breakfree
with a Windows IP PBX
3CX Phone System

3CX Introduction & Sales Presentation

3CX | Software based PBX for Windows®

deerfield.com

Agenda

- **About 3CX Ltd.**

- **About Deerfield.com**

- **About IP PBX**

- **IP PBX Market**

- **IP PBX Benefits**

  - End User

  - Administrator

  - Owner

- **3CX Phone System Overview**

Company Overview - 3CX Ltd.

- **Founded in 2005**

- **Experienced management team**

- **Background in Communications & Security software**

- **Offices in UK, Hong Kong and Cyprus**

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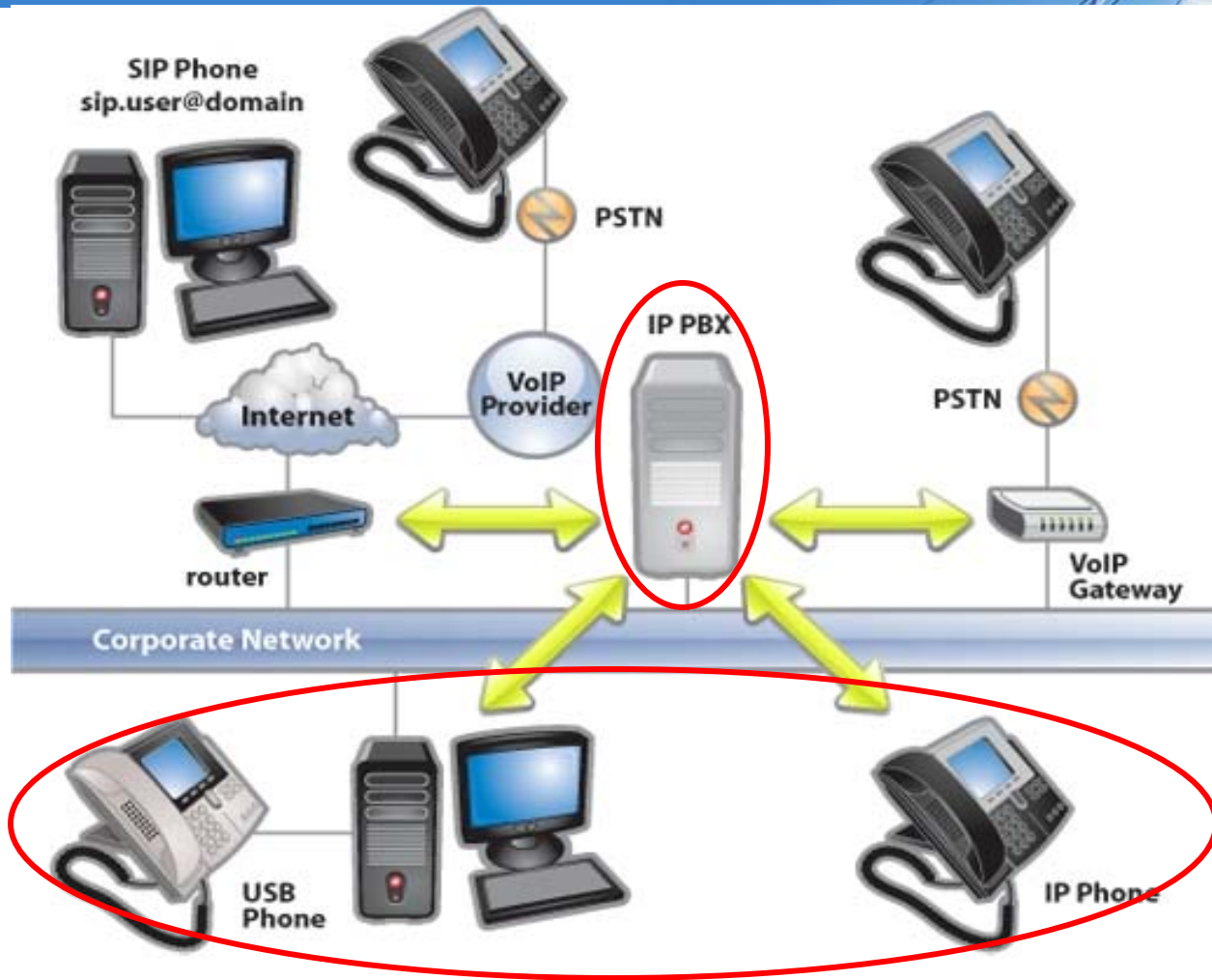
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Company Overview – Deerfield.com

