



**How your business benefits from a
hosted PBX solution**

Table of Contents



pg. 2 Introduction

pg. 2 Understanding PBX systems

pg. 3 Hosted PBX advantages

pg. 4 Features offered by a hosted PBX service

- Advanced Call Forwarding
- Robust International Call Routing
- Scheduled Call Routing
- Virtual Extensions
- Integrated Voice Response (IVR)
- International Ringback Tones
- Fax to Email
- Voicemail to Email
- Reporting
- Phones
- Ease of Installation
- Management and Administration
- Support
- Security
- Documentation
- Pricing
- Free Trial

pg. 7 Why TollFreeForwarding.com stands above the rest

- Scalability and growth
- Superior reliability
- A proven leader

pg. 8 Summary

pg. 9 Worldwide Contact Information

Introduction & Understanding PBX systems



Introduction

Hosted PBX, also known as virtual PBX, is an alternative to on-premise traditional or IP-PBX systems. The advanced functionality offered with a hosted PBX surpasses traditional and IP-PBX, and the bona fide cost savings make it the superior choice for most businesses' telecommunication needs.

Understanding PBX systems

Private branch exchange (PBX) connects the internal telephones of a business to the public switched telephone network (PSTN). It allows businesses to have one phone number with many extensions within the branch—including fax machines, telephones, and modems. A traditional premise-based PBX system requires hardware, space to house the equipment, an in-house IT department for maintenance and ongoing technology upgrades, and user training.

In the mid-2000s, companies began replacing their traditional PBX for in-house IP-PBXs. An IP-PBX uses a company's IP (internet protocol) network to connect the phones, either through a local area network (LAN), or wide area network (WAN). If a company has multiple office locations, a private IP network is

required to integrate them into a single system.

The advent of IP-PBXs brought flexibility, advanced functionality, and even cost savings over a traditional PBX. However, an IP-PBX still requires a significant upfront cash investment for phones, hardware, and installation at each work station. While discounted equipment is available, it often comes at the expense of business-grade quality.

Traditional and IP-PBX premise-based systems have long been prohibitive for small businesses and individuals. Alternatively, hosted PBX makes it easy for any size business to have advanced functionality without onsite equipment, at a far more affordable price.

Hosted PBX advantages



Hosted PBX advantages

Hosted PBX allows your business to have PBX functionality, while eliminating the need for costly equipment and an IT infrastructure. Because a hosted PBX is offered by a service provider, economies of scale make it more nimble and feature-rich than traditional or IP-PBX systems.

A hosted PBX offers a centralized management system without any geographic limitations. That is, your business can have one phone number that will connect to your staff members and departments throughout the world. Hosted services can more easily accommodate offices across different continents, with the scalability to grow as your business does.

With a hosted PBX, one extension can ring to many locations simultaneously or sequentially so that calls have a greater opportunity to be answered by a staff member in a timely manner.

System upgrades and new features are performed by the hosted PBX service provider and do not affect your business operations. Since there is no equipment with a hosted PBX, you can move and adapt your phone system quickly and easily by simply providing a new phone number where calls can be forwarded.

Reputable hosted PBX service providers are able to address reliability concerns with failover measures and redundant enterprise-grade servers. This ensures your international calls are clear and are not dropped.

Hosted PBX also offers a measure of security, because if the telephones or internet go down at your business location, calls can be forwarded to another number, such as a cell phone, or can be sent to voicemail so you won't miss a call.

Because there are many companies that offer hosted PBX solutions, you'll want to make sure the vendor you choose offers the features that your business requires for the best value.

Features offered by a hosted PBX service



Features offered by a hosted PBX service

Below is a list of hosted PBX features, followed by questions to ask as you determine your company's telephone requirements and formulate your decision on a hosted PBX service provider.

✓ **Advanced Call Forwarding**
Does this service allow you the flexibility necessary to distribute calls the way you want them? For instance, can you set up sequential ringing so that if one phone doesn't pick up, a second will, then a third? Or can you choose simultaneous ringing, to ring several phones at once? What about a combination of both? Could you set three phones to ring at once, and if none are answered, assign the call to a different set of phones?

