

breakfree

with a software based PBX for Windows

3CX Phone System

3CX[®]

NEWSLETTER

Issue 3

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3CX Phone System v7.0 Delivers on Mobility Promise

New interface and advanced call rules allow flexible configuration of users' extensions

3CX recently announced the roll out of version 7.0 of 3CX Phone System for Windows. The new version comes with a revamped design aimed at making its already user-friendly Management Console and User Interface even easier to work with; whilst effectively delivering more mobility to users by empowering them to configure their own extensions with advanced call handling rules based on caller ID and time of call.

Nick Galea, CEO at 3CX said that these improvements are building on the company's strategy to deliver a software-based IP PBX that is easy to manage and use. "One of the things we discovered from listening to our customers is that VoIP phone system users want more flexibility in managing their incoming calls. By allowing call rules to be configured based on caller ID, time received and type of call, users can break free from the office and have more mobility. For example, after-hour calls from important customers can be routed to a mobile phone, whereas all other calls can go to voice mail" Galea said; adding that with the new call handling rules also come many added functionalities such as a new management console and a new configuration wizard.

Furthermore, 3CX version 7.0 is an example of better Windows integration in an IP PBX environment. "By replacing the use of technologies such as Apache and PHP with IIS and .NET, adding support for PBX virtualization in Hyper V, resolving inbound calls to MS Outlook contacts, and incorporating Windows management tools for better monitoring, we are taking a step forward towards further integration of 3CX Phone System with Microsoft Windows", added Nick Galea.

Key new features of 3CX Phone System for Windows version 7.0

- Revamped Web Management Console and User Interface
- Added support for running as a virtual instance in Hyper V
- New configuration wizard
- Advanced call forwarding and call queue rules
- Resolve inbound calls to MS Outlook contacts
- Support for Sangoma cards
- Integration of Microsoft Web server, .NET and Windows management tools
- .NET API
- Optimized system performance to handle 50,000+ calls per day

From Nick's Desk

Nick Galea,
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Blog: www.nickonit.com



Welcome to our third issue of 3CX' Newsletter.

The year is coming to an end and what a fantastic year this has been at 3CX!

During 2008 we launched two versions of 3CX IP PBX, with so many innovative features that I now feel 100% certain that we have a great product in our hands with everything it needs to be established as the phone system of choice for SMBs in the software-based PBX market.

During the past 12 months we have also upgraded our Partners' support with improvements in our Partners' portal and forum; and the launch of 3CX' Wiki, the website content program and phone support. We also introduced 3CX' VoIP Blog and 3CX' VoIP Nuggets, both offering a wealth of useful technical information.

This has been a successful year for 3CX and we want to thank you for helping us position our product where it is now. It has been a team effort and we will be toasting to that when we say good-bye to 2008.

I wish you and your loved ones a Happy Holiday Season and all the best in 2009!

For more information read our FOCUS "What's New on v7.0" on pages 2-3

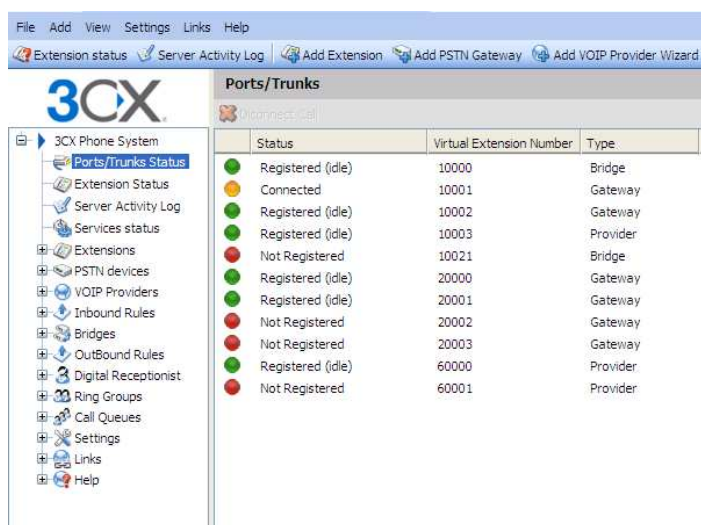
What's new in version 7.0 of 3CX Phone System for Windows?

