Evaluating Hospitality PBX and VoIP Phone Systems

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Comparing Hotel Phone Systems: ClearlyIP ComXchange vs. Industry Leaders

Introduction and Industry Overview

Hotel phone systems are a critical backbone of hospitality operations, connecting guests with services and staff across front desk, housekeeping, security, and more (Source: go.clearlyip.com). Over the decades, these systems have evolved from simple analog PBXs (which once even generated revenue from guest long-distance calls) to sophisticated digital and VoIP platforms integrated with hotel software. Today, **telephony is no longer a revenue center, but remains at the center of hotel operations** (Source: clearlyip.com) – enabling prompt guest service, internal coordination, and emergency communication. Historically, a few manufacturers dominated the hospitality PBX market (in the U.S., **Mitel**, **NEC**, and specialist vendors like PhoneSuite accounted for ~90% of new hotel phone systems) (Source: csmsouth.com). These established players earned trust through decades of reliable service and rich hotel-specific features. However, modern hotel needs have driven new solutions and entrants:

cloud-based communications providers, hybrid on-premise/cloud systems, and niche specialists like ClearlyIP's **ComXchange** are gaining traction by addressing contemporary requirements such as mobility, integrations, and compliance.

Modern demands on hotel phone systems have grown beyond basic room calling. Hotels require integration with Property Management Systems (PMS) for automatic guest check-in/out updates, support for voicemail and wake-up calls, and tools to help staff respond faster. Newer telephony solutions leverage VoIP and unified communications to improve guest experience and efficiency – for example, color-screen IP phones can display hotel information or menus, keeping guests engaged with on-property services (Source: csmsouth.com). Staff can carry **cordless or smartphone-based extensions** to stay reachable anywhere on-site (Source: csmsouth.com). In short, the hotel phone system has transformed into a **communications hub** that must seamlessly link with other hotel technologies while remaining highly reliable and easy to use.

Key Features and Capabilities in Modern Hotel Phone Systems

When evaluating hotel phone systems, industry professionals should consider a range of features and capabilities essential for hospitality:

- **PMS Integration:** The phone system should interface with the hotel's Property Management System so that guest check-ins/check-outs automatically update the telephony system. This enables functions like activating/deactivating room phones, updating caller ID with the guest's name, and posting call charges to guest folios (Source: thinksimplicity.com)(Source: thinksimplicity.com). Deep PMS integration is fundamental – for example, ComXchange "integrates with all major PMS systems" out-of-the-box (Source: go.clearlyip.com), and other leading systems support standard hotel protocols (Micros-Fidelio/Opera's FIAS, Hilton's OnQ, Marriott's interfaces, etc.) (Source: go.clearlyip.com).

- **Guest Services (Wake-Up Calls, Voicemail, DND):** Hospitality PBXs include automated **wake-up call** scheduling and delivery (often with options for snooze or customized messages). Guests should be able to schedule wake-up calls via the phone, and staff should have a console to manage them (Source: phonewire.com). **Voicemail for guest rooms** is another staple – systems auto-create and reset mailboxes at check-in/out and provide user-friendly retrieval instructions. Features like one-touch **do-not-disturb (DND)** activation from the room phone (with an indication to staff) and room-to-room call privacy controls are important. These capabilities ensure a convenient and personalized guest experience.

- **Housekeeping and Service Integration:** Modern systems can streamline operations by allowing staff to enter housekeeping codes or service updates via the phone. For example, a housekeeper dialing a code on a room phone can mark the room as cleaned in the PMS (Source: thinksimplicity.com). minibar usage or room service charges from phones can also be tracked. Integration with point-of-sale or building management systems (for room status, HVAC controls via phone, etc.) can further automate workflows (Source: go.clearlyip.com).

- **Call Accounting and Analytics:** Hotels often want **call accounting** features to log guest calls and apply charges or at least monitor usage. Even if phone call revenue is minimal today, tracking call data helps with cost management and can feed into loyalty programs or service analysis. Beyond billing, **analytics** on internal

call patterns (e.g. how quickly front desk answers, volume of guest requests) are valuable. Advanced platforms like ComXchange include analytics modules (e.g. "Q-MetriX") to provide insights into call volumes, durations, and staff responsiveness (Source: go.clearlyip.com), helping managers optimize staffing and service levels.

- **Mobility and Unified Communications:** Increasingly, hotel staff expect mobility solutions. A good system supports cordless handsets or smartphone **softphone apps** for managers, maintenance, and housekeeping, so they don't need to be at a desk to take calls. For example, ClearlyIP's system allows employees to use the *Clearly Anywhere* mobile app as an extension (Source: channelvisionmag.com). Unified communications features like **voicemail-to-email** (sending voice messages to email), instant messaging, and even integration with team collaboration tools can enhance internal communication. While guests generally use personal cell phones for outside calls, some hotels may offer guest-facing mobile integrations – e.g. allowing a guest to use a hotel app as an in-room phone extension, which NEC's platform supports in some deployments (Source: go.clearlyip.com).

- **Scalability and Multi-Property Support:** Hotels range from small boutiques to large resorts, so phone solutions must **scale** accordingly. A system should handle growth from a few dozen extensions up to thousands. Leading PBXs like Mitel are known to serve everything from "small motels to mega-resorts" with the same core platform (Source: go.clearlyip.com). ComXchange, as another example, offers appliance options scaling up to 3,000 extensions (sufficient for very large hotels or even multi-hotel installations) (Source: clearlyip.com)(Source: clearlyip.com). For hotel chains, the ability to network systems across properties or host multiple locations on a cloud platform is a plus. Scalability also means flexible licensing – adding seasonal extensions or new sites without hassle (Source: go.clearlyip.com).

- **Reliability and Emergency Compliance: Reliability** (uptime, failover, redundancy) is paramount in hospitality – a phone outage impacts guest safety and service. Systems should offer backup options (e.g. PSTN failover trunks or local survivability for cloud setups) and high-availability configurations. Equally important, compliance with ** Kari's Law** and **RAY BAUM'S Act** is non-negotiable. Kari's Law requires direct 911 dialing and on-site notification when a guest dials emergency services, and RAY BAUM's Act requires transmitting the detailed caller location (e.g. hotel address plus room number) to dispatch. Modern solutions explicitly address this: ComXchange, for instance, is **fully compliant with Kari's Law and RAY BAUM's Act** (Source: clearlyip.com), sending alerts to staff and providing room-level details to 911 responders (Source: phonewire.com). Mitel and others similarly have 911 alert features built in (Source: go.clearlyip.com) or via add-ons. Hoteliers must ensure any phone system chosen can meet these safety requirements out-of-the-box or with minimal configuration.

- **Deployment Flexibility (On-Premise vs Cloud):** Technical considerations such as whether to have an on-site PBX, a hosted cloud service, or a hybrid model will influence the choice. We discuss this more in a later section, but it's worth noting here that leading vendors now often offer **multiple deployment options** – allowing hotels to choose traditional on-premise hardware, a subscription-based cloud service, or a combination of both. This flexibility can be a feature in itself, accommodating properties with different IT philosophies and infrastructure constraints.

With these key features in mind, we now turn to a detailed profile of ClearlyIP's ComXchange solution, followed by a comparative analysis of other major hotel phone system providers.

ClearlyIP ComXchange: A Hospitality-Focused Phone Platform

ClearlyIP's **ComXchange** is a newer entrant (by brand) in the hospitality telephony space that has quickly gained attention as a purpose-built hotel phone system. ComXchange was developed **specifically for hotels and resorts**, aiming to "check every box" for hospitality needs (Source: go.clearlyip.com). The platform originated years ago under a different company (360 Networks) and merged into ClearlyIP in 2023, bringing a large existing install base of over **350,000 hotel guest rooms** onto the ClearlyIP roster (Source: clearlyip.com)(Source: channelvisionmag.com). Today, ComXchange is used in properties ranging from boutique inns to major franchise hotels – with deployments in brands like Hilton, Hyatt, Marriott, and IHG among others (Source: channelvisionmag.com). Below, we examine ComXchange's capabilities, architecture, and market positioning in detail.

! https://clearlyip.com/products/comxchange/

Figure: ComXchange On-Premise Architecture – integrates with PMS, supports admin IP phones and guest analog phones via FXS gateways, and connects to SIP trunks or PSTN (Source: ClearlyIP)

Features and Integration: ComXchange offers a **full suite of hotel-centric features** out-of-the-box. These include all the staples: automated wake-up call scheduling (with options for bulk scheduling and snooze retry), guest voicemail mailboxes that auto-reset on checkout, do-not-disturb and room status indicators, integrated call accounting, and more (Source: clearlyip.com)(Source: clearlyip.com). It natively supports **emergency features** like E911 alerts – if a guest dials 911, front desk and security can be immediately notified on their phones or consoles (with location info) (Source: go.clearlyip.com). The system provides a web-based dashboard for hospitality management and even **phone-based apps** for front-desk staff: for example, a Front Desk Console app on a reception IP phone can display guest details and allow one-touch wake-up call management (Source: go.clearlyip.com). A separate Guest Wakeup app on the phone lets staff set or check wake-up calls without needing a computer (Source: clearlyip.com). These phone apps serve as handy backups to the PMS – in fact, ComXchange's design includes tools to maintain operations if the PMS is down, by allowing staff to perform check-ins, room moves, wake-up scheduling, etc., directly on the phone system (Source: clearlyip.com). ClearlyIP emphasizes that ComXchange was developed "for hospitality" from the ground up, which means features like room-specific dialing restrictions (automatically applied at check-in/out), name displays, voicemail permissions, etc., are all built in rather than bolted on. This integrated approach is a major selling point – one client case study described the results as *"transformative… improved guest satisfaction and feature-rich communication with a scalable infrastructure"* after deploying ComXchange across hundreds of hotels (Source: go.clearlyip.com) (Source: go.clearlyip.com).

