

# Competitive Battlecard: Practice Cloud Voice<sup>SM</sup> vs. On-premise Systems

## Easier to manage and scale • Lower capital expenditure and operating costs

To position Cloud PBX against on-premise systems, focus on ease of management/scalability and the cost savings (capital & expenses).

### Ease of management

- Simplify management & scaling with the Control Panel, a powerful, intuitive web-based administration tool
- Add users and manage features with a few clicks
- No technicians required
- Enterprise-grade reliability
- Simple integration with hosted Exchange

### Preserve capital & lower costs

- No capital expenditure required
- Unlimited calling in the US
- Flat, per-user monthly rates
- No maintenance costs

	Practice Cloud Voice <sup>SM</sup>	On-premise system
Easily supports multi-site businesses and remote workers	✓	✗
Requires no capital investment beyond the phones themselves	✓	✗ Must pay for equipment, software, technicians and wiring
Flat, per user monthly rate	✓	✗ High initial hardware & software costs. Unpredictable maintenance & upgrade costs.
Unlimited calling to US	✓	✗
Full redundant datacenters & Tier 1 Internet providers	✓	✗
Free onboarding & migration	✓	✗ Included in vendor costs
Keep your existing numbers	✓	✓
Full mobility including softphones	✓	✗ Depends on vendor, requires IT expertise
Includes free access to conference calling service	✓	○ Must purchase separate software and/or hardware
Pre-integrated with Outlook	✓	✗ Depends on vendor, requires IT expertise
Simple web-based management from any location	✓	○ Many vendors require multiple interfaces for advanced features.
Simple to scale	✓	○ Scaling requires technician and IT expertise

✓ Yes / included / available / full functionality

○ Possible or partially available with some limitation / extra cost

✗ Not available

# Competitive Battlecard: Practice Cloud Voice<sup>SM</sup> vs. Other Cloud Providers



## Focus on the value of integrating phones and email

### vs. Consumer calling services

(Skype, Google Voice)

To position Cloud PBX against consumer calling services, focus on the fact that Cloud PBX is built for businesses, not consumers.

- Fortune 500-style business features
- Unlimited calling to mobile and land-lines
- Free onboarding and migration

### vs. Other cloud PBX providers

(8x8, Ring Central, Fonality, Vocalocity)

To position Cloud PBX against other cloud voice providers, focus on the value of integration

- Cloud PBX is pre-integrated with Practice Cloud<sup>SM</sup> cloud services suite
- Single source for support
- Single admin tool
- Training synergies

	Practice Cloud Voice <sup>SM</sup>	Other cloud PBX providers (8x8, Ring Central, Fonality, Vocalocity)	Consumer Calling Services (Skype, Google Voice)
Includes unlimited calling	✓	✓	✗
Single bill for email & phone services	✓	✗	✗
Single source for cloud services support	✓	✗	✗
Single admin tool for email & phone services	✓	✗	✗
Free onboarding and migration	✓	○ Depends on vendor	✗
Keep your existing phone numbers	✓	○ Depends on vendor	✗
Free 24/7 phone and email support	✓	○ Depends on vendor	✗
Includes Fortune 500-style features	✓	✓	✗
Pre-integrated with Practice Cloud <sup>SM</sup> cloud services suite	✓	○ Click-to-call is only possible through Outlook plug-in	○ Click-to-call is only possible through Outlook plug-in

✓ Yes / included / available / full functionality

○ Possible or partially available with some limitation / extra cost

✗ Not available