New Management Console

3CX has completely re-designed its web-based management console to make it more intuitive and easier to navigate.

The sleek look and feel of the new interface is based on the design of most popular Windows applications - with tabs and side nodes - making 3CX Phone System's configuration, management and use easier than ever.

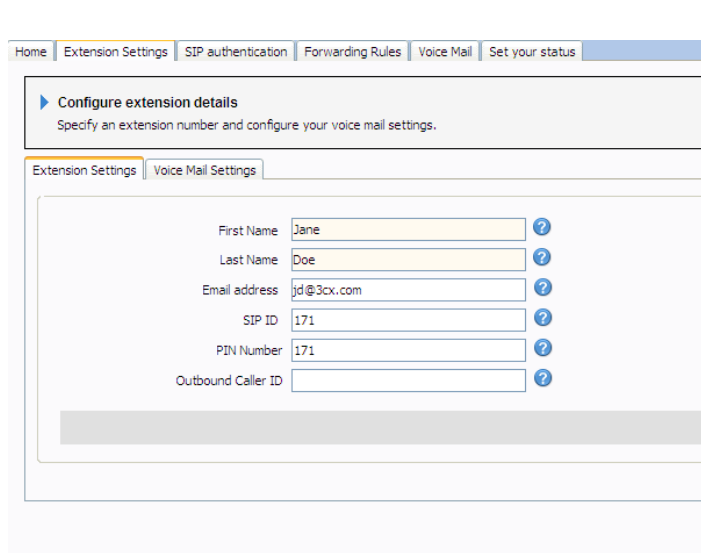
Monitoring the phone system status, including which extensions and PSTN lines are busy, and much more, is done intuitively from any web browser.



Revamped User Interface

Users can now configure their extension preferences even easier: forwarding calls to voice mail or to another telephone extension or external number - even a mobile phone number - when the phone is not answered or busy, and more.

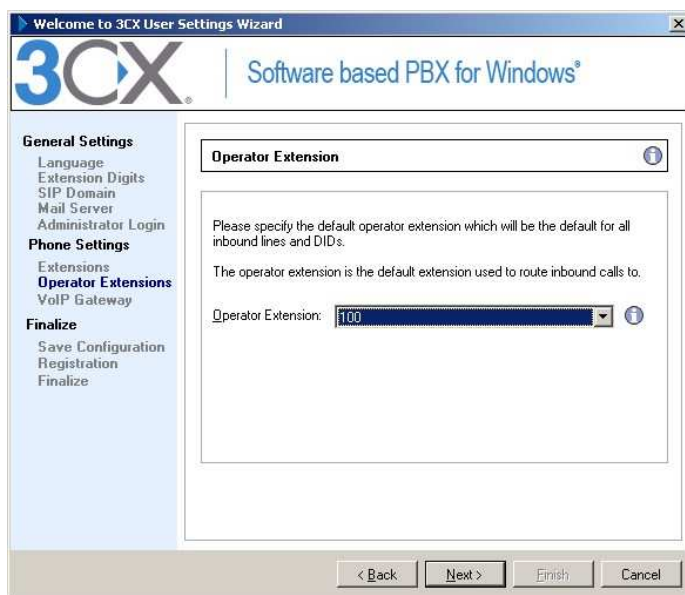
The user portal is accessed via any browser and has become so simple and intuitive that users can make desired changes without support from IT staff!



New Configuration Wizard

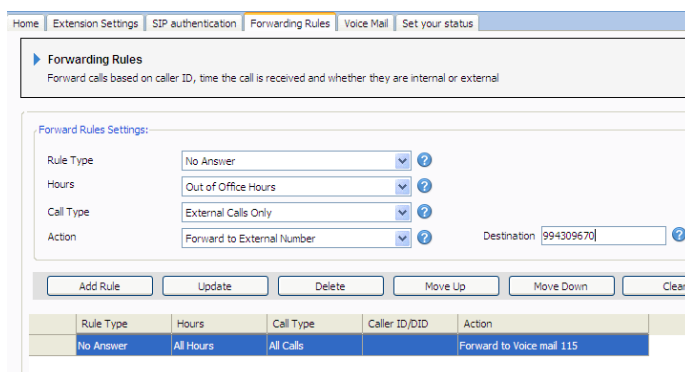
Initial set-up of 3CX Phone System for Windows is now faster and simpler with the new 3CX configuration wizard.

