What Must a Cloud-Based Telephone System be Able to do Today?

Author: Roger Vogler; published in German in the Swiss IT-Magazine in June 2023; translated into English by peoplefone

These days, a cloud-based telephone system must meet several requirements: it must be flexible, simple, mobile and cost-effective. Both the installation partner and the service provider are aware of the advantages and disadvantages of the various options.

Following the huge wave of installations of cooperation software such as Microsoft Teams, many companies are now wondering whether they should consolidate their various communication systems. Merging Microsoft Teams with the telephone system may be one solution. Operating the existing PBX separately is another. And switching to a new solution like 3CX, which has been developed for the cloud from the outset, is a third. These three solutions offer a range of advantages.

Years of experience with PBX

As a 3CX "Titanium Partner" and "Preferred SIP-TRUNK Provider", as well as provider of various integration options for Microsoft Teams, we are perfectly aware of the respective advantages of these two cloud-based solutions. As the connection of our SIP-TRUNK to traditional telephone systems is still desired in many locations, we can also offer targeted advice and support in this area. Together with our installation partners, we can recommend the most appropriate telephone system based on a company's specific requirements.

	3CX	Micrososft Teams	Other PBX Providers*
Licensing model	Startup/Pro & Enterprise	License Catalog	Basic licenses & Options
License calculation	Simultaneous calls	Per user	Per user
Costs	Value for money	Expensive	Various models
Scope of functions in general	Wide range	Limited	Comprehensive
Management for the integrator	Easy	Complex	Complex
Management for the user	Easy	Easy	Often complex
Mobile workstations / hot desking	Integrated	Not integrated	Generally integrated
Mobility (One Number by Client)	Integrated	Integrated	Generally integrated
Contact Center functions	Integrated	Not integrated	Generally integrated
Microsoft 365 / Microsoft Teams integration	Integrated	Integrated	Generally integrated
Integration possibility via restAPI	Yes	Yes	Usually possible
SMS Integration / Social Messaging	Yes	No / Yes	Optional
Security	High	High	High

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*Differences possible depending on manufacturer

Comparison of different cloud-based PBXs (source: peoplefone)

Licensing and local hosting

Our installation partners often recommend 3CX based on their experience, among other things, because it offers an extremely simple licensing model. Licenses are charged per simultaneous call, not per user. 3CX does not require additional licensing for other operating systems and looks the same on all interfaces. It is suitable for mobile workstations, has an excellent connection, is financially transparent and is generally less expensive. If customers want a 3CX solution that is easy to implement, ready to use and hosted in Switzerland, peoplefone 3CX HOSTED is a good alternative to dedicated hosting solutions.

Promising technical innovations

3CX is now focusing even more on security and cloud services. Popular IP telephones such as Yealink, Snom and Fanvil now have a 3CX session board controller integrated in the firmware. In addition, SIP trunk providers will soon be able to integrate SMS services with 3CX. peoplefone is currently developing a corresponding service. Microsoft Teams integration has also been rebuilt, enabling simpler direct routing.

Three questions I'm often asked:

1. What are the main arguments in favor of 3CX?
3CX has an extremely simple licensing model, which makes it very user-friendly and flexible for the end customer, even in its mobile applications. What's more, 3CX is convincing in terms of value for money.

2. Why is peoplefone the ideal partner for 3CX?
As a "3CX Titanium Partner", we know the 3CX offer and service package inside out. Thanks to years of collaboration, we are fully compatible, sell their licenses, offer technical support and support for projects and offers, as well as local hosting with "peoplefone 3CX HOSTED".

3. How do I find the right installation partner for me?
Thanks to our comprehensive training program for installation partners for 3CX and Microsoft Teams, we know which installation partners have specialized and how. On our website, you can find your installation partner with the desired specialization.

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