PMS and Tech Integrations: A key strength of ComXchange is its **tight integration with third-party hotel systems**. It can connect to **all major PMS packages** used in the industry, supporting both older serial interfaces and modern IP APIs (Source: go.clearlyip.com). ClearlyIP notes compatibility with Oracle Opera (FIAS/OXI), Hilton OnQ, Marriott FSPMS, Agilysys, Springer-Miller, Cloudbeds, and many others (Source: go.clearlyip.com). In

practice, this means when a guest is checked in on the PMS, the PMS sends the data to ComXchange: the guest's name is automatically assigned to the room extension, voicemail is enabled, wake-up settings can preload from reservation info, and the phone's class-of-service is updated to allow outside calls (Source: go.clearlyip.com). On check-out, ComXchange can lock the phone, clear voicemails, and revert any settings. The integration works both ways – e.g. if housekeeping marks a room as clean via a code on the phone, ComXchange updates the PMS. These integrations use secure protocols and can support multi-property or dual-brand environments (e.g. one system serving a dual-branded hotel with two PMS instances) (Source: clearlyip.com)(Source: clearlyip.com). Beyond PMS, ComXchange can interface with other emerging hospitality tech. For example, it can work with in-room voice assistants like **Angie or Alexa for Hospitality**, allowing voice commands from the guest (like "call front desk" or even room automation requests) to route through the PBX and trigger actions (Source: go.clearlyip.com). The system also has a built-in call reporting module (**Q-MetriX**) that provides call analytics and can output data for business intelligence on guest service (e.g. peak call times, call durations, missed calls) (Source: go.clearlyip.com). Overall, ComXchange scores very high on integration – positioning itself as a central hub that can talk to all hotel systems. This is crucial for an industry increasingly focused on technology convergence.

Architecture and Deployment Options: One of ComXchange's differentiators is its **flexible deployment models** (Source: go.clearlyip.com). Hotels can deploy ComXchange as a traditional **on-premise** PBX (with a server on-site), as a **cloud-hosted** service provided by ClearlyIP, or in a **hybrid** arrangement (Source: go.clearlyip.com) (Source: go.clearlyip.com). In an on-premise setup, the hotel buys the ComXchange server (or appliance) and software license, typically installing it in a data closet on property. The system connects to the local PMS (via network or serial cable) and to telephone lines or SIP trunks for external calling (Source: clearlyip.com)(Source: clearlyip.com). This gives the hotel full control on-site and resilience (calls can still route internally even if the internet is down). The hosted model, by contrast, has ClearlyIP host the PBX in their cloud – the hotel's phones then connect over the internet to a ComXchange instance in a data center (Source: clearlyip.com)(Source: clearlyip.com). This eliminates most on-site hardware and offloads maintenance to the provider, useful for hotels with limited IT staff. ClearlyIP's cloud has geo-redundancy to ensure high uptime (Source: go.clearlyip.com). The **hybrid mode** is especially interesting for hospitality: ComXchange can deploy a small on-site controller at the hotel to handle local analog devices and PMS linkage, while registration of phones and external calling is in the cloud (Source: clearlyip.com)(Source: clearlyip.com). This provides the best of both – local survivability (if the cloud link drops, the on-site controller keeps guest phones and PMS features working) and cloud scalability. Many hotels find this appealing since it provides a safety net for property-level operations with the benefits of cloud management (Source: clearlyip.com)(Source: clearlyip.com). On the hardware side, ComXchange is **hardware-agnostic** and based on open SIP standards (Source: clearlyip.com). It works with ClearlyIP's own brand of SIP phones as well as other major IP phone brands, and supports **analog guest room phones via gateways** (Source: clearlyip.com)(Source: clearlyip.com). ClearlyIP offers high-density FXS gateway appliances (24, 48, 72 or 96 ports) to interface many analog room phones to the VoIP core (Source: go.clearlyip.com). This allows a hotel to keep using existing room phones and wiring (avoiding expensive re-cabling) while upgrading the PBX behind the scenes – an approach also touted by competitors like PhoneSuite and PhoneWire's cloud PBX (Source: phonewire.com)(Source: phonewire.com). For trunking, ComXchange can connect to SIP trunks (ClearlyIP sells its own SIP service or you can use a third-party) and can also integrate traditional telco lines (T1/PRI or analog PSTN) via gateway for backup or where SIP isn't available (Source: clearlyip.com)(Source: clearlyip.com). This hybrid connectivity mirrors real-world hotel scenarios, where a property might retain a couple of analog lines for

emergencies but use VoIP for most calls. In summary, ComXchange's architecture is very adaptable: it supports legacy and modern endpoints, on-prem and cloud models, and multiple failover options – all of which are important in hospitality (where every property has unique legacy infrastructure considerations).

Support, Pricing, and Market Reception: ClearlyIP distributes ComXchange **exclusively through certified resellers** and integration partners (Source: clearlyip.com). This means hotels typically work with a telecom dealer/installer who designs the solution and provides first-line support. The reseller channel strategy is common in hospitality telephony (Mitel, NEC, etc. also rely on certified dealers), and ClearlyIP augments it with their own backing – offering 24/7 support to partners and escalating assistance as needed (Source: go.clearlyip.com) (Source: go.clearlyip.com). Hospitality clients benefit from support personnel who understand the urgency of hotel operations (a phone outage at 2 AM is a real emergency). ComXchange's **reputation** in the market is growing; it's already an approved solution for several major hotel chains (as indicated by brand adoption in Hilton/Marriott properties) and often praised for delivering a lot of features **at a competitive cost** (Source: clearlyip.com). While specific pricing is not published (each deployment is custom-quoted based on number of rooms, features, and hardware), ComXchange is generally positioned as a **high-value alternative** to legacy PBXs (Source: clearlyip.com). The ROI can be strong, especially when leveraging existing phones and using SIP trunks to cut monthly line costs. Hotels that have switched from older systems (like aging Mitel or Avaya units) to ComXchange have noted improved functionality with lower maintenance costs, according to case studies. Overall, ClearlyIP's ComXchange offers a **modern, hospitality-focused solution** that emphasizes flexibility and integration. It provides essentially all the capabilities of the long-established hotel PBXs (and then some, like mobile apps), while aiming to be more cost-effective and easier to integrate in today's software-driven hotel tech stack. This makes ComXchange a compelling option, particularly for hotels looking to upgrade an end-of-life system or those seeking a cloud-capable platform without sacrificing hotel-specific features.

Comparative Analysis of Major Hotel Phone Systems

We now compare ComXchange to other prominent hotel phone system providers: **Mitel**, **NEC**, **Avaya**, **Cisco**, as well as discuss other relevant solutions. Each has unique strengths and legacy in hospitality. The following table provides a high-level comparison:

SYSTEM	DEPLOYMENT OPTIONS	PMS INTEGRATION	KEY STRENGTHS	CONSIDERATIONS/WEAKNESSES
ClearlyIP ComXchange	On-Premise, Cloud, or Hybrid; hardware-agnostic	Native integration with all major PMS (dual/multi-brand support) (Source: clearlyip.com)	Full hospitality feature set (wake-ups, 911 alerts, etc.) out-of-box; Cost-effective and scalable (up to 3000+ extensions); Resilient hybrid design	Newer entrant (though proven in many hotels); Available only via reseller channel; Fewer large-scale integrators familiar compared to legacy brands
Mitel	On-Premises PBX or Mitel-hosted cloud (MiCloud) (Source: go.clearlyip.com) (Source: go.clearlyip.com)	Native, extensive PMS interface support (FIAS, OnQ, etc.) (Source: go.clearlyip.com) (Source: go.clearlyip.com)	**Gold standard** – 30+ years in hospitality (Source: go.clearlyip.com); Widely chain-approved; Highly scalable (small hotels to mega-resorts) (Source: go.clearlyip.com); Built-in hotel features (voicemail reset, emergency notify, etc.) without needing third-party	Complex deployment – requires certified technicians; Quote-based pricing (can be higher upfront); Some older Mitel systems nearing EOL require upgrades (Source: phonewire.com)(Source: phonewire.com); Slow adaptation to cloud (transitioning offerings)