Initial install is now even more streamlined. This allows the user to get up and running as fast as possible after download of the software. The wizard takes the user through the key steps of configuration. At the moment we have added the key steps, but in a future version we will walk the user through the entire configuration of VoIP providers.



Advanced Call Forwarding & Call Queue Rules

3CX now gives users the ability to set unique advanced forwarding rules for each extension based on caller ID, time of call and whether it is an internal or external call. This is an incredibly useful tool for those who need to prioritize incoming calls.



Furthermore, 3CX has added new call queue rules, where callers can exit the queue and leave a message on the voice mail or simply go straight into voice mail if a queue is not manned.

“One of the things we discovered from listening to our customers is that VoIP phone system users want more flexibility in managing their incoming calls. By allowing call rules to be configured based on caller ID, time received and type of call, users can break free from the office and have more mobility.”

Support for Sangoma Cards



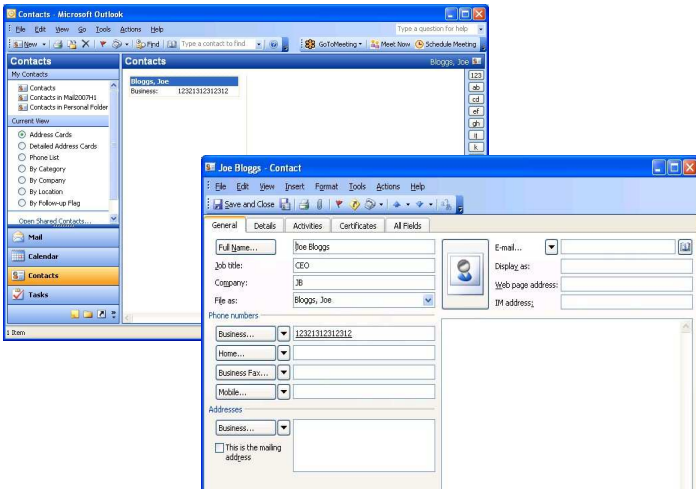
3CX Phone System for Windows now ships with support for Sangoma's VoIP Gateway Cards, which can reside in the same server or remotely.

The 3CX-Sangoma solution delivers high functionality at a very attractive price point for businesses.

Further MS Outlook Integration

With version 7.0, 3CX delivers further integration with Microsoft Outlook. Additionally to being able to initiate phone calls directly from MS Outlook by just clicking on a contact, 3CX now has the ability to resolve inbound calls to MS Outlook contacts.

Caller's details immediately pop-up when a call is received, making business communications much more effective and professional.



.NET API

With version 7.0 a well-documented .NET API is available in very specific cases when further integration with selected business applications is required.

Optimized System Performance

3CX' system performance has been boosted with version 7.0.

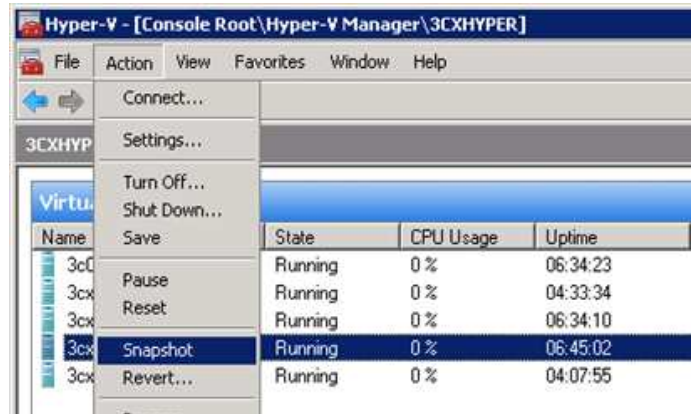
Performance tests have confirmed that 3CX IP PBX can now easily handle more than 50,000 calls per day, making it ideal for larger business environments such as call centers, hospitals, etc.

