




**Maximizing Success with  
Sangoma UC On-Prem:  
Switchvox Partner Guide**

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“The freedom to choose your on-prem UC deployment with all-features included has almost become obsolete, except when you choose Sangoma's Switchvox!”



# Embracing Modern Communication with Sangoma UC On-Prem

## Sangoma UC On-Prem: Switchvox®

Sangoma UC On-Prem, Switchvox, is a unified communications (UC) solution tailored for small to mid-sized businesses seeking a robust and easy-to-manage communications system. Switchvox combines multiple communication tools into one affordable, integrated solution, significantly simplifying operations.



## Benefits of Switchvox

**Productivity:** Integrated phone service, video conferencing, and instant messaging, improving productivity and collaboration across global teams.

**Ease of Management:** Features an intuitive web-based interface enabling easy remote management of settings, offering flexibility and control.

**Customizable and Scalable:** Adapts to specific business needs, whether scaling for growth or integrating with existing applications.

**Cost-Efficient:** Offers an all-features-included pricing model allowing businesses to access premium features without extra fees, including mobile and softphone apps, conference bridges with every extension, reporting, call center, IVRs, CRM integration and more

**Versatile Application:** Ideal for a range of industries, including call centers, sales, and healthcare, with advanced features like call queues, IVR, and real-time analytics.

**Sangoma Hardware Options Available:** Sangoma's integrated approach provides everything needed for your installation, including our own line of desk phones and options for termination - analog, PRI and/or SIP trunking.

**Future Proof:** Robust product roadmap and option to move same deployment to our the cloud.

**Seamless Integration with SIPStation, Sangoma's SIP Trunking Service:** [SIPStation](#) offers scalability and cost-effectiveness and includes features like local DIDs, failover routing, fax-to-email, E911 support, and robust, reliable service using Sangoma's cloud infrastructure.



# Comprehensive Features

## Unified Communications at a Glance

Switchvox consolidates multiple communication functions into a single interface, including:

**Voice Calls and Voicemail:** Advanced telephony features, including voicemail-to-email, ensure important messages are not missed.

**Instant Messaging:** Facilitate quick communication among team members with internal chat capabilities, enhancing collaboration.

**Video Conferencing:** Keep teams connected with high-quality, virtual meetings.

**Mobility:** Stay connected and productive with mobile apps, enabling on-the-go access to communication tools.

## Call Center Functionality

Designed with call centers in mind, Switchvox includes features that improve customer service capabilities, including:

**Interactive Voice Response (IVR):** Refine customer experiences with customizable IVR systems, reducing wait times and directing callers efficiently.

**Call Queues:** Manage large call volumes effectively with advanced queuing methods.

**Real-Time Analytics and Reporting:** Optimize performance with real-time analytics, providing insights into call handling and customer satisfaction.

## Seamless Integrations

Switchvox integrates into a variety of business applications such as:

**CRMs:** Integrate with your CRM system, enabling agents to provide personalized service using valuable customer insights.

**Microsoft Outlook:** Simplify communication with click-to-dial and direct contact access within Microsoft Outlook.

## Enhanced Security & Reliability

Security is a top priority for Switchvox, ensuring all communication data is protected by providing:

**Encryption:** Ensure data security with end-to-end encryption.

**Network Security:** Safeguard against external threats with comprehensive network security features.

## Customization & Scalability

Switchvox offers customization options tailored to meet the specific needs of any brand, in any industry, and of any size by using:

**Customizable Interfaces:** Tailor the user interface to fit operational needs and branding.

**Scalable Solutions:** Scale Switchvox to accommodate growth, adapting to changing business needs seamlessly.

## Cost-Effective Pricing Model

Switchvox offers a competitive and transparent pricing model that includes all features. This **all-inclusive** approach ensures businesses can access a full range of functionalities without unexpected expenses.