✓ **Robust International Call Routing**
Can this service route calls all over the world in a single, integrated system? For example, can it send calls to one extension to a reservation department in Europe, and send calls to another extension to a technical support department in Asia?

✓ **Scheduled Call Routing**
Does the service offer the flexibility to set routing rules based on the time of day or the day of the week? Can you customize how calls are routed around your operating hours, weekends, employee lunchtimes, travel schedules, or other specific needs?

✓ **Virtual Extensions**
How many extensions are you allowed on your account? How easily are these extensions assigned?

✓ **Integrated Voice Response (IVR)**
Does the service allow you to set up custom voice menus that understand DTMF (dial-tone multi-frequency) keypad inputs?

✓ **International Ringback Tones**
Will this service ring back an authentic tone for the country being dialed? Will international customers feel like they are calling in-country, or out-of-country?

Features offered by a hosted PBX service - continued



✓ **Fax to Email**

Can this service help you and your colleagues receive faxes—even international faxes—in your email inbox? Furthermore, can it encrypt incoming faxes for security?

✓ **Voicemail to Email**

Can this service translate incoming voicemails into emails? Can voicemails be copied to multiple email inboxes as appropriate?

✓ **Reporting**

Does the service provide real-time call logs for accounting and tracking purposes? Does it offer 24/7 remote API access to this information?

✓ **Phones**

Will your offices need to switch to a specific phone model or proprietary SIP device, or can you keep the phones you already use?

✓ **Ease of Installation**

Will you have to upgrade your hardware, rent or buy equipment, or install software, or can the system be managed wholly via a browser-based interface?

✓ **Management and Administration**

Can you change settings and manage preferences yourself, whenever the need arises? Do changes take effect instantly? Can you add new phone numbers any time you need them? How quickly are new numbers activated?

✓ **Support**

If you have questions, can you call or email for technical support, billing inquiries, or other customer service issues? Remember, since you won't have someone onsite to troubleshoot, accessibility to qualified customer service representatives is important.

✓ **Security**

What level of security can you expect? (As a general rule, the more equipment a system requires, the more security needs to be a concern.) If you choose a completely hosted solution, the burden of security falls on the service provider.

Features offered by a hosted PBX service - continued



✓ **Documentation**

Does the service offer how-tos, instruction manuals, or other documentation to walk you through setup and system preferences? How helpful is the service's website?

✓ **Pricing**

Are you getting good value for the price? Are there any hidden fees assessed? And, most importantly, will this service help your business make money, not just spend it?

✓ **Free Trial**

Does the provider allow you to test their system at no risk and no obligation? Is your free trial account fully functioning, or is it limited?

These questions will give you a good idea of what to look for from a hosted PBX service provider. TollFreeForwarding.com offers hosted PBX with a fully-functional free trial so that you can test every feature. With TollFreeForwarding.com, you get an international local or toll-free phone number that rings wherever you want, anywhere in the world. All TollFreeForwarding.com phone numbers come with hosted PBX functionality as well as advanced call forwarding and failover routing.

Why TollFreeForwarding.com stands above the rest



Why TollFreeForwarding.com stands above the rest

While other services claim to offer what you're looking for with their hosted PBX service, TollFreeForwarding.com invites you to start your free trial now to experience the best service for yourself.

There is no hardware to buy, no software to install. With TollFreeForwarding.com, you can continue to use whatever phones or SIP device you already have without worrying about compatibility. And management, security, and support are completely off your company's shoulders, as TollFreeForwarding.com takes care of that for you.

In addition to the advanced features highlighted in the previous section, with your TollFreeForwarding.com account you can expect:

- **Scalability and growth**

TollFreeForwarding.com has a menu of service plans to accommodate any business's call volume and budget—both today, and as your needs grow. Every account has access to all of TollFreeForwarding.com's powerful features. Therefore, you can customize your system to be as simple or as advanced as you deem appropriate:

- ▶ Just want basic call forwarding? No problem.
- ▶ Have more sophisticated needs, like an automated attendant? Done.
- ▶ Have a full enterprise-scale call center to run across multiple continents, offices, and time zones? That's easily handled, too.

