

3 Year Total Cost of Ownership: 5–100 Users

The results are clear: **for companies from 5–100 users, Phonebooth OnDemand is always less expensive than a traditional hardware PBX over 3 years.** The savings are even more dramatic if you have multiple office locations. Here are the assumptions behind our savings calculator. Find out **your savings** by configuring Phonebooth OnDemand now at phonebooth.net.



VS.



Hardware IP-PBX from a major vendor

- ▶ **Summary:** A standard IP-PBX from a major PBX vendor. Includes standard SMB-focused features, comparable to **Phonebooth OnDemand**
- ▶ **Pricing Model:** Up-front cost of the hardware appliance plus user license fees (starting at around \$1500 for 5 users)
- ▶ **Support & Maintenance:** 3 years of standard support and maintenance from the manufacturer
- ▶ **Phone Service:** 3 years of unlimited Bandwidth.com SIP trunks, priced at \$30/trunk/month (we assume 3x oversubscription of users to trunks)
- ▶ **IT Admin Expenses:** assume 1/8 of a \$60k SysAdmin/100 users
- ▶ **Additional locations:** assume an additional 5-user hardware PBX per location

Phonebooth OnDemand

- ▶ **Summary:** A cloud phone system. Includes standard features of an SMB-focused phone system, with a few unique extras (like HD voice)
- ▶ **Pricing:** \$20 per user per month, unlimited local & long distance; per user price goes down with more users
- ▶ **Support & Maintenance:** Included
- ▶ **Phone Service:** Included
- ▶ **IT Admin Expenses:** assume 1/8 of a \$36k Office Manager/100 users
- ▶ **Additional locations:** \$40 per location per month for QOS device
- ▶ **Redundancy:** Included... as a cloud service, Phonebooth OnDemand is always on – even if your office is down
- ▶ **Call quality:** Phonebooth OnDemand uses the same network & SIP technology as Bandwidth.com trunks

Sample 3 year cost savings for Phonebooth OnDemand

# of offices	5 users	25 users	50 users	100 users
1	51%	7%	3%	6%
2	56%	17%	9%	10%
4	61%	30%	19%	15%