Virtual Instance in Hyper V

3CX support of Windows server 2008 allows businesses to virtualize their PBX and run it as a virtual instance in Hyper V without the need for an appliance or an extra server.

The new Hyper V, built in Windows 2008 is a great virtualization platform for 3CX, as it allows for much better I/O performance of virtual machines. Additionally, there is no cost for an additional operating system license, and management of the virtualized Hyper V instance is fully integrated into the Windows management tools

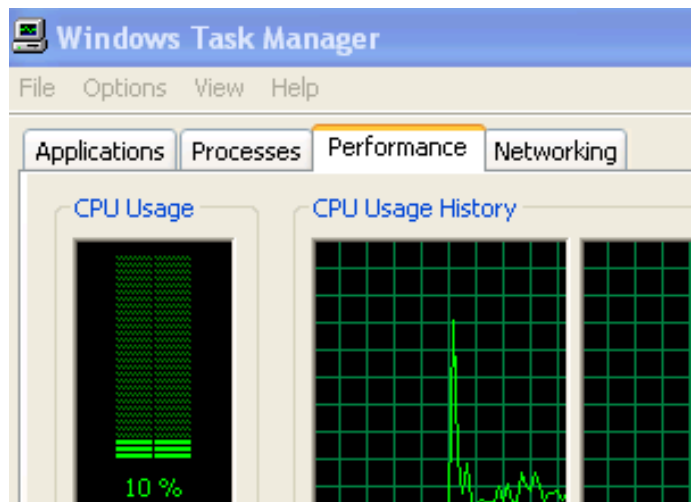
Software-based and virtualized also means that businesses can easily back up 3CX by using the Hyper V Backup function. If it is small enough, the entire PBX can be easily be burnt on a DVD!



Improved Monitoring Tools

3CX now comes with integrated Event Log and Performance Counters. Two very useful Windows management tools that help System Administrators monitor the performance of the IP PBX more effectively.

Further integration of 3CX with Microsoft Windows is also evident with the incorporation of Windows technologies such as Microsoft Web Server and .NET.



Watch a video presentation on 3CX Phone System for Windows v7.0 at <http://www.youtube.com/watch?v=irUmoGQqMa8>

University's Phone Bills Reduced by 81% with 3CX Phone System for Windows

University of North Carolina's Campus Services IT enjoys cost-saving, staff productivity and mobility benefits with 3CX IP PBX



Craig Hyatt, University of North Carolina at Chapel Hill IT Director for Campus Services



The University of North Carolina at Chapel Hill (www.unc.edu) is one of the longest established public universities in the USA having opened its doors in 1795. It is also one of the selected campuses forming the Association of American Universities. In January 2007 Craig Hyatt, Information Technology Director for Campus Services (www.csit.unc.edu), decided that it was time to get rid of his department's traditional PBX which offered limited functionality and was very costly. He opted for 3CX Phone System for Windows and, as a result, monthly phone bills have been reduced by a whopping 81%, and staff has become more mobile and productive.

"Campus Services Information Technology is in charge of providing superior, innovative and responsive technology management to departments within the Campus Services Division to support the university's mission of teaching, research and public service. This means that when we decide to adopt a new technology in our own premises, it has to be the best", says Hyatt.

Craig Hyatt decided to deploy 3CX when the software-based phone system was still in its very first Beta version. He found that installing, configuring and managing the IP PBX is a very easy task, "With 3CX, it is very easy to setup new extensions and phone lines using its web-based interface; and also to troubleshoot if there are any problems." He adds, "The support team at 3CX was always very quick to respond

when there were any issues with earlier Beta versions. At present, I don't need that much support as the current version is very stable."

Telephone bills at UNC's Campus Services Information Technology have been dramatically reduced since the adoption of 3CX, "With our old traditional PBX the cost per handset was \$48 per month, with a total monthly bill mounting to almost \$400 for eight handsets. These days, the share of the phone bill for eight handsets - out of the 25 we have installed - is only \$75 per month", highlights Hyatt. This is an astonishing 81% decrease in cost!

