

# Frequently Asked Questions



## What is a PBX and why do I need one?

The term PBX spawns from the original term PABX, which is an acronym for Private Automatic Branch Exchange. Essentially a PBX is a private telephony switch that allows an enterprise to have more employees than telephone lines - taking advantages of the natural economies of scale that begin to occur as headcount rises.

Over time, the PBX has grown to incorporate all sorts of advanced features such as voicemail, unified messaging, auto attendant (Interactive Voice Response), automatic call distribution (ACD), call queuing, branch office support, telecommuters, softphones, Computer Telephony Integration (CTI), and more. These features allow companies to receive incoming calls efficiently, employees to interact more effectively, and sales or call center organizations to manage calls professionally. PBX features allow smaller companies and teams to sound and function like large enterprises.

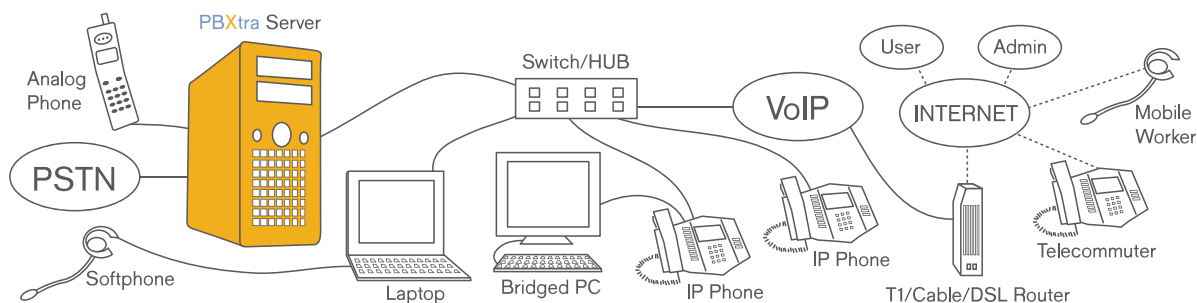
PBXtra is an enterprise-class PBX designed with the small and medium-sized business in mind. PBXtra is turnkey, scalable, fully supported, feature rich, and costs 40 to 80 percent less than comparable systems.

## Why is PBXtra better than my current key system?

Key telephone systems are feature-lean, are inherently not scalable, and generally make small companies sound small. PBXtra, on the other hand, gives small and medium-sized businesses PBX features such as voicemail, auto attendant, conference bridges, branch office and telecommuter support, VoIP and/or PSTN capability, and more. If a company needs call center capabilities, PBXtra Call Center Edition provides robust ACD reporting with unlimited queues and skills-based routing, call recording, call barging, monitoring, detailed reporting and more. PBXtra gives SMBs all these capabilities at a similar price as a key system.

## How does PBXtra work in my network?

PBXtra fits seamlessly into your network. You simply plug PBXtra into your office router, and then plug your IP phones into your network anywhere. (Certain configuration settings may apply. Talk to your sales rep for specifics.)





### What is hybrid-hosted and what does this mean for me?

Fonality's patent-pending hybrid-hosted architecture means that your PBXtra server at your office will connect with our central servers which store all of the phone configurations and call detail reports. The central servers also continuously monitor your PBXtra server for a wide range of critical threshold and error conditions, any of which will automatically generate a support ticket to Fonality's 24-hour support center for remedial action. When Fonality engineers release patches and new versions of PBXtra software, they are automatically pushed to your PBXtra server so that you always have the latest functionality. Hybrid-hosted means that your PBX is always secure, monitored, and updated!

### Do I need a PBX technician to configure my PBXtra?

No! PBXtra is designed as a turnkey telephony solution for small and medium-sized businesses that don't have a telephony professional in-house. Fonality will pre-configure and test your PBXtra server and all associated hardware before shipping it to your office. Once your Fonality package arrives, all you'll need to do is connect it to the internet via an Ethernet cable, and follow our PBXtra Installation Guide to configure your PBXtra server to work on your network. Configuration includes assigning your PBXtra Server a static IP address, setting up and plugging in your phones, and then entering all of your user information for each phone extension. After that, you will need to configure how you want your PBXtra to handle your incoming calls through the web-based Control Panel. These last two steps, adding user information for each phone, and configuring your queues and call treatments, will require access to a PC on the internet with a web-browser (you can not use the PBXtra Server itself as it has no web-browser). That's it! If you have any issues with your installation, our Installation Support Team is just an email or a phone call away! Also, with each PBXtra shipment, we schedule a post installation appointment to ensure that your server is set up correctly, to answer any of your remaining installation questions, and to show you how to use the most common features of your new phone system.

