



[www.spintel.net.au](http://www.spintel.net.au)

# **SMALL BUSINESS GUIDE TO CLOUD PHONE SYSTEMS**

# CONTENTS

About this guide

What is a Cloud phone system?

Why choose a Cloud phone system?

Price comparison

Feature comparison

Am I able to install?



# 1. ABOUT THIS GUIDE

This guide to Cloud phone systems could save you days of research, hours of calls, dozens of emails **and even thousands of dollars.**

Small business owners often can spend **months** researching and comparing before they find the right business phone solution.

Firstly, the big Telcos don't make it easy to compare. Then, there's all the jargon and acronyms, Hunt Groups, SIP, porting, DID, call concurrency. It's hard to know what you're paying for. And if you're not careful, you could end up with a PBX that you don't need.

With this guide, we've done the hard work for you: comparing key features, prices and inclusions for Australia's **top 6 Cloud phone systems.** We give you numbers and details, with expert insights to guide your search.



## 2. WHAT IS A CLOUD PHONE SYSTEM?

A business phone system allows you to make, receive and manage calls in a **seamless and professional manner**.

Setting up a phone system used to be a complex and expensive process. But in recent years, Cloud-based phone systems such as SpinTel's Cloud PBX have made this technology more accessible and affordable.

### FIRST TIMER?

Installing a phone system is a big step up compared to a mobile or landline connection. You'll get a range of business-grade features that make it easy to manage calls and connect multiple staff and offices.

### UPGRADING?

If your business already uses a phone system, chances are that it's time for an upgrade. A Cloud phone system allows you to get rid of your current old system and future-proof your communications.



## 3. WHY CHOOSE A CLOUD PHONE SYSTEM?



### MORE FEATURES

A Cloud phone system gives you all the professional features of a big business, at a small business price.

Features include:

- Having voicemail sent to your email
- Interactive Voice Response
- Programming calls to ring multiple people
- Easily hold, park and transfer calls
- Conference calling



### NO MORE IT HEADACHES

Moving your phone system to the Cloud frees you from the stress and overhead of managing infrastructure, provisioning phones and configuring networks.



### CUT YOUR OFFICE PHONE COSTS


A typical Cloud PBX customer can reduce their monthly bill by 50% compared to traditional providers and on-premises phone systems.

## 4. PRICE COMPARISON



## 4. HOW MUCH WILL I PAY PER MONTH?

Table 1

	4 lines	8 lines	15 lines
 SpinTel Cloud PBX Unlimited plan	\$70.00	\$110.00	\$180.00
Commander Phone Small Office Bundle	\$180.00	\$360.00	\$675.00
Optus Loop Ultimate plan	\$144.00	\$352.00	\$540.00
mVoice Standard	\$79.80	\$159.60	\$449.25
Exetel Cloud PABX Unlimited plan	\$140.00	\$280.00	\$525.00
TPG BizPhone Standard plan	\$119.80	\$239.60	\$449.25

Advertised prices might look good value at 1 or 2 lines, but be warned 'per line' cost can quickly add up.

Table 1: How monthly pre line costs increase as a business grows.

Even if you're a small team, Keep in mind that your costs will change when you grow.

## PER USER PRICING ADDS UP OVER TIME

Commander, Optus, TPG and Exetel charge 'per user'.

Per user pricing is easy to calculate, and often provides an affordable entry point for a micro business (0 -2 staff). However, research reveals that any initial savings will be lost once your business needs more than 3 users.

Per user pricing also means that providers will restrict each 'user plan' to a single line with a single handset. No line pooling is possible.

You'll get great value from 'per user' plans if all your staff spend a lot of time on the phone. But this value drops away for when your staff are not spending a lot of time on the phone.

Per user providers don't distinguish between a 'user' and a handset. So if you want to have a conference phone for your board room or a desk phone in your home office, you'll need to pay for extra 'user' plans.

## LINE POOLING CAN HELP YOU SAVE

SpinTel and mVoice are the only phone system providers in this comparison with a 'per line' pricing model. Here, the number of lines indicates the number of calls that you can make at the same time. (2 lines = 2 simultaneous calls).


This pricing model allows you to get a 'pool' of lines that can be shared, rather than paying for a separate line for each user. It makes sense because most businesses won't have all staff on the phone at the same time.

For example:

You have a team of six but you only ever need to make or receive two calls at the same time. With SpinTel's Cloud PBX you can save by paying for two lines, rather than six users.

A Cloud PBX enables you to have an unlimited number of users and handsets and to share call capacity across your whole business in a cost-efficient manner.

