

# AlphaData Cloud PBX

## Modern Communication System for Business

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### Desk Phones

Requires IP phones, broadband internet access, LAN\*, constant electricity. With an ATA\*\*, analog phones can be used.



### Mobile Phones

Requires reliable broadband internet access via Wi-Fi or cellular data. Also requires the free Grandstream Wave app from Android and Apple stores.



### Hybrid Desk/Mobile

Use desk phones in the office and mobile phones on the road.

\*LAN=Local Area Network

\*\*ATA=Analog Telephone Adapter

## Benefits

Reduce cost. Calls made over the internet are far cheaper than GSM calls.

Be a more professional and polished company with a virtual assistant that efficiently answers customer calls and routes the calls to the right employees.

Increase effectiveness with features like voicemail, follow-me, 4-digit extensions.

Maintain business continuity when employees use business phone lines for business calls instead of personal lines.

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## What is a PBX?

A Private Branch Exchange (PBX) is a switching system that connects together, the telephones and communication devices within a private company without the use of an external line.

Each device (phone, computer, tablet) connected to the exchange is called an extension. Each extension is assigned a number that typically, has four digits, e.g. 1001, 1002, 1003, 1004 and so on.

In addition to connecting and switching calls, the exchange provides many other features like voicemail, auto-attendant, call forwarding, conference call, call back.

The exchange can be situated within the premises of the private company or in a remote data center (cloud). AlphaData PBX is located in the cloud complete with real-time backup. This way, clients focus on their core business instead of managing PBX hardware and software.

In modern exchanges, the Internet Protocol (IP) is used to connect the extensions to the exchange. The internet thus makes it possible for extensions at different geographic locations of a private company to be seamlessly interconnected. For example, an employee in Lagos, Nigeria branch office can call another employee in Accra, Ghana branch by dialing a four-digit extension number, 1002 for example.

With the use of internet-based trunks, the exchange can connect to the Public Switched Telephone Network (PSTN) for communication with the outside world.

Using a PBX, a company can significantly reduce cost of making telephone calls, be more professional and polished, work more efficiently and better maintain business continuity.

## Direct Competitors

Any other PBX, modern or legacy, competes directly with AlphaData Cloud PBX. These include:

Ooma  
Vonage  
Panasonic  
Ring Central  
Microsoft Teams PBX

Many of these competitors are based in the United States and do not offer the option to pay in the currency of other countries.

## Other Competitors

Applications for text/voice messaging, video conference, conference calls, screen/document sharing, partially compete with AlphaData Cloud PBX.

The core strengths of these applications lie in group collaboration through video conference, document and screen sharing, texting and chats.

These applications lack capabilities like voicemail, call forwarding, call queue, auto-attendant that are constantly needed in a business environment.

Popular applications include:

Zoom Viber  
Webex Skype  
Telegram Slack  
WhatsApp Hangouts  
GoToWebinar TeamViewer  
Closed User Group GoToMeeting

Closed User Group (CUG) service is offered by GSM Mobile telephone operators like MTN, Airtel, T2 (9Mobie). Group members can make unlimited calls and text to one another. Calls and texts to non-members costs extra. CUG lack many PBX features.

## Comparative Advantages

As shown in the matrix below, AlphaData PBX has more features than the competition, allows payment in country currency and the price point is low.

Features	Zoom	WhatsApp	CUG	Microsoft Teams <sup>2</sup>	Alpha Data
Texting	✓	✓	✓	✓	✓
Conference Call	✓	✓	✓	✓	✓
Video Conf	✓	✓	✗	✓	✗ <sup>3</sup>
Share Screen	✓	✗	✗	✓	✗
USD Payment	✓	N/A	✗	✓	✓
Local Currency	✗	N/A	✓	✗	✓
Voicemail	✗	✗	✓	✓	✓
Vmail <sup>1</sup> to Email	✗	✗	✗	✓	✓
Auto Attendant	✗	✗	✗	✓	✓ <sup>4</sup>
Forward Call	✗	✗	✗	✓	✓
Transfer Call	✗	✗	✗	✓	✓
Queue Call	✗	✗	✗	✓	✓
Ring Group	✗	✗	✗	✓	✓
Follow-Me	✗	✗	✗	✓	✓
Park Call	✗	✗	✗	✓	✓
Retrieve Call	✗	✗	✗	✓	✓
Reminder	✗	✗	✗	✗	✓
Broadcast SMS	✗	✗	✗	✗	✓
Broadcast Email	✗	✗	✗	✗	✓
Broadcast Msg	✗	✗	✗	✗	✓
Price Point	Low	Very Low	Medium	High	Low

N/A = Not Applicable

<sup>1</sup> Vmail = Voicemail

<sup>2</sup> Comparison limited to PBX aspect of Microsoft Teams

<sup>3</sup> Capable but not activated due to high internet data consumption

<sup>4</sup> Auto Attendant requires a DID (Direct Inward Dial) number; costs extra

## Communicate Easily

Easy business communication starts here with Cloud PBX



- Extension Dialing
- Virtual Assistant
- Conference Call
- Call Center
- Many More

Alpha Data PBX works with many IP phones such as Cisco, Htek, Grandstream, Digium, Snom, Panasonic, TpLink phones.

