## Why a Windows based PBX trumps a Linux based appliance or proprietary PBX



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3CX releases a Whitepaper explaining the benefits of a windows based phone system over a Linux based appliance or "VoIP enabled" proprietary PBX

London, UK, 21 May 2009 - Companies planning to take advantage of cost savings and productivity increases achieved by using VoIP face a difficult decision what PBX solution to choose. Amongst the options are a Windows based software solution, a Linux based black box style appliance or a "VoIP enabled" proprietary PBX. The whitepaper released today by 3CX titled '<u>The top 10 advantages of a Windows based PBX'</u> details the key benefits of a Windows phone system and explains why customers should shy away from yet another black box solution.

"A <u>Windows based PBX solution</u> is by far the best choice for any company that relies on Windows networks & servers. Hiding the complexity of a Linux based PBX solution in a dedicated appliance or Linux distribution is only a short term solution that will result in a much higher TCO (Total Cost of Ownership) over time. Furthermore, companies will not be able to take full advantage of <u>VoIP</u> and <u>Unified</u> <u>communications</u> because integration possibilities with existing Windows applications will be limited", said Nick Galea, <u>3CX</u>.

"VoIP enabled" proprietary PBXs provide only limited VoIP support and because in most cases they do not adhere to the open <u>SIP</u> standard, customers will be limited in choice of phones, <u>VoIP</u> <u>services</u> and <u>gateway</u> hardware and will not be able to get the full benefit of the VoIP 'revolution'.

The whitepaper is available in PDF format from this location: <u>http://www.3cx.com/voip-articles/whitepaper.pdf</u>

Accompanying the whitepaper is a Youtube video presentation highlighting the key points, available <u>here</u>.

## About 3CX

3CX is an international developer of telecommunications software, headquartered in Europe with offices in the UK, USA, Germany, Cyprus, Malta, Australia and Hong Kong. It is a Microsoft Gold Certified partner and is backed by an experienced management and development team. Its product, <u>3CX Phone System for Windows</u>, has earned <u>Windows Server 2003 Certification</u> and has received numerous awards, including <u>The Windowsnetworking.com Gold Award</u>, the <u>Communications Solutions 2007 Award</u>, the<u>Windows IT Promagazine 2008 Editor's Best Award</u> and a Best Buy Award by Computer Shopper Magazine, all in recognition to the company's commitment to innovation and quality.

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