- **Superior reliability**

TollFreeForwarding.com has earned the trust of some demanding customers with these multiple failover routing features:

- ▶ **PSTN/PSTN Failover** - With more than 10 disparate telecom carriers, TollFreeForwarding.com's system is programmed to find the best route for a clear connection with your customers. And if for any reason calls can't get to your primary PSTN number, the network automatically detects errors or timeouts, and forwards the call to the backup PSTN number(s) you specify.

Why TollFreeForwarding.com stands above the rest - continued & Summary



► **SIP/SIP Failover** -

TollFreeForwarding.com's network instantly knows if your SIP device isn't able to answer a call. In less than one second, calls are rerouted to your backup SIP destination(s).

- **SIP with PSTN Failover** - If your SIP device misses an incoming call, you can specify a PSTN number as its backup destination. This allows you the savings and flexibility of SIP with the added reliability of a PSTN failover.

• **A proven leader**

The TollFreeForwarding.com client roster boasts high-volume call centers, telecom giants, call-conferencing companies, government agencies, and multinational marketing companies. These clients trust

TollFreeForwarding.com to handle their large-scale operations and remain nimble enough so that clients can add new phone numbers in new countries whenever necessary.

TollFreeForwarding.com gives you full control of your hosted PBX features through an easy-to-use browser interface called the "Online Control Center." Using your Online Control Center, you have 24/7 access to set up and update your call forwarding preferences, manage your unlimited virtual extensions, and customize your hosted PBX features. At any time, you can add new phone numbers to your account, and they'll be active within three minutes. The Online Control Center is a secure website that houses your real-time call records and up-to-the-minute billing information.

Summary

Choosing a hosted PBX system can be complex. Using the guidelines outlined in this white paper, your company should have a working framework by which to judge prospective service providers. TollFreeForwarding.com offers advanced features, scalability, reliability, and is a proven leader in the industry. A free trial will demonstrate that TollFreeForwarding.com is your best choice in a hosted PBX provider.

Worldwide Contact Information



World Headquarters

5959 W. Century Blvd., 11th Floor
Los Angeles, California 90045 USA

+1 213 452 1505 USA Direct Phone

+1 213 452 1551 USA Direct Fax

1 888 452 1505 North America Toll Free Phone

1 888 452 1551 North America Toll Free Fax

www.TollFreeForwarding.com

Worldwide Contact Numbers

Australia: 1 800 686 996

Austria: 0 800 293 893

Belgium: 0 800 74607

Chile: 1 230 020 2660

China: 4001 204951

Colombia: 01800 915 5880

Denmark: 80 880801

Dominican Republic: 1 888 1562166

Finland: 0 800 1 13050

France: 0800 916600

France-Paris: +33 170085381

Germany: 0800 180 6590

Greece: 00 800 12 6323

Hong Kong: 800 966 233

Indonesia: 001 803 011 3373

Ireland: 1 800 690 819

Israel: 1 80 921 4212

Italy: 800 789 135

Japan: 0120 974 259

Malaysia: 1 800 80 8160

Mexico: 01 800 681 1861

Netherlands: 0 800 022 5964

New Zealand: 0 800 442024

Norway: 800 16554

Peru: 0 800 52512

Philippines: 1 800 11141641

Portugal: 8008 12004

Russia: 8 10 8002 4433011

Spain: 900 98 1888

Singapore: 800 1204074

South Korea: 00 308 13 2099

Spain: 900 981888

Sweden: 0 20 797 595

Switzerland: 0 800 561 941

Taiwan: 00801 13 7464

Thailand: 001 800 12 0664890

United Kingdom: 0 800 032 2373

USA Direct Phone: +1 213 452 1505

USA Direct Fax: +1 213 452 1551

Venezuela: 0 800 100 9121