SYSTEM	DEPLOYMENT OPTIONS	PMS INTEGRATION	KEY STRENGTHS	CONSIDERATIONS/WEAKNESSES
NEC	On-Premises PBX (UNIVERGE SV8000 series, SL2100 for small) or Cloud (Univerge Blue UCaaS) (Source: go.clearlyip.com) (Source: go.clearlyip.com)	Native PMS integration modules; optional NEC InHotel PMS or third-party middleware (Source: csmsouth.com) (Source: go.clearlyip.com)	**Comprehensive** one-stop solution (phones, PBX, even PMS software) (Source: go.clearlyip.com); Highly **customizable** and feature-rich (IoT integration, facial recognition, etc.) (Source: go.clearlyip.com); Strong at both very small and very large scales (boutiques and casinos) (Source: go.clearlyip.com) (Source: go.clearlyip.com); Embraces unified comms (mobility apps, guest smartphone integration) (Source: go.clearlyip.com)	Customization = complexity (may be overkill for small hotels without IT staff) (Source: go.clearlyip.com) (Source: go.clearlyip.com); Market presence uneven (less common in mid-sized chains) (Source: go.clearlyip.com); Pricing not transparent (channel sales) and potentially high for large bespoke deployments; Cloud offering (Blue) is newer and might lack some legacy hospitality features initially
Avaya	On-Premises (Aura Communication Manager for large, IP Office for small/medium) or Cloud (Avaya OneCloud; Avaya Cloud Office by RingCentral for SMB) (Source: go.clearlyip.com)	PMS integration via Avaya PMS Link software (for check-in/out, name updates, etc.) (Source: go.clearlyip.com) – works well on Aura; **IP Office required third-party add-ons** historically for	Long pedigree in enterprise telephony with many legacy hotel installs (some systems have run 20+ years) (Source: go.clearlyip.com); Excellent voice quality and reliability reputation	**Fragmented feature set** – Avaya IP Office lacks some hospitality functions natively (needed middleware like DuVoice or Percipia) (Source: go.clearlyip.com); Integration often requires third-party vendors for things like voicemail reset or wake-ups (extra cost/complexity); Company's recent financial troubles and restructurings caused customer uncertainty (Source: go.clearlyip.com); Cloud solutions

SYSTEM	DEPLOYMENT OPTIONS	PMS INTEGRATION	KEY STRENGTHS	CONSIDERATIONS/WEAKNESSES
	(Source: go.clearlyip.com)	full hospitality features (Source: go.clearlyip.com)	(Source: go.clearlyip.com); Strong **unified communication** and **contact center** capabilities (great for hotels with call centers or complex reservation setups) (Source: go.clearlyip.com) (Source: go.clearlyip.com); Adapting to modern trends (IoT "smart hotel room" integrations, AI voice assistants) (Source: go.clearlyip.com) (Source: go.clearlyip.com)	not specifically tailored to hospitality (OneCloud is generic UCaaS, relying on integrations for hotel-specific needs)
Cisco	On-Premises (Cisco Unified Call Manager clusters) or Cloud (Webex Calling) (Source: go.clearlyip.com) (Source: go.clearlyip.com)	No native PMS interface – relies on third-party hospitality middleware (e.g. **Percipia** or **Imagicle**) for full integration (Source: go.clearlyip.com) (Source: go.clearlyip.com)	**Enterprise-grade** platform known for robust hardware and security (encryption, secure networks) (Source: go.clearlyip.com) (Source: go.clearlyip.com); Extremely scalable (can support thousands of phones) and resilient;	**Not hospitality-specific** – lacks built-in guest services (must add middleware for even basic hotel functions) (Source: go.clearlyip.com)(Source: go.clearlyip.com); Higher total cost when factoring additional software and Cisco-grade support (Source: go.clearlyip.com); Fewer hospitality-focused resellers (hotels must find integrators who understand Cisco + hotel needs) (Source: go.clearlyip.com); Smaller hotels may find Cisco solutions overly complex and expensive relative to specialized competitors (Source: go.clearlyip.com)

SYSTEM	DEPLOYMENT OPTIONS	PMS INTEGRATION	KEY STRENGTHS	CONSIDERATIONS/WEAKNESSES
			Integrates well if hotel is a Cisco networking shop (one vendor for data, Wi-Fi, and phones) (Source: go.clearlyip.com) (Source: go.clearlyip.com); Strong suite of UC features (mobility, voicemail-to-email, conferencing) out-of-the-box (Source: go.clearlyip.com) (Source: go.clearlyip.com)	

Table: At-a-glance comparison of major hotel phone systems and their characteristics. (Sources: ClearlyIP (Source: go.clearlyip.com)(Source: go.clearlyip.com) (Source: go.clearlyip.com), Mitel (Source: go.clearlyip.com) (Source: go.clearlyip.com), NEC (Source: go.clearlyip.com)(Source: go.clearlyip.com), Avaya (Source: go.clearlyip.com)(Source: go.clearlyip.com), Cisco (Source: go.clearlyip.com)(Source: go.clearlyip.com))

Mitel: A Mainstay in Hotel Communications

Mitel is often regarded as the **benchmark** for hospitality phone systems, with a legacy spanning decades. It has been *"a mainstay for over 30 years"* in hotels and is **widely accepted by every major chain** (Source: go.clearlyip.com). Mitel's large install base and reputation were built on reliable PBX hardware (like the classic SX-200 and 3300 systems) and a comprehensive feature set tailored to lodging. The Mitel portfolio today – notably the **MiVoice Business** PBX and related applications – covers properties of all sizes. One industry review even named Mitel "best for scalability in various hotel sizes," noting its flexible architecture can cater from small inns to huge resorts (Source: go.clearlyip.com). In practice, virtually every international hotel brand has numerous properties running Mitel systems, and many chains list Mitel as an approved or preferred vendor.

Features and Integration: Mitel's hospitality solutions come with rich functionality out-of-the-box. They support all standard **PBX features** (call handling, auto-attendants, voicemails, etc.) plus specialized hotel functions. Mitel has native interfaces for common PMS protocols – for example, a Micros-Fidelio (Oracle Opera) FIAS interface module is built-in, as are others for Hilton and Marriott systems (Source: go.clearlyip.com). When a guest checks in, the PMS can signal the Mitel PBX to automatically **enable the room phone**, assign the guest name to that

extension, and set the appropriate dialing permissions. On check-out, the system can restrict the phone's outside line access and trigger voicemail deletion for that room (Source: go.clearlyip.com)(Source: go.clearlyip.com). These workflows are handled by Mitel's own **PMS integration middleware (MICROSers)** that has benefitted from decades of refinement. Mitel also offers tools to handle multiple PMS connections – useful for hotels with multiple systems (e.g. a resort with a lodging PMS and a gaming system) (Source: go.clearlyip.com)(Source: go.clearlyip.com). Beyond PMS, Mitel has kept up with technology trends: their systems can integrate voice with data and even IoT. Many hotels use Mitel for **wireless DECT phones** for housekeeping, integrate Mitel voice with their **Wi-Fi networks**, and in some cases use Mitel's hospitality contact center solutions (**MiContact Center**) to unify guest communications across phone, text, and chat channels (Source: go.clearlyip.com)(Source: go.clearlyip.com). For example, a guest could send a text message request and a Mitel platform (with the right software) can route it to the front desk or concierge along with voice calls, all tracked uniformly. Mitel also built hospitality-specific nuances like *911 emergency call alerts* to staff, built-in **wake-up call systems**, and voicemail systems that automatically update with guest languages and schedules. Importantly, Mitel's solution historically **required minimal third-party add-ons** for core hotel features – a lot was included in the Mitel hospitality package itself. This is seen as a major advantage: one source highlights that Mitel's extensive native PMS integrations and hotel feature set are a **"major pro"**, reducing dependence on external vendors (Source: go.clearlyip.com)(Source: go.clearlyip.com).

Technical Infrastructure and Deployment: Traditionally, Mitel systems are **on-premises PBXs**. A common setup is a Mitel MiVoice Business controller (or older Mitel 3300 ICP) installed at the hotel, often in a rack, connected to all the guest room lines and trunks. Mitel PBXs support both **analog and IP extensions concurrently** – a critical factor since many hotels still have analog phones in rooms. Mitel offers interface cards or gateways that allow one PBX to drive hundreds of analog room phones alongside SIP/IP trunks and IP phones for admin areas (Source: go.clearlyip.com)(Source: go.clearlyip.com). This hybrid support made it easy for hotels to gradually adopt IP phones (for front desk, offices, etc.) while keeping existing room hardware. In recent years, Mitel has also pushed into **cloud/hosted offerings**. Their **MiCloud** service and partnerships with UCaaS providers allow a hotel to essentially run a Mitel PBX in the cloud, on a subscription basis (Source: go.clearlyip.com)(Source: go.clearlyip.com). However, many hospitality clients still opt for on-prem for reliability and because many chains had already invested in Mitel hardware. Mitel's support for **redundancy** and high availability is strong – larger hotels might deploy dual controllers or resiliency features to ensure uptime. Compliance with new regulations has been addressed in Mitel's software updates (for example, newer MiVoice versions explicitly support Kari's Law dialing and notifications).