# Who is Switchvox for?

## Characteristics of an Ideal Customer for Switchvox:



Feature / Benefit	Industry Suitability	Technological Needs	Budget & Cost Considerations
<b>Education</b>	Enhances communication among staff, students, and parents	Integrates with educational software and administrative systems	<p>↑</p> <p>Cost-effective, all-inclusive pricing</p> <p>↓</p>
<b>Healthcare</b>	Improves patient care and coordination	Integrates with EMR systems, improving access to patient data	
<b>Finance</b>	Enhances client interactions and security	Integrates with financial systems, ensuring secure and compliant communication	
<b>Retail</b>	Streamlines operations and customer service	Integrates with POS and CRM systems, improving customer insights	
<b>SMBs</b>	Supports diverse operational needs and scalability	Integrates with various business systems, enhancing productivity	
<b>Large Enterprises</b>	Robust enough to handle complex, large-scale operations	Supports extensive integrations, ensuring seamless operations	



# Pairing Sangoma's Phones with Switchvox

Sangoma provides a range of P-Series IP phones optimized for Switchvox, ensuring an exceptional communications experience.



P325

## Key Features of Sangoma's P-Series Phones:

Switchvox consolidates multiple communication functions into a single interface, including:

**High-Quality Audio:** High-definition voice capabilities ensure reliable, clear communication for all parties.

**Intuitive Interface:** Easy-to-use interface with high-resolution color displays.

**Built-in Productivity Applications:** Improve workflows with integrated apps such as voicemail, call log, and contacts.

**Advanced Connectivity Options:** Support for Bluetooth and Wi-Fi allows for greater flexibility and mobility.



P370

## Why You Should Bundle Sangoma's Phones with Switchvox:

**Effortless Integration:** Sangoma's phones are specifically designed for Sangoma's communication solutions.

**Quick Setup:** Plug-and-play phone configuration makes for a simple setup and ensures uninterrupted operations.

**Cost-Effective Phones:** Competitive pricing and comprehensive feature sets provide excellent value.

# How You Win With Switchvox

With Switchvox, you can deliver exceptional value to customers through a versatile, scalable, and user-friendly UC platform.

## All-Inclusive Pricing Model:

**Simplified Sales Process:** With all features included in one transparent pricing model, partners can offer a straightforward value proposition, eliminating the need for complex, line-item quotes.

**Cost Savings for Customers:** Our pricing model ensures there are no hidden costs, making it easier to demonstrate long-term savings and ROI to customers.

## Scalability & Flexibility:

**Effortless Transitions:** Customers can easily transition from on-prem hardware to virtual machine or our Switchvox Cloud without disrupting the customer experience or business operations.

## Robust Feature Set:

**Comprehensive UC Solution:** Capabilities such as voice, video, messaging, and call center functionalities enable partners to meet diverse customer needs with a single solution.

**Customizable and User-Friendly:** The platform's ease of use and customization options ensure that customers can tailor the system to their specific needs, increasing adoption and satisfaction.

## Superior Support & Resources:

**Dedicated Support:** Sangoma provides 24/7 support and documentation, making it easier to assist customers and resolve issues quickly.

**Training and Certification:** Access to Sangoma University and certification programs helps partners stay up-to-date with the latest features and best practices.

## Competitive Edge:

**Differentiation:** Stand out in a crowded market by offering Switchvox, a feature-rich, cost-effective UC solution backed by Sangoma's reputation and reliability.

**Growth Opportunities:** The all-encompassing nature of Switchvox opens up new sales opportunities across various industries, including healthcare, education, retail, and more.



# Success Stories

Switchvox has empowered businesses across sectors to significantly improve their communication infrastructures. Here are some standout success stories:

## Strategic Health Care of Santa Barbara



**Background:** Strategic Health Care of Santa Barbara needed a scalable, feature-rich system to replace an outdated phone setup.

**Solution:** They deployed Switchvox for unified communications, call center functionality, and EMR integration with significant cost savings of \$25,000 per year.

[Read More](#)

## Gettysburg School District



**Background:** Gettysburg School District required a reliable, scalable system to support staff, students, and parents.

**Solution:** They implemented Switchvox for voice, video, and messaging services with an educational software integration, giving them a scalable solution for future growth.

[Read More](#)

## Clark's Nutrition & Natural Foods Market



**Background:** Clark's Nutrition & Natural Foods Market needed a modern system to support multiple locations and improve customer service.

**Solution:** They chose Switchvox for advanced call routing, mobile connectivity, and integration capabilities, which improved customer service and reduced maintenance costs.