### If I buy PBXtra, what else do I need to get my system up and running?

The only thing you'll need besides your PBXtra server and phones that you purchase from Fonality is a dial tone. PBXtra provides you with the flexibility to choose your telephone service type and service provider. You can choose your existing PSTN (Public Switched Telephone Network) line, an Integrated Access T1, or a VoIP service. If you use your existing PSTN line, you will need to order a Base Analog Expansion Card and as many Analog Line Ports as you want PSTN-lines to connect. If you want to connect to a T1/PRI line, you will need to order a T1 interface card from Fonality. If you choose to use a VoIP service, PBXtra provides you with the ability to use VoIP-only or a combination VoIP and PSTN service with our revolutionary PSTN-Fallback feature. Fonality recommends that all of our customers keep at least one PSTN line active so that their main office stays operational in the event of an Internet outage.

### Does PBXtra integrate with a CRM system?

When PBXtra is used with HUD Agent, it has integration capabilities with web-based CRM systems such as SugarCRM and Salesforce.com. When an agent receives a call, HUD does a quick query of the CRM system and displays the profile of the customer who is calling, so that agents can, before they answer the call, know the entire history of the caller. HUD integration with a CRM system is a powerful way to enable businesses to better manage customer and partner relationships.



### If I don't use a VoIP provider, how does PBXtra save me money?

PBXtra saves customers money on installation, maintenance and support. Traditional PBX systems require third-party installers to come onsite, which can cost customers thousands in labor fees. Fonality's solutions are essentially "plug-and-play," which means customers can set them up easily - all they need to do to get started is plug in the server and phones and make one call to Fonality support. In addition, the infamous MACs (moves, adds and changes) that all phone systems need from time to time are so easy with PBXtra that customers can do them themselves and avoid additional third-party labor charges.

PBXtra also gives companies the flexibility to configure certain calls to be made with a VoIP service provider, while using a PSTN line for other calls. For example, many PBXtra customers use VoIP for inter-office/branch office calls and international calls, saving them thousands on long distance charges.

### What's the difference between PBXtra and trixbox?

While both PBXtra and trixbox are based on Asterisk®, the leading open source PBX software, they are vastly different in their packaging, capabilities, support model and focus. trixbox is, basically, a downloadable piece of software, which you must then install on an appropriate system, add additional hardware interfaces for PSTN connections, configure everything from the hardware interface cards to the extensions and voice mail settings correctly, and then start up (as an alternative you can buy the preloaded trixbox Appliance). Those who create a trixbox telephony system are then responsible for monitoring the system, making any configuration changes, and dealing with hardware failures and other recurring maintenance items including keeping the SIP phone's firmware up to date. Essentially, trixbox is a "self-support" and "community support" solution for those with basic technical skills who want to actively manage their PBX.

PBXtra, by comparison, is much more of a traditional "turnkey" PBX system where, after a system is ordered, it arrives already set up, with extensions pre-configured and IP phones pre-programmed to their extension settings. Once your PBXtra system is started up, it automatically establishes a secure IP tunnel to Fonality's data center, where the Fonality-hosted servers begin continuous monitoring of the PBXtra system for a wide range of critical threshold and error conditions. These monitors will automatically generate a support ticket to Fonality's 24-hour support center for remedial action if a problem occurs.

trixbox is a great solution for system integrators and resellers who want a "do it yourself" system, whereas PBXtra is an ideal solution for businesses that need a reliable, "turnkey" phone system that they can buy, plug in, and never think about again.

**PBXtra**

**trixbox**  
The Open Platform for Business Telephony