Strengths and Weaknesses: Mitel's **strengths** lie in its proven track record and completeness. It offers a "full suite of products for every size hotel" and is known for reliability – these systems often run for decades with minimal downtime. Chain approvals and brand standardization are a big plus: choosing Mitel is often a *safe* choice for a hotel because corporate IT is familiar with it. Mitel also has a broad network of certified hospitality dealers worldwide, which means implementation and support are generally accessible. Furthermore, Mitel's ongoing commitment to hospitality is evident: even as technology evolves, they've continued releasing hospitality solution guides and updating features (for instance, integrating with mobile guest apps or adding support for SIP trunking as PRI lines phase out).

On the **downside**, Mitel solutions can be **complex to deploy and manage**. The systems typically require a **certified technician** for installation and configuration, especially if integrating multiple systems or customizing chain-specific features (Source: go.clearlyip.com)(Source: go.clearlyip.com). The learning curve for in-house staff to administer a Mitel can be steep (though user-friendly front desk consoles mitigate daily complexity). Cost is another consideration: Mitel does not publish price lists, and their solutions are quote-based. The initial capital expense for a Mitel PBX with all the licenses and integration modules can be significant (tens of thousands of dollars for a mid-sized hotel), though many justify it for the longevity and support. As older Mitel platforms reach end-of-life, some hotels have faced forced upgrades – for example, Mitel's legacy MiVoice MX-ONE and MiCloud products have EOL dates, pushing customers to migrate to newer platforms or cloud alternatives by 2025-2029 (Source: phonewire.com)(Source: phonewire.com). These transitions must be managed carefully to maintain compliance and security. Mitel's move towards subscription models (like Mitel subscription or hosted offers) is still in progress, which has created a bit of uncertainty for some customers used to the old hardware purchase model. Nonetheless, **Mitel remains a top competitor** thanks to its deep hospitality focus and the sheer trust it has built with hoteliers over the years. Many of the best practices in hotel telephony (from how wake-up calls are handled to how phones interact with the PMS) were essentially defined by Mitel's implementations in thousands of hotels.

NEC: Comprehensive Hospitality Communication Solutions

NEC is another long-established player, especially known in Asia and the U.S. for its hotel installations. NEC's approach is to offer a **comprehensive suite** beyond just phones – in addition to PBX systems (the **UNIVERGE** series), NEC has offerings in property management software and emerging tech like facial recognition for VIP guests, room automation, etc. (Source: go.clearlyip.com). A review by The Hotel GM ranked NEC as *"best for offering comprehensive hospitality solutions"*, highlighting that NEC can cover **guest room phones, staff communication, and even property management** in one package (Source: go.clearlyip.com)(Source: go.clearlyip.com). This one-stop-shop strategy appeals to hotels looking to minimize integration points and get many solutions from a single vendor.

Features and Capabilities: NEC's core communications platforms for hotels include the **UNIVERGE SV9000 series** (SV9100, SV9300, SV9500 etc. depending on size) for on-premise deployments, and the newer **Univerge Blue** cloud UC platform (which is essentially a rebranded NEC cloud service, globally similar to their partner Intermedia's UCaaS). These systems deliver all standard PBX functions plus many hospitality features. NEC supports **PMS integration** through built-in or add-on modules, similar to others – enabling check-in name display, check-out phone restriction, wake-up call signaling, minibar codes, etc. For smaller hotels that might not have a PMS, NEC even offered an **InHotel** package which is a basic PMS-like software tightly integrated with the phone system (Source: csmsouth.com). Key hotel features NEC highlights include: guest voicemail that automatically *auto-cleans on check-out* (resets PIN and deletes messages, to protect privacy) (Source: go.clearlyip.com); flexible **room dialing restrictions** by class (e.g. restrict room-to-room calls or long distance unless certain conditions are met) (Source: go.clearlyip.com); built-in **wake-up call management** tools. NEC has strong **unified messaging** capabilities – their system can unify voicemail with email, so staff (or even guests, theoretically) can get voice messages in their inbox. They also provide **mobility solutions**: NEC has mobile client apps and cordless phone integrations allowing staff to stay connected on the move (Source: go.clearlyip.com)(Source: go.clearlyip.com). One particularly innovative capability is the option for **guest softphone functionality**: with the

appropriate setup, a guest could use a smartphone app as an extension of the room phone (if the hotel chooses to offer that service) (Source: go.clearlyip.com). This could, for example, let a guest roaming the property answer their room phone or call the front desk via the app, using the hotel's Wi-Fi – a feature that might enhance guest experience for tech-savvy travelers. Moreover, NEC positions its solutions as part of a **broader IT infrastructure** for hotels, including **video and web collaboration** (useful if the hotel has conference facilities and needs audio/video conferencing services) (Source: go.clearlyip.com). They have also integrated **IoT and building management** hooks – e.g., using the phone system for things like room status updates (housekeepers dialing codes for "room cleaned" which updates the PMS) (Source: go.clearlyip.com) or integration with hotel emergency systems. NEC often emphasizes customizability: hotels can define many aspects of how calls are routed or how features behave to fit their workflow, which is a plus for unique properties that may have special requirements (Source: go.clearlyip.com)(Source: go.clearlyip.com).

Infrastructure and Scalability: Historically, NEC's PBXs (like the older NEAX 2400 IPX or the newer SV9500) are **very large capacity**, capable of thousands of extensions. Indeed, some of the world's biggest hotels – such as certain Las Vegas mega-resorts – have used NEC systems, chosen for their sheer capacity and reliability at scale (Source: go.clearlyip.com)(Source: go.clearlyip.com). Like others, NEC can handle hybrid analog/IP environments and provide analog line cards for guest phones. For mid-size and small hotels, NEC has scaled-down systems: the **SL2100** key system/PBX is often touted for small boutique hotels (under ~100 rooms) as a cost-effective solution that still includes basic hospitality software features (Source: csmsouth.com)(Source: csmsouth.com). The SL2100 can support up to 96 analog extensions (sufficient for many limited-service properties) (Source: csmsouth.com) (Source: csmsouth.com), and comes with a built-in voicemail and auto-attendant that have hospitality modes (like a concierge or wake-up module). On the other end, an NEC SV9500 can handle tens of thousands of endpoints in a network, suitable for multi-property complexes or campus-style resorts. **Scalability** is clearly a strong suit for NEC: you can start small and grow, or start huge. Increasingly, NEC is promoting its **Univerge Blue** cloud solution for hospitality as well (Source: go.clearlyip.com). This service lets hotels opt for a cloud-hosted PBX with per-user monthly pricing, which can lower upfront costs and ease upgrades. However, it should be noted that NEC's cloud is a relatively new venture in hospitality and might not yet replicate every niche feature of their on-prem systems (hotels considering it should verify that all needed hospitality integrations are available in the cloud version). Many established NEC hotel customers still prefer on-prem for control and due to existing investments.

Strengths and Ideal Use Cases: NEC's main advantage is its **breadth** and **flexibility.** It can deliver not just telephony, but a whole ecosystem (phones, networking, even room entertainment in some cases). For a hotel that wants a tightly integrated tech stack, NEC's ability to tie together voice, PMS, and other systems is appealing. The platform's **customization** means it can be fine-tuned to unusual operational needs – for instance, a one-of-a-kind resort with custom workflows might leverage NEC's programmability. NEC is also known for solid reliability and has a big presence in markets like Japan and parts of Europe, in addition to North America. It's often said that "NEC has something for everyone" in hospitality (Source: go.clearlyip.com)(Source: go.clearlyip.com) – from economy hotels to luxury casinos – and this is largely true given their range of products. They shine in very **large deployments** (where few others can match their proven capacity) and in **bespoke projects** where a hotel wants to integrate many systems (NEC's team can craft a solution). Additionally, NEC's solutions for **small independents** can be very cost-effective (the SL2100 is significantly cheaper than, say, a full Mitel system, yet meets basic franchise requirements for many economy brands) (Source: csmsouth.com)(Source: csmsouth.com).

Weaknesses and Challenges: The flip side of NEC's flexibility is complexity. Implementing a high-end NEC UNIVERGE system might require skilled technicians and thorough planning. For hotels without dedicated IT resources, an NEC can be *more than they need* – some integrators note they wouldn't recommend a full NEC SV-series to a small hotel that can get by with a simpler solution (Source: go.clearlyip.com)(Source: go.clearlyip.com). Instead, they might use NEC's smaller products or another vendor. NEC's market penetration in the **mid-sized chain segment** has historically been less than Mitel's – partly due to brand preferences (many chains simply standardized on other brands) and partly perception that NEC was either for *very large* or *very small* hotels. For example, CSM South (a hospitality telecom installer) often proposes NEC for *boutique hotels or small chains under 100 rooms that don't need PMS integration*, but not as often for mid-tier properties that might require more integration (Source: csmsouth.com)(Source: csmsouth.com). Cost-wise, NEC is typically quote-based through dealers; while the basic systems can be affordable, adding on all the modules for a complex hotel can raise the price to be in line with other enterprise systems. Another consideration is **transparency** and support: because NEC does so many things, a hotel might find it a bit harder to get information or third-party support; one often has to go through authorized NEC hospitality resellers. However, those resellers (like NEC Enterprise distributors) are usually very knowledgeable. In summary, **NEC is a top-tier option** especially for those who value an all-encompassing solution and have either very large scale or very specific needs. It may be "too much" for some smaller hotels unless packaged appropriately, but its reliability and feature set are proven in some of the most demanding hospitality environments.

