



Xorcom CompletePBX Competitive Analysis Matrix - January 2012



IP PBX Criteria for Purchase Categories	Xorcom CompletePBX	Avaya	Shoretel	Cisco	Mitel	Toshiba	ESI	NEC	Samsung	Fonality	Switchvox	Asterisk Open Source	Comments
1: Not Available 2: Available as an option but significant cost 3: Available through 3rd party w/reasonable cost 4: Available as Standard Feature no added cost 5: Manufacturer requirement													
Manufacturer requires vendor to attend training and be technically certified	5	5	5	5	5	5	5	5	1	5	1	1	To the best of my knowledge there is no PBX Manufacturer certification required to sell the Products that have a "1". XorcomUSA will only sell its Commercially Supported Hardware and Software solution, called CompletePBX, through a Dealer that has been certified and purchased the Xorcom CompletePBX demo kit. Bottom line, anybody can purchase a Dell server and download Asterisk. It doesn't mean you know what you are doing.
Manufacturer requires "Leader Led" training with the purchase of a demo kit or lab system.	5	5	5	5	5	5	5	1	1	1	1	1	In order to maximize the proper implementation of our solutions from a hardware and software perspective, Xorcom training is leader led. We may have some training in the future for new features but Certified Training is in person.
Open phone system (Easy access to MySQL database)	4	2	2	2	2	2	2	2	2	2	2	4	With proprietary PBX's access to the PBX database is a very expensive option. Some don't even allow it.
Reseller and or Customer can have root access to the command line interface of the PBX software and operating system.	4	1	1	1	1	1	1	1	1	1	1	4	CompletePBX is a commercially supported PBX but we leave all the API's and root access open for easy 3rd party integration and any customizations that need to be made.
No per user license fees for features or extensions	4	2	2	2	2	2	2	2	2	2	2	4	Xorcom is not saying that our features are better or that other systems don't offer the features. What I am saying is that most proprietary systems charge license fees for creation of extensions and various feature activations.
Voicemail to email is standard (no additional cost)	4	3	3	3	3	3	3	3	3	3	3	4	This one is self explanatory.
No PBX license fees for SIP Trunks	4	3	3	3	3	3	3	3	3	3	3	4	This one is self explanatory.
Fax to email is standard (no additional cost)	4	3	3	3	3	3	3	3	3	3	3	4	This one is self explanatory.
Connecting remote locations (no additional software or license cost)	4	3	3	3	3	3	3	3	3	3	3	4	This one is self explanatory.
Redundant HDD to maximize system uptime (standard no additional cost)	4	3	3	3	3	3	3	3	1	3	3	4	With Xorcom, RAID 1 is no longer being offered on the XR series of PBX's and RAID 1 is standard with the XE series of Xorcom PBX's.
Operator panel available to all extensions (no license fees)	4	2	2	2	2	2	2	2	2	2	2	4	In addition, our operator panel is web based and there is nothing to install on PC's.
Call Recording (standard feature, no additional cost)	4	2	2	2	2	2	2	2	2	2	2	4	This is not a small item. This is a big deal. Call Recording with Asterisk is a standard feature and with CompletePBX we make it very easy to access the recordings and we even convert them to MP3 to save space.

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Call Barge (standard feature, no additional cost)	4	2	2	2	2	1	2	2	1	2	2	4	This feature is built-in to the Operator Panel. Again, this is not a small item. This is a big deal. This is a very practical and useful feature that increases efficiency and productivity in any Call Center application whether it is for two people in customer service or a 25 agent call center. Almost all PBX's have this feature, but it is an expensive option.
Call Barge and whisper (standard feature, no additional cost)	4	2	2	2	2	2	2	2	2	2	2	4	Now we add whisper to the above application and it becomes even more valuable. The fact that a manager can whisper instructions to an agent while on the phone with a client and provide real-time instructions is a fantastic tool for customer service and a great training tool.
Connect remote extensions (no additional license fees)	4	2	2	2	2	2	2	2	2	2	2	4	People love having a softphone inside their iPhone and another softphone on their laptop and an IP phone in their home all connected to their PBX. The only cost incurred is the purchase of the actual softphone or IP Phone. Xorcom CompletePBX as well as Asterisk Open Source, have zero license fees. Think about it. What a fantastic standard feature!!!! A client that has 30 phones can wind up have 90 extensions by creating 2 additional extensions for all employees and maximize communication!!!
Unlimited Automated Attendant aka IVR's (standard feature, no additional cost)	4	2	2	2	2	2	2	2	2	2	2	4	This one is self explanatory.
Easy to use web based administration	4	4	4	4	4	4	4	4	4	4	4	4	All PBX's have an easy to use interface and the best one available is what the customer thinks is the best for them.
Video training for operators (standard feature, no additional cost)	4	1	1	1	1	1	1	1	1	1	1	1	I do not believe that any other PBX manufacturer provides video training for their operator console. I could be wrong but I need to be proven wrong.
Simple user interface for controlling most popular features	4	4	4	4	4	4	4	4	4	4	4	4	Standard in all PBX's
Same telephony interfaces for entire PBX product line (T1, FXO, FXS and BRI)	4	1	1	1	1	1	1	1	1	1	1	1	Xorcom Atribank USB based telephony interfaces can be used in all Xorcom servers. This is tough to find from any other PBX manufacturer.
Able to use a variety of SIP based endpoints	4	2	1	1	1	1	1	1	1	3	3	4	This is another big deal. Whether it is Xorcom CompletePBX or Asterisk Open Source, virtually any SIP based endpoint will connect and work very well with the PBX. The difference is that Xorcom is enhancing the EndPoint Manager for easy integration of the SIP endpoints.
Call Detail Reporting with graph results (standard feature, no additional cost)	4	2	2	2	2	2	2	2	2	2	2	4	All phones systems have call reporting but rarely come with graph results.