## 4. EXTRA COSTS: CALL INCLUSIONS

	Local / National	Aus Mobile	1300	International
 <b>SpinTel PBX Unlimited plan</b>	Unlimited	Unlimited	35c/call	From 11c/min
<b>Commander Phone Small Office Bundle</b>	Unlimited	Unlimited	44c/call	From 9c/min
<b>Optus Loop Ultimate plan</b>	Unlimited	Unlimited	Unlimited	Unlimited 25 destinations
<b>mVoice Standard</b>	Unlimited	14¢ per minute	25c/call	From 2.9c/min
<b>Exetel Cloud PABX Unlimited plan</b>	Unlimited	Unlimited	Unlimited	From 3c/min
<b>TPG BizPhone Standard plan</b>	Unlimited	Unlimited	25c/call	From 4c/min

Our comparison looks only at Unlimited plans, as these offer the most value. However, the 'unlimited' inclusions will vary between providers.

Most businesses will be well served with included mobile, local and national calls.

## 4. EXTRA COSTS: PHONE HANDSETS



	Basic Handset	Colour Handset	Extra Handsets	Non-return Fees
<b>SpinTel Cloud PBX</b>	\$62.00	\$90.00	✓	✗
<b>Commander Phone</b>	Included Essentials plan	Included Office plan	✗ Limit 1 per user plan	\$200 - \$300 Per handset
<b>Optus Loop</b>	\$259	\$299	✗ Limit 1 per user plan	✗
<b>mVoice Corporate</b>	\$189.00	\$465.00	✓	✗
<b>Exetel Cloud PABX</b>	✗	Included	✗ Limit 1 per user plan	✗
<b>TPG BizPhone</b>	Included Standard plan	Included Premium plan	✗ Limit 1 per user plan	\$179 - \$339 Per handset

Choosing a phone plan with an included handset is a great way to reduce upfront costs. But this also means that, if you need extra phones, you'll have to pay for a whole extra plan.

If your handset is included, you may be stung with 'non return' fees when you cancel your phone service.

While the price tag may seem high, buying handsets upfront can help you avoid even higher costs down the track.

## 4. EXTRA COSTS: SETUP CHARGES

	Setup (0 months)	Setup (36 months)	Installation
 <b>SpinTel Cloud PBX Unlimited plan</b>	FREE	X	X
<b>Commander Phone Essentials plan</b>	X	FREE	\$49/handset + \$159 per office site
<b>Optus Loop Ultimate plan</b>	X	FREE	\$45/handset + \$250 site audit fee
<b>mVoice Corporate plan</b>	\$49.00	X	X
<b>Exetel Cloud PABX Unlimited plan</b>	X	FREE	X
<b>TPG BizPhone Standard plan</b>	\$129.00	FREE	X

All providers waive setup fees for long-term contracts.

If you would like a month-to-month contract, you will have to pay an upfront setup fee.

SpinTel's Cloud phone handsets are able to be self-installed (plug-in-and-ring) and are user-friendly.

## 5. FEATURE COMPARISON



## 5. FEATURE COMPARISON

Different PBX systems have different features. Some are essential some are not. So one of the most important questions is: *what functionality do I truly need?*

In general, small businesses will be well served with basic keypad features (hold, transfer, park and pickup) and voicemail to email. Although one popular strategy to make small business seem larger is to setup a welcome menu: *Press 1 for sales, Press 2 for accounts etc.*

You may also benefit from the ability to 'group' users, and have calls ring those users at the same time or in sequence. (This feature is called a Hunt Group or Queues). If you have several offices, you may wish to route calls based on the caller's location or the time of day.



## 5. BASIC CALL HANDLING



	SpinTel Cloud PBX	Commander Phone	Optus Loop	mVoice	Exetel Cloud PBX	TPG BizPhone
<b>Call Hold &amp; Transfer</b> Manage incoming calls at the touch of a button	✓	✓	✓	✓	✓	✓
<b>Call Park &amp; Pickup</b> Take a call, put on hold, pick it up on another line	✓	✓	✓	✓	✓	✓
<b>Voicemail to Email</b> Get voicemail messages sent to you as audio files	✓	✓	✓	✓	✓	✓
<b>Call Hold &amp; Transfer</b> Manage incoming calls at the touch of a button	✓	✓	✓	✓	✓	✓
<b>Staff Extensions</b> Use short codes for easy internal dialing	✓	✓	✓	✓	✓	✓

### Manage calls professionally

All providers offer basic phone system features, such as the ability to place calls on hold and transfer them to another staff member.