- **North American Distributor**

- **Founded in 1996**

- **Experienced channel management**

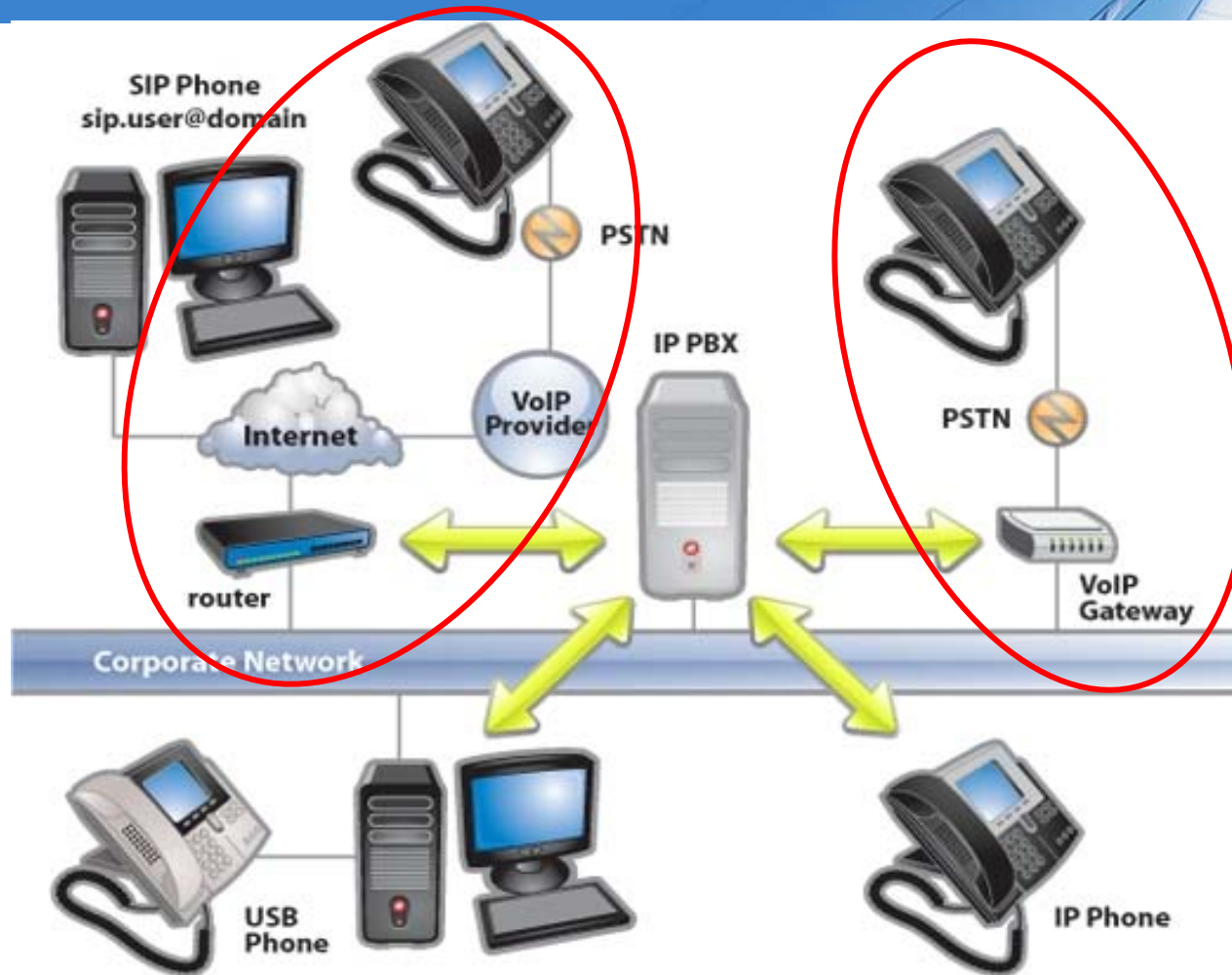- **Headquartered in Gaylord, Michigan**

How It Works – IP PBX & SIP phones

- IP PBX server – talks SIP

- **SIP phones**

How it works – PSTN lines

- PSTN lines through:

- VoIP Gateway

- VoIP Service Provider

breakfree
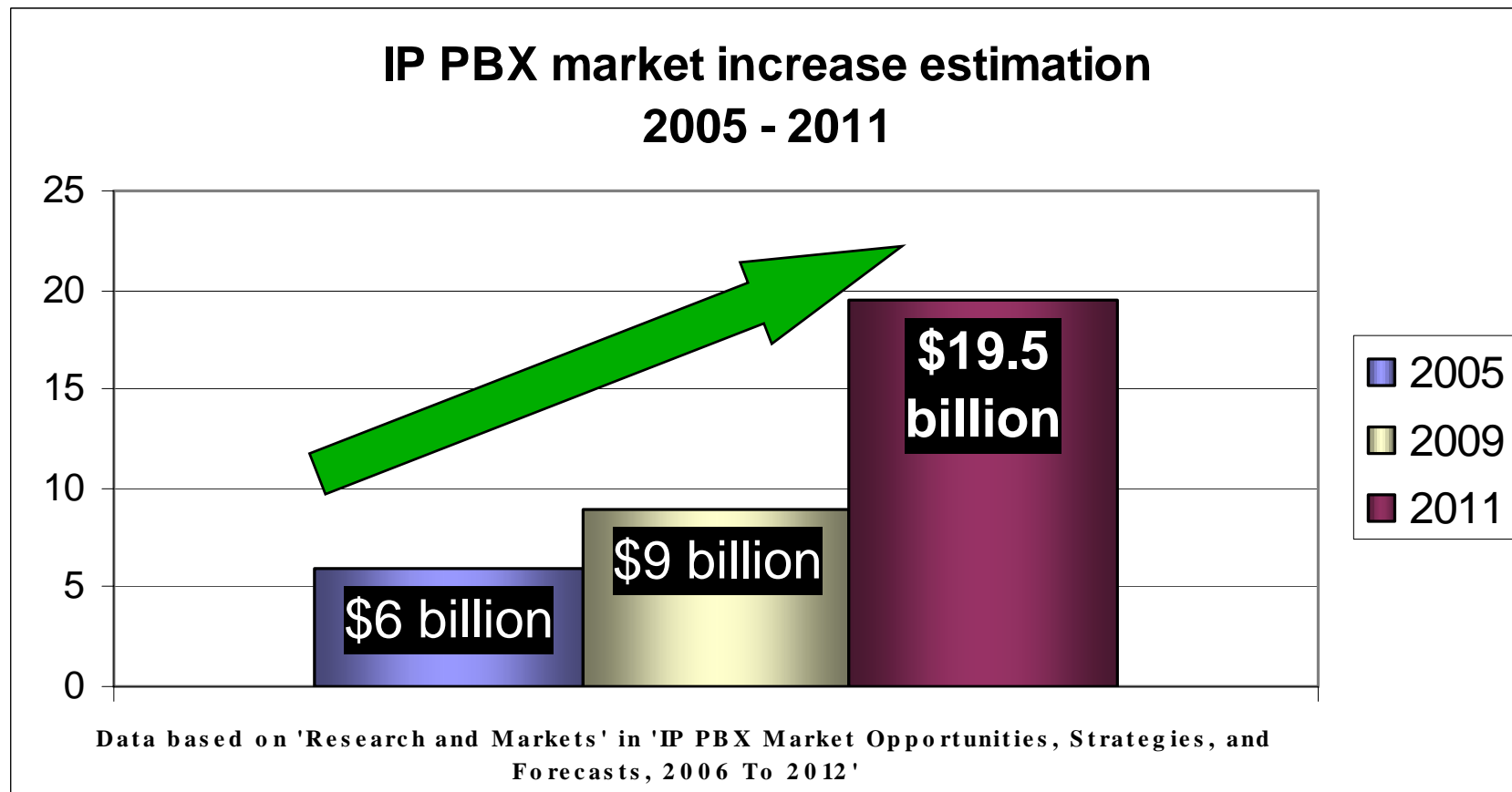with a Windows IP PBX
3CX Phone System

IP PBX Market

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IP PBX Estimated Market Increase

IP PBX market increase estimation 2005 - 2011

Data based on 'Research and Markets' in 'IP PBX Market Opportunities, Strategies, and Forecasts, 2006 To 2012'

More IP PBX market facts

- *"Replacement of old style PBXs is well underway"* (Forrester)

- *"23% of large companies in the US have deployed IP PBXs"* (Forrester)

- *"90% expect to complete by 2012"* (Forrester)

- *"2.23 million IP PBX lines sold in q2 07, of which 68% in the US. Europe and Asia lag behind in adoption"* (Ilocus)

IP PBX Benefits

IP PBX Benefits for the User

- **Mobility - Answer phone from anywhere**

- **Eliminate phone tag**

- **Increase productivity**
  Integration with Outlook, CRM etc

- **Manage phone from Windows**
  Easier to setup call forwarding, presence, conferencing etc.