Devices that work with the PBX include IP phones, mobile phones, analog phones, tablets, laptops and desktop computers.

Duration of subscription plan can be one week, two weeks, one month, three months, six months, one year.

Subscription plans are pre-paid and payment can be made online. In all plans, internal calls (intercom) are unlimited. DID numbers and outgoing calls to the public telephone network cost extra. The minimum number of extensions in a subscription plan is five.

Subscriptions and endpoints can be managed from a web portal within which call detail records can be viewed or exported to a file.

## Features

<b>IVR</b> Auto Attendant	Local, Remote Endpoints
Blind Transfer	Message Waiting Indicator
Call Detail Records	Multi Tenant
Caller Id	Music on Hold
Call Forward	Music on Transfer
Call Parking	Notification Service
Call Queuing (Call Center)	Reminder Service
Call Recording	Remote Call Pickup
Call Retrieval	SIP Trunk
Call Routing	SMS Broadcast
Caller Statistics	SMS Messaging
Call Transfer	Three Way Calling
Call Waiting	Transcript Service
Codec Conversions	Voice Broadcast
Conference Call	Voicemail
Database Integration	Voicemail to Email
Do Not Disturb	
Email Broadcast	

## Plans and Prices

per extension per month

Free*	Basic	Standard	Ultimate
USD 0.00	USD 0.90	USD 1.20	USD 1.50
GHN 0.00	GHN 13.50	GHN 18.00	GHN 22.50
NGN 0.00	NGN 1,350.00	NGN 1,800.00	NGN 2,250.00
<a href="#">Features</a>	<a href="#">Features</a>	<a href="#">Features</a>	<a href="#">Features</a>
<a href="#">Get Started</a>	<a href="#">Get Started</a>	<a href="#">Get Started</a>	<a href="#">Get Started</a>

Minimum number of extensions is five.

\*Free plan duration is one month (30 days).

## Compare Plans

#	Feature	Free*	Basic	Standard	Ultimate
1	Intercom	✓	✓	✓	✓
2	Voicemail	✓	✓	✓	✓
3	Mobile App	✓	✓	✓	✓
4	Web Portal	✓	✓	✓	✓
5	WiFi Calling	✓	✓	✓	✓
6	Call History	✓	✓	✓	✓
7	DID** Capable	✓	✓	✓	✓
8	Call Transfer	✓	✓	✓	✓
9	Conference	✓	✓	✓	✓
10	3-Way Calling	✓	✓	✓	✓
11	Text Messaging	✓	✓	✓	✓
12	Reminder Service	✓	✓	✓	✓
13	Voicemail to Email	✓	✓	✓	✓
15	Quick Conference Room	1	1	2	3
16	Unlimited Minutes (In Network)	✓	✓	✓	✓
17	Interactive Voice Response** (IVR)	✓	✓	✓	✓
18	Schedule Conference	✗	✗	✓	✓
19	Follow Me	✗	✗	✓	✓
20	Ring Group	✗	✗	✓	✓
21	Park/Pickup Call	✗	✗	✗	✓
22	Broadcast SMS Message**	✗	✗	✗	✓
23	Broadcast Email Message	✗	✗	✗	✓
24	Broadcast Voice Message**	✗	✗	✗	✓

\* Free plan duration is one month (30 days) max.

\*\* Requires a Direct Inward Dial (DID) number.

# AlphaData Cloud PBX - Features

## 1. Auto Attendant

The PBX automatically answers incoming calls from PSTN, greets the caller with a message like "Welcome to (Company Name)...", announces prompts like "For sales, please press 1, for customer service press 2, for technical support press 3, for office hours, press 4 or press 0 to speak with the operator", then routes caller to right destination. Requires Direct Inward Dialing (DID) telephone number which can be either a public land line or mobile phone number offered by telephone companies. Usually, a DID line is multiplexed and can handle many calls simultaneously without giving a busy signal. This allows a company to have just one public telephone number instead of many. DID is optional and costs extra.

## 2. Call Detail Records

View call records from a web portal. The records are presented in plain text format and in graphical formats like bar, pie charts. The records can be downloaded in comma separated values (csv) format that allows import into spreadsheets like Microsoft Excel for further analysis.