Avaya: Legacy Leader Adapting to Modern Hospitality Needs

Avaya, with roots tracing back to AT&T/Lucent, is a well-known name in enterprise telephony and has an extensive history in hospitality. Many older hotels – especially full-service and luxury properties in the 1990s and 2000s – deployed Avaya PBX systems like the **Definity** (later rebranded Avaya Aura Communication Manager) or the **Avaya IP Office** in smaller sites (Source: go.clearlyip.com). At one point Avaya even claimed that a majority of the world's top hotel groups used Avaya for guest communications (though the landscape has shifted in recent years with more competition). Avaya's hospitality portfolio today includes both its on-premises flagships (**Aura Communication Manager** for large enterprises/hotels, and **IP Office** for mid-market or limited-service hotels) and its newer **cloud** and hybrid offerings under the **Avaya OneCloud** umbrella (Source: go.clearlyip.com).

Hospitality Features and Integration: Avaya's core PBX platforms are powerful and feature-rich, but hospitality-specific functionality has historically been a mix of **native and third-party** solutions. Communication Manager (CM) – the high-end Avaya PBX often used in big hotels and casinos – supports hospitality features via an add-on known as the **PMS Link** (or *CHI – Customer Hotel Interface* in older parlance). This link is essentially software that connects CM to the hotel's PMS to exchange information in real time (Source: go.clearlyip.com). Through PMS Link, Avaya can handle check-in/out messages (activating guest phones, setting names), guest class of service changes, and even signals for maid status or minibar postings depending on how it's set up (Source: go.clearlyip.com). Avaya's voicemail systems (like Intuity AUDIX or Modular Messaging in past, or Aura Messaging now) can be configured for hospitality – allowing each room to have a mailbox that's automatically created and cleared by the PMS events (Source: go.clearlyip.com).

However, not all Avaya products were equal in hospitality out-of-the-box: the **Avaya IP Office**, which many smaller hotels installed for basic phone service, originally lacked built-in wake-up call functionality or built-in voicemail integration for check-out. Hotels using IP Office often had to invest in third-party adjunct systems (such as **DuVoice** or **TigerTMS** hospitality suites) to get features like automated wake-up calls, voicemail management, and PMS integration (Source: go.clearlyip.com). For example, DuVoice provides a middleware that gives IP Office a hotel wake-up module, and TigerTMS (with products like iLink and InnLine) historically bridged Avaya systems with hotel software. This meant extra cost and points of failure, but many Avaya dealers offered these as bundled solutions to hotels. In recent versions, Avaya has improved IP Office with optional hospitality packages, but third-party tools are still common for a full-featured solution.

On the positive side, Avaya's **strengths** in communication align well with some hotel needs: they excel in **unified communications and call center** technology. Hotels that have large reservations centers or that want to integrate hotel phone operations with corporate offices can leverage Avaya's robust call distribution, IVR, and multi-channel contact center features (Source: go.clearlyip.com)(Source: go.clearlyip.com). For instance, a hotel group could have an Avaya-based central reservations office handling calls for multiple properties, with screen pops and CRM integration for loyalty members. Avaya's platforms allow linking multiple hotels' phone systems together (networking Aura PBXs over an enterprise network), which some big chains did to centralize functions. Avaya also hasn't shied away from **new tech**: they have promoted concepts like the "**Intelligent Hotel Room**," involving integration of voice with IoT – e.g., using voice commands for room controls, or having the PBX interface with Alexa for Hospitality or Siri, etc. (Source: go.clearlyip.com). In fact, Avaya's newer solutions include voice AI integration; for example, they've demonstrated concierge bots and voice assistants that integrate with their communication platform for guest services.

Deployment and Evolution: Traditionally, Avaya systems in hotels were on-premises: either a **rack of servers and gateways** for Communication Manager in a large hotel, or an **IP Office appliance** for a smaller one. This required capital expenditure and ongoing maintenance contracts. Avaya has since shifted more to software and cloud. They introduced **Avaya OneCloud** UCaaS and CCaaS for enterprises, which can be deployed privately or via Avaya's cloud – though it's not specifically a vertical solution for hospitality, more a general communications cloud that can be adapted. For small hotels, Avaya's partnership with RingCentral produces **Avaya Cloud Office** (essentially RingCentral's platform rebranded), but this is a generic SMB cloud phone system that lacks hotel-specific integration unless paired with third-party services (Source: go.clearlyip.com). So, while Avaya offers cloud options, a hotel going that route would need to integrate something like **DuVoice's cloud hospitality service** (DuVoice has solutions for Avaya Cloud Office as noted in RingCentral's documentation (Source: ringcentral.com)) to handle PMS and wake-ups.

Strengths Recap: Avaya's name carries weight; many IT directors have experience with Avaya, and the systems have proven **longevity** (it's not uncommon to find an Avaya Definity from the 1990s still running in a hotel until recently). They are known for **excellent audio quality and stability** – the core telephony is rock-solid (Source: go.clearlyip.com)(Source: go.clearlyip.com). Avaya's **contact center features** can be a differentiator for high-end hotels or resorts that want to deliver personalized service (e.g., routing VIP guest calls to a special concierge team, integrating caller info with loyalty databases – Avaya can do that with their CRM connectors) (Source:

go.clearlyip.com)(Source: go.clearlyip.com). The company has also been actively adding modern capabilities, like AI-driven virtual agents and conversational IVR, which could play a role in hotels for automating certain calls (for example, handling routine requests via a bot) (Source: go.clearlyip.com).

Challenges: Avaya's hospitality solutions historically required that **third-party integration**, which can be seen as a disadvantage compared to Mitel or ComXchange that include most hotel features internally. Relying on add-ons for IP Office meant some hotels might not have implemented them fully (leading to manual processes for wake-up calls, etc., if they skipped buying the extra software). There's also the matter of Avaya's corporate ups and downs – Avaya filed for Chapter 11 bankruptcy protection more than once in the past decade (2017 and again in 2023), which shook confidence for some customers (Source: go.clearlyip.com). While they continued to support and develop products through these reorganizations, a hotel evaluating systems might question long-term viability. Avaya has emerged from the latest restructuring with a focus on subscriptions and cloud, signaling commitment to innovation, but the competitive landscape is fierce. Another consideration is **cost**: Avaya's pricing, like others, is quote-based and in line with enterprise systems. It's generally not a low-cost option for a small hotel unless scaled down (in which case one might lose some functionality without those third-party add-ons).

In summary, **Avaya remains a significant player** – especially for hotels that already have Avaya infrastructure or that require strong UC and contact center integration. They are seen as a legacy leader adapting to the new era: their solutions can meet essentially any hospitality requirement, though sometimes via a patchwork of native and partner products. Many hotels continue to use Avaya effectively (for instance, a Toronto luxury hotel upgraded to Avaya IP Office to gain flexibility and cloud-readiness, and found the PMS integration "smooth" and the system scalable for future needs (Source: go.clearlyip.com)(Source: go.clearlyip.com)). Hotels considering Avaya should ensure they plan for the necessary hospitality middleware (or use certified Avaya hospitality partners) to fill any gaps, and keep an eye on Avaya's evolution toward cloud-based offerings as these might bring new capabilities or cost models in the near future.

Cisco: Enterprise-Grade UC with Hospitality Integrations via Partners

Cisco is a dominant name in networking and enterprise communications, and while it was **never primarily focused on hotel telephony**, it does appear in hospitality environments, especially upscale or technology-forward properties. Many hotel IT departments ask about Cisco because they use Cisco for network gear (switches, routers, Wi-Fi) and like the idea of a unified vendor (Source: csmsouth.com)(Source: csmsouth.com). However, as one hospitality consultant put it, Cisco **"has never created a full-service VoIP telephone system specifically for the hotel/motel market"** (Source: csmsouth.com)(Source: csmsouth.com). Out-of-the-box, Cisco's voice platforms lack some niche hotel features and thus require **third-party integrations** to match the capabilities of the specialized hospitality PBXs (Source: go.clearlyip.com)(Source: go.clearlyip.com).

That said, Cisco's core product – the **Cisco Unified Communications Manager (CUCM)** – is a powerful IP PBX/UC system used by many large enterprises and can certainly be used in a hotel with the right configuration. Cisco's strengths include its **call quality, security, and scalability**. CUCM can handle many thousands of endpoints and has robust redundancy options (clustering across servers, etc.). Cisco also offers **cloud** telephony through its **Webex Calling** platform, which some hotels might consider for a more generic VoIP solution if they pair it with hospitality middleware.

