#) ➤

# Example of Pricing

## Pricing

Apptix Hosted VoIP Service plans are available to fit your business needs and your budget.

Virtual Extension Plan	Metered Minute Plan	Unlimited Minutes Plan
<ul style="list-style-type: none"><li>• Small business focused</li><li>• Unlimited inbound minutes</li><li>• Forward to mobile device</li><li>• Up to 10 extensions</li></ul>	<ul style="list-style-type: none"><li>• Solutions for single locations</li><li>• 500 minutes, \$0.05/minute overage</li><li>• Covers U.S. and Canada</li></ul>	<ul style="list-style-type: none"><li>• Solutions for multiple locations</li><li>• Covers U.S. and Canada</li><li>• Unlimited in/out minutes</li></ul>
<b>Starting at \$9.99</b> per user/per month	<b>Starting at \$16.99</b> per user/per month	<b>Starting at \$24.99</b> per user/per month
<a href="#">SELECT PLAN &gt;</a>	<a href="#">SELECT PLAN &gt;</a>	<a href="#">SELECT PLAN &gt;</a>

## Featured Whitepaper: Voice Over IP (VoIP) Services - Is Hosted VoIP Right For You?

Interest in Voice over Internet Protocol (VoIP) is higher than ever. Although interest and awareness of VoIP is soaring, companies aren't yet giving VoIP the attention it deserves in terms of cost savings, reliability, and benefits. Even as the consumer VoIP market becomes mainstream, this paper outlines the affect on businesses, their bottom line, and how companies can easily evaluate VoIP products and services.

 [Download Whitepaper](#)

## Testimonial

"Apptix offers the perfect solution-hosted VoIP and Exchange-for the way DOYLES is set up. Our seven offices are spread out, yet we have the ability to work successfully, between locations, with zero issues."

**John Cameron**  
*IT Director*  
DOYLES

## Still have questions

Please contact an Apptix sales consultant to help assist you to determine the right Apptix solution for your business needs.



# Parallels Automation Enabled Solutions

 Parallels®

SUMMIT

# Infra Cloud Receptionist

- Designed for the small mobile workforce
- Customer calls are received by the cloud receptionist and forwarded to the appropriate landline, cell phone or VOIP line.
- Key Features
  - Uses existing phones
  - Provides a professional appearance
  - Totally web based administration
- See Infratel in the exhibitor hall



## Target Customers:

Decentralized small business with existing phone lines

## Value Prop:

1000 Users:

Income: \$20,000

Costs: \$12,000

Your Profit: \$8,000

# 4PSA VoipNow

- Only solution available for Parallels Plesk Panel
- Now available as an APS package for Parallels Automation
- 4PSA VoipNow is based on hosting reselling model:
  - Four access levels
  - User-friendly browser-based GUI
- Prepaid and postpaid billing capabilities



## Target Customers:

Great add-on to web hosting services

# Microsoft Lync

- Microsoft certified and supported multi-tenancy for feature-full “Enterprise” deployment mode
- Clear roadmap for migration to future Exchange 15
- Upsell to premium email
- Integrates with Broadsoft Hosted PBX
- Will support PBX functions in future releases



## Target Customers:

Small business already using Microsoft Exchange and Sharepoint

Value Prop:

1000 Users:

Income: \$10,000

Costs: \$4,900

Profit: \$5,100



# Solgari

- Turnkey solution for traditional hosters
- Solgari performs all support and service
- Optimal for users on a soft phone
- Easily adds PBX service to any Parallels Automation implementation



## Target Customers:

Small Businesses who have web presence at traditional hosters

# Broadsoft Hosted PBX

- A fully featured PBX system that utilizes Broadsoft's Broadworks system
- Launch with your own equipment or white label from a wholesaler
- Drop shipping of equipment possible



**Altēva**  
COMMUNICATIONS.  
UNIFIED. SIMPLIFIED. IN THE CLOUD.

**SIPCOM**®

**APPTIX**®



## Target Customers:

Replaces on-premises PBX solutions and traditional landlines for small business

## Value Prop:

1000 Users

Income: \$45,000

Costs: \$15,000

Profit: \$35,000

# More Solutions Soon

**Mitel**

**Metaswitch**

**Microsoft  
Lync Hosted**

**Infra Contact  
Center**

# Demo

Anton, let's make the call

# Call to Action / Closing Slide

See Alteva and Sipcom

See a demo in the Innovation Zone

Set up a call with sales

# Questions?

Jon McCarrick  
Sr. Product Marketing Mgr.  
Parallels, Inc.

Email: Jon@parallels  
Twitter: @jonmccarrick  
Facebook: Jonmccarrick  
Phone: 1-425-988-4370