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Advanced Feature Set													
Tightly integrated w/MS Outlook and PBX FindMe/FollowMe Schedule	1	3	3	3	3	1	1	1	1	1	1	1	Proprietary PBX manufacturers have invested much time and money and have done a nice job with this application. If you create a meeting in OL you can have a feature in the PBX that automatically forwards your phone to voicemail or can activate a FindMe/FollowMe profile. However, this is not a standard feature.
Tightly integrated w/Salesforce.com and other CRM's	3	3	3	3	3	1	3	3	1	3	3	3	XorcomUSA uses a Salesforce.com plug in from Ingenious Software. http://www.ingeniussoftware.com . It is reasonably priced and is very competitive with proprietary systems.
Text to Speech (TTS) Application	3	2	2	2	2	2	2	2	2	2	2	1	XorcomUSA has partnered with Howard Day & Associates from Atlanta GA http://www.howardday.com as they have 17 years experience in building and supporting TTS applications.
Automatic Speech Recognition (ASR)	3	2	2	2	2	1	2	2	1	3	3	1	XorcomUSA has partnered with Howard Day & Associates from Atlanta GA http://www.howardday.com as they have 17 years experience in building and supporting ASR applications.
I/O Ports integrated with the PBX server (Available on Xorcom FXS modules when it is the first module installed on an Astribank or within a Xorcom PBX)	4	1	1	1	1	1	1	1	1	1	1	1	The ability to control two devices without a third party interface and the ability to receive status info from up to four devices and have the system alert you (i.e. The burglar alarm has gone off, a door was left ajar, the power is out and I am running on battery backup, motion was detected in the server room during non-business hours, etc) is very cool... especially to I.T. Operations managers that would be making the decision on which system to buy.
Cost effective well proven hot failover solution with no single point of failure	3	3	3	3	3	1	3	3	3	3	1	1	No PBX manufacturer on the planet has a more cost effective solution for Hot Failover than Xorcom does. Period. TwinStar is awesome!
Call Center functionality with unlimited Queue's (no additional cost)	4	2	2	2	2	2	2	2	2	2	2	4	Regardless if you don't want call center reporting, the call center and queue functionality is built-in and very powerful. This is a big differentiator with our product versus proprietary systems.
Call center reporting (flat rate, no per agent license fees)	3	2	2	2	2	2	2	2	2	2	2	2	Xorcom has a Powerful Call Center Reporting solution that focuses on the under 30 agent call center. It has a flat rate and tough to beat.
Announce position in queue to caller with average hold time (no additional cost)	4	2	2	2	2	2	2	2	2	2	2	4	As a standard feature this is a killer! Get our competitors to include this feature and see what happens to their price.
Queue Callback	3	2	2	2	2	1	1	1	1	1	1	1	This is a very powerful feature for call centers and most PBX's do not have this available. While waiting in queue a caller will be presented an option to enter their number for the system to call them back when they are next caller in line to be answered.

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Trunk Security Module (no additional cost)	4	1	1	1	1	1	1	1	1	1	1	1	Allows the Dealer or End User to set the maximum amount of minutes that can be dialed on the company phone lines on a per day basis. Various thresholds can be set to either send emails to the appropriate people in order to alert of possible Toll Fraud or in the event an upper threshold is reached the Xorcom CompletePBX will actually shut down the trunks. I don't know of any other PBX in the market that has this feature.
Well established Click to call client for Outlook	3	3	3	3	3	3	3	3	2	3	3	3	Xorcom uses a TAPI plug in from Ingenious Software. http://www.ingeniussoftware.com . It is reasonably priced at \$69.00 per user and is very competitive with proprietary systems.
Total:	128	82	81	81	81	72	78	74	63	77	71	99	The major differences between Xorcom CompletePBX and Asterisk Open Source is that Xorcom requires the Dealer to be technically certified on what they are selling. There is zero certification or training required in the world of open source.
Additional Comments													
Xorcom hardware is also load tested and removes the performance guess work for a PBX application. Most Asterisk Open Source integrators use Dell, HP or SuperMicro servers, which are good servers but there is no performance data available of how they react under real-time voice traffic. For example, if a client asks, "how many simultaneous calls can the Dell server manage?" Unless you have done your own load testing, you cannot answer that question. Xorcom cannot only answer the question, we publish our load testing results on our website.													
<i>The major differences between Xorcom CompletePBX and proprietary systems is that Xorcom has no per user license fees and do not block the Dealer or the End User from accessing the root CLI or Command Line Interface of the PBX. This provides a wide open door for the integration of 3rd party applications without any charge from the PBX manufacturer.</i>													



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