Hospitality Integration via Middleware: Recognizing its gap in native hotel features, Cisco works in tandem with specialized hospitality software providers. Two well-known ones are **Percipia** and **Imagicle** (and historically, TigerTMS for voicemail integration). For example, **Imagicle's hospitality suite** is designed to *"integrate your preferred Cisco platform with your hotel's PMS and provide staff and guests with a five-star experience, from check-in to check-out"* (Source: go.clearlyip.com)(Source: go.clearlyip.com). Imagicle adds modules for guest name management, wake-up calls, room status, minibar posting, do-not-disturb, etc., on top of a Cisco CUCM. **Percipia** does similarly: their software (often deployed with Cisco Call Manager in many resorts) enables automated wake-up calls, check-in/out messaging, housekeeping codes and more, effectively filling the feature gap (Source: go.clearlyip.com)(Source: go.clearlyip.com). Cisco's own voicemail system (**Unity Connection**) at one time offered a hospitality integration package as well, to interface with PMS for managing guest voicemails (like auto deletion on checkout), but typically hotels lean on the third-party solutions for a complete package.

In practice, a Cisco-based solution in a hotel might look like this: Cisco CUCM for call processing, Cisco phones for admin and possibly guest rooms, one or more Cisco voice gateways for analog phones (like the VG series or ATAs to support legacy room phones), and a server running Percipia or Imagicle software that links to the PMS and to CUCM via API. The **guest experience** can be made virtually the same as with a Mitel or Avaya if set up properly – guests get their name on the phone display, wake-up calls work via an automated system, dialing 0 reaches an operator console (Cisco has attendant console software that can be used for front desk), etc. However, it's the **coordination of multiple vendors** (Cisco + integration software + possibly a separate call accounting system) that adds complexity.

Strengths of Cisco in Hospitality: One big plus is **standardization** for hotels that are heavily invested in Cisco for other IT. They might prefer using Cisco for phones so that their network team can manage everything under one umbrella, and they can utilize existing Cisco support contracts. Cisco hardware (IP phones, switches, etc.) is known to be high-quality and long-lasting (Source: go.clearlyip.com)(Source: go.clearlyip.com). Cisco's focus on **security** means features like encryption of calls, secure remote access, and network-level security integrations are top-notch – something that might appeal to hotels concerned about guest data protection or PCI compliance for call recordings. Additionally, Cisco's voice and UC features like **voicemail-to-email**, **mobile twinning** (ringing a user's cell phone in parallel with their desk extension), and **video calling** are inherent in the platform (Source: go.clearlyip.com)(Source: go.clearlyip.com). These can be leveraged in interesting ways in a hotel environment: for instance, a distributed hotel corporate team can use Webex and Cisco phones for collaboration; or a conference center in a hotel could offer video conferencing using the hotel's Cisco infrastructure.

For **large-scale deployments** (like a giant convention hotel or a campus with multiple hotels), Cisco can be attractive because it's built to handle enterprise scale and multi-site networking with ease. Also, Cisco has **emergency calling solutions** (like Cisco Emergency Responder) that can be integrated to provide detailed 911 location info and on-site alerts, which helps meet Kari's Law and RAY BAUM requirements in a Cisco environment.

Weaknesses and Cost Considerations: As noted, Cisco doesn't inherently know about "rooms" and "guests". Without the third-party overlay, a Cisco CUCM is oblivious to check-in/out events or wake-up scheduling. This means **additional licenses and support contracts** for the hospitality middleware, which drives up cost and complexity (Source: go.clearlyip.com). A Tech.co report comparing hotel phone systems pointed out that with these add-ons, Cisco solutions can end up *"above some of the other options on the market"* in price (Source:

go.clearlyip.com). For a smaller hotel, Cisco likely isn't cost-effective compared to a more turnkey solution. Even some large hotels have shied away from Cisco for phones, using it only for network, because they found specialized vendors more fitting for their needs (Source: csmsouth.com)(Source: csmsouth.com).

Another factor is **expertise**: Many hospitality-focused telecom dealers specialize in Mitel, NEC, etc., and fewer specialize in Cisco for hospitality. Hotels that choose Cisco often engage Cisco integrator firms who may not have hospitality niche expertise (though there are some that do both, and Cisco has a *Hospitality specialization program* for partners). It's crucial to get a partner who has done hotel integrations; otherwise, features can be misconfigured. The CSM South blog candidly stated Cisco's phone product mix *"cannot compete on feature or integration level with the dominant players"* for hotels (Source: go.clearlyip.com)(Source: go.clearlyip.com) – essentially warning that a vanilla Cisco install won't meet hotel needs. Cisco itself likely agrees, which is why they collaborate with partners for hospitality deals.

For **smaller hotels or limited service properties**, a Cisco solution may be "overkill". It might involve expensive hardware and switch upgrades (if the hotel's network isn't already Power-over-Ethernet capable for IP phones, for example). In contrast, cloud or hosted PBX options could be far cheaper and easier to implement for that scale.

Summary: Cisco can absolutely serve a hotel's telephony needs, and has been deployed in many – particularly upscale hotels that prioritize having Cisco across the board or new builds where a fully IP solution with a converged network was planned. Its **longevity and quality** are strong – IT directors sometimes like to say "no one got fired for buying Cisco." The **caveat** is that to make Cisco function as a hotel phone system, you must budget and plan for the **hospitality integrations**. When done right, the result is a high-end system that gives the hotel access to Cisco's latest innovations (like Webex cloud integration, or analytics via Cisco's DNA center, etc.) combined with all the needed hotel features courtesy of the third-party software. In recent years, as hotels consider moving to cloud communications, Cisco's offerings might become more relevant – a hotel might use Webex Calling plus a cloud PMS integration service, for example – but again, that requires piecing together solutions. Thus, Cisco's market share in hospitality telephony historically lagged the specialized vendors (Source: go.clearlyip.com)(Source: go.clearlyip.com). Still, for some hotels, especially large ones with strong IT departments, Cisco is a compelling choice, and the company's emphasis on **mobility and security** aligns well with future trends (e.g., staff using smartphones as extensions, guests expecting secure communications). Any hotel considering Cisco should weigh the benefits of integration with existing infrastructure against the added complexity and ensure a solid plan for the hospitality-specific functionality via certified partners.

Cloudbeds and Other Emerging Solutions

When discussing hotel communications, it's important to note that not all solutions come in the form of a traditional PBX from a telecom vendor. **Cloudbeds**, for example, is not a phone system at all but rather a popular **cloud-based Property Management System** used by many independent hotels. We mention it here because Cloudbeds (and similar modern PMS platforms like Mews, StayNTouch, etc.) often integrate with telephony services to provide a seamless tech ecosystem. In fact, the rise of cloud PMS has given birth to a new wave of **cloud hospitality phone services** that work hand-in-hand with these systems.

One such example is **Think Simplicity**, a cloud PBX provider explicitly focused on hotels, which bills itself as *"the only hotel communication provider with a direct Cloudbeds integration."* (Source: thinksimplicity.com)(Source: thinksimplicity.com) Think Simplicity's service (SimplyVX) is a hosted phone system that connects via API to Cloudbeds PMS, enabling features like: when a guest is checked in on Cloudbeds, the phone system automatically activates the room phone, sets the guest's name on caller ID, and prepares the voicemail box; on check-out it deactivates the phone and clears voicemail (Source: thinksimplicity.com)(Source: thinksimplicity.com). It also posts call charges to the guest folio in Cloudbeds if a guest makes billable calls (Source: thinksimplicity.com), and allows housekeeping status updates entered on room phones to flow to the Cloudbeds system (Source: thinksimplicity.com). In other words, cloud telephony vendors are now providing **turnkey hospitality integrations** delivered as a service. For a small-to-mid size hotel using a cloud PMS like Cloudbeds, this can be very attractive: no on-site PBX, just IP phones (or analog adapters), and a monthly service that takes care of everything including 24/7 support. Another example is **Cloud5 Communications**, which the Hotel GM review ranked as "best for broad connectivity options" – Cloud5 provides hotels with unified communications as a service, combined with guest internet and other connectivity, targeting a holistic solution for hotel tech needs (Source: thehotelgm.com)(Source: thehotelgm.com).

Other Notable Competitors: In the hospitality niche, there are a few other specialized phone system providers worth mentioning. **PhoneSuite** is one: a U.S.-based company focusing solely on hotel phone systems. PhoneSuite's latest platform, **Voiceware**, is an IP-PBX designed for hotels (with a similar philosophy to ComXchange). PhoneSuite is actually one of the "big 3" by market share in the U.S. alongside Mitel and NEC (Source: csmsouth.com), especially after becoming a preferred/approved vendor for major chains like Marriott, IHG, Best Western, etc. (Source: csmsouth.com). It's often chosen as a cost-effective alternative to Mitel – one integrator noted PhoneSuite has *"all the familiar features from Mitel but about 30% less cost"* (Source: csmsouth.com)(Source: csmsouth.com). PhoneSuite Voiceware can run on-premise or hosted, supports analog and IP phones, and offers similar hospitality integrations (voicemail, wake-ups in multiple languages, check-out via phone, etc. (Source: csmsouth.com)(Source: csmsouth.com)). It meets Kari's Law and RAY BAUM's Act too (Source: csmsouth.com). For many mid-scale hotels in North America, PhoneSuite is a strong contender when evaluating new systems.