Unlike most other software-based phone systems, 3CX is a Windows-based IP PBX. On this, Craig Hyatt has to say, "We are an all MS environment and did not want to introduce Linux to support a VoIP implementation, so the fact that 3CX is Windows-based is a great advantage for us."

they had voice mail when out of the office. With 3CX they now receive their voice mail via email on their BlackBerry when they are on the move."

The University of North Carolina at Chapel Hill Campus Services IT is using the Professional Edition of 3CX Phone System for Windows with VoIP Provider NexVortex and a total of 25 extensions with Grandstream GXP-2000 phones. They are planning to add more extensions in the near future.

"We are delighted to see that the Information Technology department of an established educational institution such as the University of North Carolina at Chapel Hill chose 3CX Phone System for Windows to reap the benefits of IP telephony; including considerable cost savings in phone bills and increase in staff productivity and mobility through the use of unified messaging", says Nick Galea, CEO at 3CX.

3CX Phone System for Windows is playing a key role at a renowned American University by helping their Campus Services Department achieve a significant increase in staff productivity while enjoying considerable savings on telephony expenses.

For Hyatt, 3CX Phone System for Windows' integration with Microsoft Exchange 2007 Unified Messaging was also a key factor in selecting it over other IP PBXs, as this allows employees to be mobile and more productive, "Moving from a traditional PBX to IP telephony was a logical choice as we wanted to make sure that our staff could enjoy the benefits of unified messaging. With the traditional PBX, employees were not able to know

Craig Hyatt, whose mission is to provide technology to the university to help improve business processes, reduce costs and increase customer satisfaction concludes, "3CX is very easy to setup and manage. The MS Exchange 2007 Unified Messaging integration works very well. I am very happy with the product!"

3CX Website Content Program for Partners

Get ready-to-use content and see a boost in sales of VoIP Phone Systems

We recently launched our very own 3CX Website Content Program for Partners, with an offer of ready-made content that 3CX Partners can use on their websites, and many other benefits. The response to the program so far has been great!

How it works

- We give you ready to use content (text and images) for a dedicated 3CX page on your website in ANY language of your choice.
- You add a new page to your website using the content we supply to you within the timeframe agreed.
- You have a web page on your own site to direct your prospect clients for quality and complete information on the product.
- You start seeing a boost in sales of VoIP Phone Systems from better informed customers.
- You enrich your website with free readily available quality content.
- As a thank-you token you receive a gift voucher from amazon.com, amazon.co.uk or play.com with a value of 100 Euros (PayPal payment is also an option.)

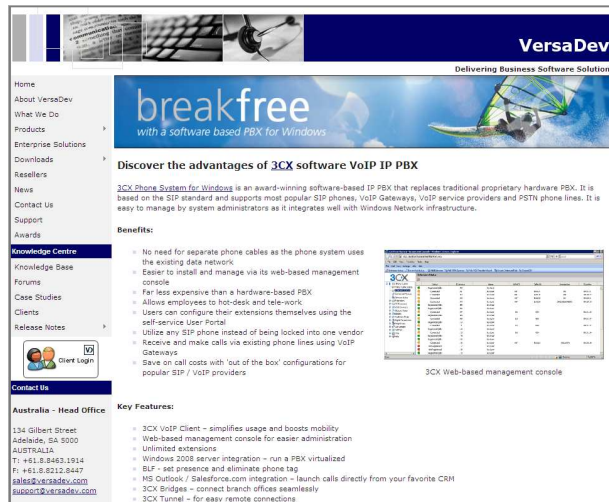
What if you already have a 3CX page on your website?

- You are eligible to participate in the program.
- Your existing content will be assessed for any necessary updates or modifications.
- The same benefits, terms and conditions apply.

Terms and Conditions

- The text supplied - and links included in the same - cannot be changed unless it is agreed first with 3CX.
- The 3CX web page should be linked from the Partner's website home page and/or product page. In the case of linking from the product page, this must be linked from the homepage.
- The agreement is perpetual.
- The program is open to 3CX Partners only.