IT Admin benefits quantified

- **Adds & Moves much easier**

- **Less time explaining phone functions**

- **Easy, web based administration**

- **Easier to manage**
  Software, not a proprietary black box

Benefits for IT Admin quantified

- **Each add / move takes 2 hours LESS**

- **-4.7 hours LESS support**
  Per week / IT employee

- **-4.7 hours LESS administration**
  Per week

from "Productivity and the IPC Business Case" Sage Research Inc.

Benefits for the Business Owner

- **Increased productivity of employees**

- **Lowers cost of implementing & running a phone system**

- **Offer employees mobility**
  Retain staff and leverage staff in different locations

- **Improves communication between branch offices**
  Lowers cost too

- **Eliminate vendor lock in**

- **Positive environmental impact**
  If using soft phones

3CX Phone System Overview

3CX Phone System– What is it?

- **Software based IP PBX**
  Replaces traditional phone system

- **Based on the SIP Standard**
  Works with all major SIP phones, gateways and providers

- **Targeted at Small to Medium Businesses**
  Low cost, including voice mail and auto attendant

Runs on Microsoft Windows

- **Runs on Windows XP, 2000, 2003 Server and Vista**

  No need to run Linux

  3CX Phone System certified on Windows Server

Easy administration
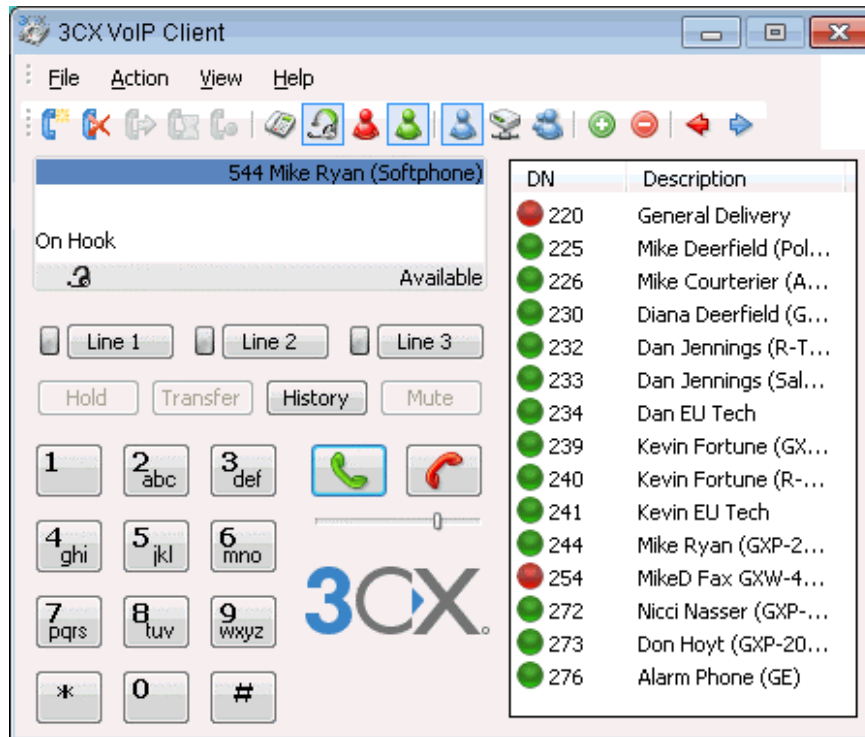

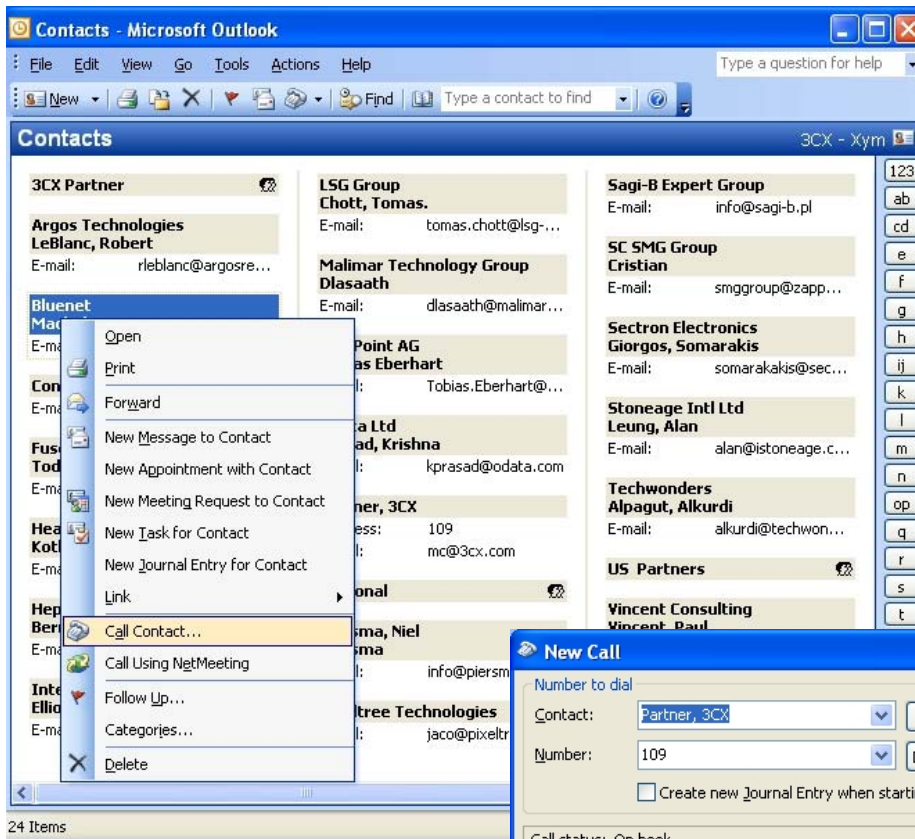- Easy to install & Manage

Windows VoIP Client

- **Increase mobility and productivity:**
  Easily transfer calls
  Indicate presence

- **Allows you to make and receive calls via your desktop phone or using a headset directly connected to your computer**