Another player is **3CX**, which is actually a general VoIP PBX (software-based) but has a special *Hotel Module* integration. Some smaller hotels choose 3CX for its low cost and then integrate it with their PMS via a middleware or the 3CX Hotel Module to get basic features like check-in/out and wake-up calls (Source: 3cx.com). It's not as full-featured as the dedicated hospitality systems, but for a small property, it can suffice and is often implemented by value-focused integrators.

Additionally, many mainstream cloud communications providers (the likes of **RingCentral, Zoom Phone, Dialpad, Nextiva**, etc.) are now marketing to hotels with promises of lower costs and AI features (Source: tech.co)(Source: tech.co). These are essentially business VoIP services that would be layered with some integration to the hotel's software. For example, a hotel could use Zoom Phone (which one ranking placed as a top hotel phone option for 2025 due to pricing) (Source: tech.co)(Source: tech.co) but would likely need an add-on or custom integration to handle PMS links and emergency compliance. These providers excel in modern UI, scalability, and cost for core

calling and even AI (like Dialpad's AI transcription and analytics) (Source: tech.co), but they usually aren't hospitality-specific. Thus, they often partner with companies like **TigerTMS** or **INTELITY** to fill that gap, or rely on the hotel's IT to do some custom work.

In summary, **Cloudbeds and similar cloud PMS integrations** represent the trend of **"communications-platform-as-a-service"** tailored for hotels. Rather than the hotel buying a PBX, the telephony is delivered as a cloud service that natively talks to the PMS. This can dramatically simplify things for hotel management – no PBX box to maintain, and usually a web portal for staff to handle tasks (with fail-safes like mobile apps for backup). The trade-off is reliance on internet connectivity and the vendor's cloud uptime, which is why hybrid options (like a local gateway for 911 or failover) are important. But the direction is clear: many newer or renovated hotels, especially in select-service or boutique segments, are considering skipping a traditional PBX altogether in favor of cloud communications integrated with their PMS.

Suitability by Hotel Size and Type

Different phone systems may be more suitable for different types and sizes of hotel operations. Below we break down considerations by hotel size/type, and which solutions often align well:

- **Small Hotels / Boutique Inns (up to ~100 rooms):** Smaller properties, including boutique hotels or limited-service franchises, often prioritize cost-effectiveness and simplicity. They may not have on-site IT staff, so a solution that is easy to deploy and manage remotely is ideal. Systems like **NEC SL2100** are explicitly designed for this market – offering key hospitality features (wake ups, voicemail, basic PMS link) at low cost (Source: csmsouth.com)(Source: csmsouth.com). **ComXchange** can also fit well here, especially its smaller appliance models (supporting 150–500 extensions) – it provides advanced features and cloud options that a growing boutique hotel might appreciate, with the option to start on-prem and migrate to hosted later. Some small hotels are increasingly opting for **cloud PBX services** like Think Simplicity or even general VoIP providers (Nextiva, RingCentral) with a hospitality integration, to avoid any on-prem equipment. For example, a 50-room independent hotel might choose a cloud service that integrates with its Cloudbeds PMS, eliminating the need for a PBX closet altogether. The key for small hotels is to ensure the chosen system isn't "too much" – an overly complex enterprise PBX can be overkill. **NEC** and **3CX** (with hotel module) are common choices in this segment for on-prem, while **hosted PBX solutions** are gaining ground for their low up-front cost.

- **Mid-Size Hotels (100–300 rooms):** These hotels (perhaps a mid-range branded hotel or a boutique collection) usually require full-featured systems since they offer more services (room service, multiple departments) but still need to watch costs. **Mitel** and **PhoneSuite** both target this range strongly – Mitel because of its long chain approval list and feature set, and PhoneSuite because it often underbids larger companies while meeting brand standards (Source: csmsouth.com). **ComXchange** is highly suitable here as well, as it delivers enterprise-grade features at (according to ClearlyIP) an attractive price point (Source: clearlyip.com). Many mid-size hotels appreciate **hybrid systems** – e.g. keeping analog phones in rooms to save money but using IP for admin – which Mitel, NEC, ComXchange, and PhoneSuite all support. **Avaya IP Office** has also been popular in this range historically, though, as noted, it needed add-ons for full hospitality functionality. The choice may come down to whether the hotel is part of a chain (and thus guided by brand

mandates to use certain approved vendors) or independent (with freedom to choose newer solutions). Mid-size hotels also might start exploring **hybrid cloud** – for instance, using a cloud service but retaining some on-site gateway for analog phones or emergency lines. ComXchange's hybrid offering could be a selling point here (Source: clearlyip.com)(Source: clearlyip.com). In general, mid-size properties need a balance of reliability and cost: Mitel and NEC are often perceived as more expensive but very reliable; newer systems like ComXchange or cloud providers might save cost, but hotels will evaluate if they feel confident in support and longevity.

- **Large Hotels and Resorts (300+ rooms, convention hotels, casinos):** Large-scale properties demand robust, highly scalable systems that can integrate with many subsystems (PMS, POS, call accounting, staff paging, possibly multiple PMS for different operations like hotel vs. casino). **Mitel** and **NEC** have traditionally dominated this space due to their proven capacity – they can handle thousands of extensions and have features like networked operator consoles for large hotels, and integration to multiple interfaces. **Avaya Aura Communication Manager** is also found in some big resorts and casinos, leveraging its high capacity and call center strength. These hotels often have complex requirements – e.g. a resort might have multiple towers (thousands of rooms), a need for extensive analog phone support in guest areas, integration to a casino management system, and more. **NEC** is known to power some Vegas hotels because it can handle tens of thousands of endpoints on a single system (Source: go.clearlyip.com). **Cisco**, too, occasionally finds a home in large tech-forward hotels – for example, a huge convention hotel might choose Cisco for convergence (one network for voice and data) if they have the IT muscle to support it. For resorts, **redundancy and emergency features** are paramount: systems like Mitel and NEC offer redundant controllers, and ClearlyIP's ComXchange can be deployed in a redundant/hybrid mode to ensure no single point of failure (Source: go.clearlyip.com). These large properties also often benefit from **multi-property integration** – some chains link multiple resorts to a central call center or central reservations, which Mitel, Avaya, and Cisco can facilitate via networking multiple PBXs or using a centralized cloud. **ComXchange**, while relatively new to the very-large segment, boasts up to 3,000 extensions on one server and could be deployed in a network for larger needs, though it may not yet have the track record at a single-site scale of a 2,000-room hotel (it likely has multi-site deployments that sum to that). **PhoneSuite** historically topped out at mid-large hotels (their PBX models like 112e supported a few hundred extensions, though new Voiceware versions can network for more). In summary, for a big hotel or resort, Mitel and NEC are often seen as safe choices, Avaya if it's already in place or if a strong contact center is needed, and Cisco if the property prioritizes integration with Cisco infrastructure.

- **Luxury Hotels & Full-Service (any size, emphasis on guest experience):** High-end hotels (whether 100 rooms or 500 rooms) often focus on guest experience and may invest in technology as part of that. These hotels may be interested in **cutting-edge integrations** – for instance, linking the phone system with in-room tablets or voice assistants (like Alexa) for guest use, or ensuring the phone system integrates with the CRM to greet repeat guests by name at the front desk. Avaya and Mitel both have solutions to integrate with CRM/loyalty systems for personalized service (through their contact center or middleware). **ComXchange's integration with voice assistants** could be attractive here as well (Source: go.clearlyip.com). Luxury hotels also require rock-solid reliability and often have concierge and guest services that rely on phone communications heavily; thus they will lean towards vendors with excellent support and a reputation for quality. This could mean sticking with Mitel/Avaya/NEC for proven reliability, though if a new system like

ComXchange or a cloud solution can demonstrate that (perhaps via references in other luxury properties), they might consider it. Cost is less of a barrier in this segment if a system demonstrably improves guest satisfaction or operational efficiency.

- **Select-Service and Limited-Service Chains:** These hotels (think limited-service brands, roadside hotels, etc., usually 50–150 rooms with no extensive banquet facilities) need compliance and basic functionality more than advanced features. They often choose lower-cost solutions that meet brand minimum standards. **PhoneSuite**, **NEC SL2100**, or cloud solutions have traction here due to cost. ComXchange could be a candidate if positioned cost-wise appropriately for franchises (especially if clearlyIP pursues brand approvals). For an owner of a portfolio of select-service hotels, a cloud solution that can service all properties with centralized management might be appealing – for instance, one could have a ComXchange or other cloud instance multi-tenant for several hotels, simplifying management and potentially saving cost on maintenance.