[Read More](#)

## Bill Penney Toyota



**Background:** Bill Penney Toyota required a scalable solution that could integrate with their CRM and handle high call volumes.

**Solution:** They deployed Switchvox for unified communications and advanced call management, allowing them to manage the system themselves.

[Read More](#)





# Overcoming Common Objections

## Concerns:

**Cost:** Explain the ROI from robust features like integrated analytics and enhanced mobility, which reduce overall costs through improved efficiency and productivity. Highlight long-term savings with an all-inclusive pricing model that includes future updates and support.

**Complexity of Integration:** Assure customers of the ease of integration with existing systems. Highlight Sangoma's plug-and-play phones and extensive support documentation.

**Reluctance to Switch from Current Vendor:** Emphasize Switchvox's superior support and customer service. Address limitations of their current system that Switchvox can solve, such as scalability and remote work capabilities.

**Reliability:** Reinforce reliability with uptime and performance statistics. Provide details on Sangoma's infrastructure, service continuity, and security.

**Feature Overload:** Focus on the customizability of Switchvox, allowing customers to start with basic features and gradually explore advanced features as needed.

## Example Objections:

**Concern:** Installation Complexity

**Objection:** "We are worried about the complexity and options for installing an on-prem system."

**Response:** Switchvox offers flexible installation options to suit your business needs. Choose between a physical server for traditional setups or a virtual server using VMWare or HyperV for a modern, scalable approach. This ensures that the installation process aligns perfectly with your existing IT infrastructure and capabilities.

**Concern:** Termination Options

**Objection:** "We need to understand the options for terminating our communications setup."

**Response:** Switchvox provides versatile termination options to seamlessly integrate with your current infrastructure. Whether you prefer analog lines, PRI (Primary Rate Interface), or SIP trunking, Switchvox can accommodate all these termination methods. This flexibility ensures that your communication system meets your specific requirements without needing extensive modifications.

**Concern:** Future Proofing and Cloud Migration

**Objection:** "We're concerned about future-proofing our investment and the potential need to move to the cloud."

**Response:** Switchvox is designed with your future in mind. If you decide to move to the cloud, the transition is smooth and hassle-free when moving to our Switchvox Cloud deployment. This future-proof approach ensures that your investment remains valuable and adaptable, no matter how your business needs evolve.



# Testimonials



"The pricing for the product for the features you get from it are virtually unmatched. The number of advanced features available at no additional cost also constantly add value to an already great product."

**Ben B.**



"Switchvox has great features that allow our employees to work from home or travel and not miss any phone calls. Having our own built-in conference number has been a big help as well, reducing our total costs for meetings."

**Devin R.**



"We use Switchvox across the whole organization. It helps us set up call rules to forward our phones when we are out or to forward to our cell phones if we are remote. Ease of forwarding calls when out of office has been a life-saver."

**Lisa Burns, Territory Credit Manager at Excel Industries Inc.**



"The relationship is absolutely the key. It's not about the product."

**Gary Huffman, Hiscall**



# Support & Resources



## Comprehensive Support Network

**24/7 Technical Support:** Available by phone, via email, and through our online support portal.

**Dedicated Account Management:** Personalized service from dedicated account managers.

**Partner Resources:** Access to marketing materials, sales tools, and detailed product information through Sangoma's partner portal.



## Training Tools & Materials

Online training courses, webinars, and live sessions to keep partners and users updated.

Comprehensive documentation, quick start guides, and technical support for ongoing support and learning.



# Sangoma Technologies

Sangoma (TSX: STC; Nasdaq: SANG) is a leading business communications platform provider with solutions that include its award-winning UCaaS, CCaaS, CPaaS, and Trunking technologies. The enterprise-grade communications suite is developed in-house; available for cloud, hybrid, or on-prem deployments. Additionally, Sangoma's integrated approach provides managed services for connectivity, network, and security.

A trusted communications partner with over 40 years on the market, Sangoma has over 2.7 million UC seats across a diversified base of over 100,000 customers. Sangoma has been recognized for nine years running in the Gartner UCaaS Magic Quadrant.

As the primary developer and sponsor of the open source Asterisk and FreePBX projects, Sangoma is determined to continuously drive innovation in communication technology.

For more information, visit [www.sangoma.com](http://www.sangoma.com).



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