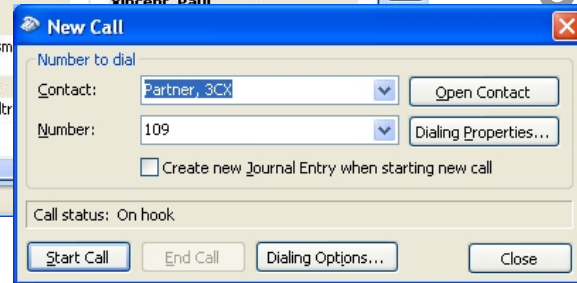
Integrates with Outlook

- **Launch calls from Microsoft Outlook (v4)**
  No need to redial number
  Automatic logging
  Can works with other CRM

Wide VoIP Gateway support

- **Supports local/existing PSTN lines via VoIP Gateways**
    - **Patton SmartNode** (ranges from analog to multiple T1)
    - **Grandstream** (4 and 8 port analog)
    - **AudioCodes**

- **Gateways can be anywhere on the network**

VoIP & SIP Trunk Providers

- **Supports VoIP & SIP Trunk providers**
  - Broadvox
  - Broadvoice
  - InPhonex
  - Cbeyond
  - Nexvortex
  - Many, many more

SIP Phones

- **Supported manufactures include:**
  - Snom
  - Grandstream
  - Polycom
  - Linksys
  - Aastra
  - Many more

3CX Phone System Editions

- **Free Edition**
  - **Fully functioning phone system, unlimited extensions!**

  - **1000 downloads per day!**

- **Small Business Edition**

  - **Up to 8 simultaneous calls and unlimited extensions**

  - **Advanced general features**

  - **Unified Communications & Mobility Features**

3CX Phone System Editions

- **Pro Edition**

  - **Up to 16 simultaneous calls**

  - **Unlimited number of extensions**

  - **Unified Communications & Mobility Features**

- **Enterprise Edition**

  - **Unlimited extensions and up to 32 simultaneous calls**

  - **Unified Communications & Mobility Features**

- **Complete Feature Comparison Chart**

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Thank you

- **Thank you for viewing this presentation**

- **For questions, please don't hesitate to contact us at: 3cxsales@deerfield.com**

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