## 3. Caller ID

The receiver gets to see identifying information like name, extension number of the caller.

## 4. Call Forward / Follow-Me

If a call is not answered, the PBX would announce to the caller that it (PBX) would try to reach the callee (person called) at their alternate number(s). The caller is then placed on hold with music playing while the PBX calls the alternate numbers one after the other. There can be more than one alternate number. The numbers can be other extension number(s), land line(s), mobile number(s). If the callee cannot be reached at all alternate numbers, the caller is informed so and offered an opportunity to leave a message. Calls to land line and mobile phones require optional DID line which costs extra

## 5. Call Parking and Retrieval

Park a call to a slot so that another user can retrieve the call using a slot number that is assigned to the slot. Any telephone can be used to retrieve the call. If not retrieved within a certain amount of time (e.g. one minute) or number of rings, the call returns to the original destination. This feature is quite useful in environments where workers are not always by their desk phones but need to receive important calls.

## 6. Country Currency

Make payments online in local currency of the country. Payment can also be made in USD via PayPal.

## 7. Call Queue

Instead of going un-answered or going to voicemail, calls can be queued to be answered by the next available agent. Music is played whilst the caller is in the queue and the caller is periodically informed of their position in the queue.

## 8. Call Statistics

Withing the web portal, see call statistics visualized in bar and pie charts.

## 9. Call Transfer

Transfer a call to another extension. Transfer can be attended (talk with the person at the new destination) or non-attended. Non-attended transfer is commonly known as blind transfer.

## 10. Conference Call

Dial \*99 for quick conference call and follow the prompts to enter a conference room number and the conference Personal Identification Number (PIN). The conference is for internal users only, cannot be recorded and the number of attendees is limited to the number of extensions in the subscription plan. Alternatively, login to the web portal to schedule and configure a conference call for a future date, Configure the maximum number of attendees, duration, whether or not to record the discussions and whether or not to send notification email to attendees. External callers can join a scheduled conference call. A scheduled conference call allows up to 100 attendee.

# AlphaData Cloud PBX - Features

## 11. Reminder

Dial \*97 from an extension and follow the prompts to schedule a reminder call. At the scheduled time, the PBX would call back the extension. When the call is answered, the PBX would say "This is your reminder call" and hang-up. If the call back is not answered, the PBX would retry a few times, typically three times.

## 12. Ring Group

Dial a three-digit number (e.g. 600) and have all the extensions in a ring group ring. The ring group can be configured to ring all the extensions at once or one after the other. The extensions continue to ring until the call is answered. Ring group allows incoming calls to be efficiently and equitably distributed amongst employees. Without ring group, incoming calls would always go to a particular extension and if not answered timely, goes to voicemail. With ring group, the likelihood of the call being answered is greatly improved when the call rings in more than one extension.

## 13. SMS Broadcast

Within the web portal, there are two methods to broadcast SMS messages. First method: in a form, compose the SMS message, add mobile phone numbers of recipients and send immediately. Second method: compose the SMS message and save it, create a list of recipients' mobile phone numbers and save the list, then create a schedule to broadcast the saved message to all recipients in the saved list at a date and time in the future. Simply create a new schedule to re-broadcast the SMS message to the same recipients,

## 14. Texting

Within the mobile app, send simple text message from one extension to another extension. This is a basic but very efficient texting service limited to text messages only. It does not handle images, sounds and attachments.

## 15. Transcript Service

Store records in database tables and access the records through bi-directional texting. For example, store educational records like courses, grades, etc. for students to retrieve by texting from a mobile phone that is registered with the PBX.

## 16. Three-Way Calling

Add a third person to a discussion with the conference button in mobile app and IP phones

## 17. Voice Broadcast

Record a voice message and save it, create a list of recipients' mobile phone numbers and extension numbers, save the list, then create a schedule to broadcast the saved voice message to all recipients in the saved list at a date and time in the future. Simply create a new schedule to broadcast the voice recording to the same recipients,

## 18. Voicemail

Callers are always given the opportunity to leave a voice message if their calls are unanswered. Users dial \*98 to login to voicemail and listen to messages.

## 19. Voicemail to Email

If an email is provided for the extension, voice messages are emailed to the recipient allowing them to listen to the message from their email.

## 20. Web Portal

Use the web portal to view and download call records, schedule conference calls, configure follow-me and other features, make payment, get help, etc. Each user is assigned a role which can be either an end user or an administrator for the company.

## 21. Others

Other features include Do Not Disturb, Message Waiting Indicator. Currencies currently supported are Nigerian Naira, Ghanaian Cedi and United States Dollar with plan to add other currencies as needed.