Call handling is carried out by pressing keypad buttons on a handset.

Voicemail to email is one of the most popular features, where voicemail audio files are sent to a nominated email address, allowing users to listen to messages anywhere.

## 5. BASIC PRODUCTIVITY FEATURES



	SpinTel PBX	Commander Phone	Optus Loop	mVoice	Exetel Cloud PBX	TPG BizPhone
<b>Hunt Group</b> Have calls ring a group of people: in sequence or at the same time	✓	\$8/mo First group free	\$10/mo First group free	✓	✓	✓
<b>Auto Attendant</b> Create a welcome menu: Press 1 for Sales, Press 2 for Accounts etc	✓	\$10/mo First group free	\$10/mo First group free	\$49/setup	✓	✓
<b>Day / Time Routing</b> Create 'rules' to handle calls differently based on when they come in	✓	✗	✗	✗	✓	✗
<b>Answer on Mobile</b> Have your office number divert to a mobile number, or ring on an app	✓	✓	✓	✓	✓	✓
<b>State-based Routing</b> Create 'rules' to handle calls differently based on the caller's location	✓	✗	✗	✓	✗	✗

### Direct calls to sub-teams

Hunt Groups and Auto Attendants let you direct calls to different parts of your business (Sales, Accounts etc). For the best value, choose a plan with *unlimited* Groups and Attendants included.

### Create time / location rules

If you have a national sales team, State-based Routing lets you divert calls to the closest regional representative. And for out of hours, Day/Time Routing allows you to divert calls to another office (or a mobile).

## 5. ADVANCED CALL FEATURES



	SpinTel PBX	Commander Phone	Optus Loop	mVoice	Exetel Cloud PBX	TPG BizPhone
<b>Music / Ads On Hold</b> Control what callers hear when 'on hold'	✓	✓	✓	✓	✓	✓
<b>Caller ID Display</b> Control what number shows when you make calls	✓	App only	App only	✓	✓	App only
<b>Directory Services</b> Control name displayed when you receive calls and speed dial	✓	✗	✗	✓	✗	✗
<b>Call Recording</b> Store an audio file of what is said during calls	✓	✗	\$10/mth Per user	✗	✗	✗
<b>Call Queuing</b> Hold calls (in order) until an agent is available	✓	\$9.95/mth Price per user	\$15/mth First queue free	✓	✓	✓

**Do you need call recording and queuing?**

If you are building a small call centre, features like call recording and call queues will be essential. But, for general small business calling, they're generally not required.

If you already have a set of business phone numbers, you can continue to use them with SpinTel's Cloud PBX system.

**Do you need to port any numbers?**

Providers will typically charge a once-off fee to bring ('port') numbers onto their network, and may charge monthly fees to keep the number active. Prices are generally high, and not always publicly available.

By reducing number porting and hosting fees you can save hundreds of dollars before you even make a single call.

### 3. Am I able to install?



## 6. IS YOUR INTERNET FAST ENOUGH?

Cloud PBX systems run via the internet, a fast and reliable connection is a must. If you're looking for a new PBX system, high-speed internet should be on your radar too.

The speed and quality of your internet connection will determine the quality of your calls and scalability of your service. And, if you have the same provider for business phone and internet, you may benefit from Quality of Service (QoS) technology that improves call clarity.

When evaluating if your internet will support a growing Cloud PBX system, start with the following rules of thumb:

- 1 – 12 users / calls at the same time = NBN or Ethernet
- 12 – 50 users / calls at the same time = Ethernet



## 6. DO YOU HAVE ROOM TO GROW?

	Min Users	Max Users	Max Lines	Max Sites
 SpinTel Cloud PBX	1	Unlimited	50 Shared line 'pool'	Unlimited
Commander Phone	1	50 1 user per plan	50 Limit 1 line per user	Unlimited
Optus Loop	1	200 1 user per plan	200 Limit 1 line per user	Unlimited \$10 /mth per site
mVoice	1	Unlimited	50 Shared line 'pool'	Unlimited
Exetel Cloud PABX	1	50 1 user per plan	50 Limit 1 line per user	Unlimited
TPG BizPhone	1	50 1 user per plan	50 Limit 1 line per user	Unlimited

### Scalability

Most providers require you to buy extra 'user plans' if you want extra handsets or lines.

SpinTel's Cloud PBX has no limit on the amount of users or handsets, allowing you to 'pool' lines across all staff and locations.



[www.spintel.net.au](http://www.spintel.net.au)