If you want to join 3CX' Website Content Program for Partners, please send an email to bj@3cx.com including your website's URL and/or your existing 3CX web page URL.



Many 3CX Partners have already joined 3CX' Website Content Program

3CX in the press

Computer Shopper gives thumbs up to 3CX



COMPUTER SHOPPER, the biggest technology magazine in the UK, reviewed the Free edition of 3CX Phone System for Windows and gave it a **BEST BUY Award**. Reviewer Karl Wright's conclusion is that he "couldn't really fault 3CX's Phone System. The free edition has most of the functions a home office or small business will need...considering you can download it for free, we highly recommend it."

The review was published on the October 2008 issue of the prestigious magazine.

Read the full review online at: <http://www.pcpo.co.uk/shopper/reviews/219474/3cx-phone-system-free-edition.html>

Product Reviews

Internet
3CX Phone System Free Edition [Computer Shopper]
 COMPANY: 3CX PRICE: £0
 RATING: ★★★★★ ISSUE: 248 DATE: Oct 08

These days, most business broadband providers offer an internet telephony option with their small business packages. 3CX is like a virtual switchboard that allows lots of users to share the same voice-over-IP server connection.



You can install the software on a Windows PC or server.



Sales Corner

Chris Martin, Sales Director, cm@3cx.com

With the launch of version 7.0 of 3CX Phone System for Windows we introduced a new pricing structure.

The new pricing structure is based on a detailed competition analysis we incurred to better assess 3CX' market position before the launch, and where the results showed that our price was around 50% lower than other IP PBX solutions in the market. This includes commercial editions of Linux-based phone systems such as Trixbox and Asterisk.

As a result, and also following your valuable feedback, we adjusted our prices with a slight price increase justified by the many successful installs, the ongoing development of the product and the many new features that have been incorporated. Our objective is to deliver a software-based IP PBX that gives 3CX Partners & Resellers the flexibility to build innovative VoIP solutions around it at an affordable yet profitable price.

The prices for 3CX licenses of our commercial editions are now as follows:

Edition	Number of simultaneous calls	Price in EUR	Price in USD
Mini Edition	Up to 4	€ 295	\$ 375
Small Business Edition	Up to 8	€ 595	\$ 725
Professional Edition	Up to 16	€ 995	\$ 1,250
	Up to 24	€1,350	\$ 1,695
Enterprise Edition	Up to 32	€1,795	\$ 2,250
	Up to 64	€3,495	\$ 4,295
	Up to 128	€5,995	\$ 7,495
	Up to 256	€9,995	\$12,500

Did you know?

3CX Phone Support is now available!

In an effort to support our Partners better, we have introduced worldwide phone support. This service is available to all active 3CX Partners under these numbers:

UK: +44 845 869 5215 /press 5 (8am-4.30pm UK time)

USA & Canada: +1 404 478 6515 (9am-5pm EST)

Italy: +39 055 093 5440 (9am-5.30pm CET)

Germany: +49 01803 0013850371 (9am-5.30pm CET) - English only

Rest of the world: +356 2316 8333 (9am-5.30pm CET)

Phone support can be used for immediate technical support, whilst email support via 3CX support system at <http://support.3cx.com/> is still the recommended medium for assistance in cases involving logs and similar.

More information on 3CX support procedures is available on:

<http://www.3cx.com/support/index.html>

Phone support covers:

- Basic help on configuring 3CX Phone System and questions in relation to its operation
- Troubleshooting of external extensions and bridges via Tunnel
- Help with configuration of supported phones
- Troubleshooting of supported gateways and interface card in 3CX standard template-configuration
- Analysis of SIP logs in case of interoperability issues with supported VoIP provider, IP phone or gateway (supported ITSPs / vendors only)



About 3CX

3CX is an international developer of telecommunications software, headquartered in Europe with offices in the USA, UK, Germany, Cyprus, Malta, Australia and Hong Kong. It is a Microsoft Gold Certified partner and is backed by an experienced management and development team. The company is focused on the Windows IP PBX market with its innovative and award-winning 3CX Phone System for Windows.



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Partner