- **Multi-Property and Chain Operations:** For large chains or ownership groups, standardization is key. Many will pick one or two preferred vendors to streamline support and training. Mitel and PhoneSuite have been big winners in North America for that reason (they are approved in many brand standards) (Source: csmsouth.com). If clearlyIP's ComXchange gains more brand approvals, it could become part of that conversation, since it positions itself as a modern alternative. Chains also consider how a system integrates with **corporate systems** – e.g. linking to a central guest profile database, or integrating with corporate emergency notification systems. Avaya and Cisco sometimes come into play at the corporate level (for headquarter communications), but for the hotels themselves, local needs dominate. A chain will also evaluate vendor **support infrastructure**: does the vendor have enough certified partners in all the regions where the chain operates? This is an edge that Mitel and NEC (global companies) have, and something a smaller company must develop to compete chain-wide. ClearlyIP's strategy of using a "nationwide network of resellers" (Source: clearlyip.com) is meant to address that – ensuring if a chain deploys ComXchange, there are technicians available coast-to-coast.

In essence, **boutique and small hotels** might lean towards newer, cloud or cost-efficient systems, **mid-size and upscale hotels** balance features and cost (often with traditional vendors unless a new solution proves itself), and **large or luxury hotels** gravitate to the proven high-capacity systems but will incorporate new tech via integrations. Emergency compliance (Kari's Law/RAY BAUM's) is a factor across all sizes: any system that couldn't meet those is a non-starter in the U.S. since 2020-2021. Fortunately, all the systems discussed have solutions for compliance – so the differentiation comes more from features, cost, and integration capabilities relative to the hotel's scale.

Future Trends in Hotel Telephony and Unified Communications

Hotel communications are continually evolving, and several **trends** are shaping the future of phone systems in hospitality:

- **Cloud Migration and Hybrid Cloud:** As with enterprise IT, hospitality is gradually moving communications to the cloud where it makes sense. Many new hotels are opting for hosted PBX/UC services to avoid maintaining hardware. This will continue, but **hybrid models** will be popular – hotels want the flexibility of cloud with the

reliability of on-prem for critical functions. We already see vendors like ClearlyIP emphasizing hybrid cloud for hotels (Source: clearlyip.com)(Source: clearlyip.com), and Mitel and NEC offering cloud alternatives. In the future, more chains might adopt a **cloud-first approach**, possibly running a virtual PBX for multiple properties in a central data center or cloud, with minimal on-site equipment (just phones and maybe an analog gateway). This could simplify updates and ensure consistency across properties. However, concerns about uptime and emergency dialing mean that local survivability (via either on-prem controllers or fail-safes) will remain crucial in design.

- **Mobile Integration and BYOD for Staff:** The days of staff being tied to a desk or a wired phone are ending. Hotel phone systems are integrating with **staff smartphones** – through softphone apps or even integration with platforms like **Microsoft Teams** or other workforce apps. For example, a maintenance worker might receive a guest room call on their mobile app rather than a radio or wired phone. ClearlyIP's ComXchange can use the Clearly Anywhere app to let staff take calls anywhere (Source: channelvisionmag.com), and Avaya and Mitel have their own mobility solutions. Expect this to go further: integration with **staff task management systems** (e.g., a call from room 101 might automatically generate a task on a mobile app for housekeeping if it's a housekeeping request). Unified communications features like presence, instant messaging, and group conferencing will increasingly be used in the hotel context for internal coordination.

- **Guest Mobile Connectivity:** Hotels are exploring ways to integrate guest smartphones with their communications. One approach is letting guest mobile devices act as an extension of the in-room phone (as NEC has done with softphone tech) (Source: go.clearlyip.com). Another approach is providing in-app calling – for instance, a hotel's mobile app might have a "Call Front Desk" button that uses VoIP, possibly through the hotel's PBX, to ring the front desk. This bypasses cell networks and allows the call to be tied to the guest room or profile (so the staff know who is calling). We may see more of these integrations, which blur the line between traditional phone systems and mobile apps. It gives guests convenience – they can use their own device to communicate with hotel services, on or off property, with the context of their stay attached.

- **AI and Voice Assistants: Voice-activated services** are becoming part of hotel experiences. Amazon's Alexa for Hospitality, for example, enables an Echo device in the room to handle requests like calling the front desk, ordering amenities, or playing music (Source: venturebeat.com)(Source: venturebeat.com). These devices often interface with the hotel's phone system or service platform. For instance, saying "Alexa, call the concierge" might route through the hotel PBX as a call (Source: venturebeat.com). Hotels are trialing AI concierge systems (like **Angie** devices or Alexa) that integrate with telephony and messaging. On the back-end, **AI-driven call routing and analytics** are emerging. Dialpad promotes AI transcriptions and sentiment analysis; one can imagine a near future where an AI listens to guest requests and prioritizes or routes them to appropriate departments automatically. AI chatbots may also handle routine calls ("What time is check-out?") via an IVR before involving staff. Avaya and others are adding **conversational AI** to their contact center suites (Source: go.clearlyip.com), which could be leveraged by hotels for reservation calls or frequently asked questions.

- **Unified Guest Communication Platforms:** Hotels are increasingly looking at unifying communications across voice, text, and app messaging. A guest might start a conversation via text message with the front desk, then later call – and staff would ideally see the history regardless of channel. This requires integration of the phone system with messaging platforms and CRMs. Some vendors, like **Mitel (MiContact Center)**, already enable

multi-channel guest contact handling (Source: go.clearlyip.com)(Source: go.clearlyip.com). In the future, more hotel phone systems might come with or connect to guest engagement platforms that aggregate SMS, WhatsApp, voice calls, and even video chat with guests. The phone system will thus become part of a broader **guest engagement hub** rather than a standalone voice silo.

- **IoT Integration and Automation:** Telephony will play a role in the Internet of Things in hotels. For example, phones might interface with door locks or in-room IoT devices for emergency monitoring (a concept already in some emergency alert systems where a phone can act as a sensor or interface). Also, PBX systems might integrate with building management – e.g., if a fire alarm is pulled, the phone system could broadcast an automated emergency message to all guest phones (some systems like PhoneWire's cloud PBX advertise this "emergency broadcast to all handsets" feature (Source: phonewire.com)(Source: phonewire.com)). We can expect more such safety integrations mandated by law or brand standards, ensuring communications systems coordinate with alarms, panic buttons, and so on.

- **Enhanced Emergency Locating:** RAY BAUM's Act enforcement is pushing innovation in pinpointing 911 caller location. Future hotel phone systems might integrate with wireless access points or sensors to identify, for instance, if a call is coming from a pool area or a conference hall phone, not just a room. Solutions that integrate phones with **real-time location systems (RTLS)** could become a trend, especially in large resorts or high-rise hotels, to assist emergency responders beyond just room numbers (for public space phones).

- **SaaS and Subscription Models:** The business model of hotel phone systems is shifting from large upfront purchases to more **subscription-based** models. Even on-prem gear might be offered "as a service" or leased, with regular software updates. This will allow hotels to keep systems up-to-date more easily (important for security patches) and scale licenses seasonally. It also means vendors will be more incentivized to continually add features (to reduce churn). We might see more convergence where a vendor provides a whole suite (PBX, internet, IPTV, etc.) under one monthly per-room fee.

- **Integration with Guest Services and Personalization:** As hotels gather more data about guests (preferences, loyalty status), phone interactions could be more personalized. The phone system could draw info from the PMS/CRM so that when a guest calls the front desk, the agent sees who it is, their VIP status, language preference, etc., enabling a tailored greeting. Some systems already do screen-pops with guest info on incoming internal calls (Source: go.clearlyip.com). This will likely become standard for upscale properties – tying the phone system into the hotel's guest profile database.

- **Continued Backward Compatibility:** While focusing on new tech, the reality is many hotels still have old wiring and phones. A near-term "trend" is simply continued support for analog and **gradual phasing out of old PBXs** that no longer meet regulations. The industry is in the midst of a refresh cycle because of the new 911 laws and aging equipment reaching end-of-life. This means a lot of hotels will upgrade systems in the next few years. Vendors will aim to capture this market by offering systems that can **drop into existing infrastructure** (reusing phones, wiring) while adding modern features. For example, solutions like PhoneWire's emphasize reusing analog phones and avoiding re-cabling while moving to cloud (Source: phonewire.com). We can expect most vendors to ensure their gear interfaces with legacy components to ease transitions (e.g., ClearlyIP built analog gateway support explicitly for this reason (Source: go.clearlyip.com)).

In conclusion, the hotel telephony space is balancing between maintaining the **fundamentals** (reliability, emergency compliance, integration with PMS – all of which remain paramount) and embracing **innovation** (cloud, mobile, AI, IoT). Decision-makers in hospitality should keep an eye on how vendors are incorporating these trends. Solutions like ComXchange are already positioning themselves with cloud/hybrid flexibility and voice assistant integration to be future-proof (Source: go.clearlyip.com)(Source: clearlyip.com). Traditional players like Mitel and NEC are evolving their offerings to remain competitive in the cloud and software arena. Hotels, ultimately, will likely adopt a mix of approaches: some ultra-modern hotels will go fully cloud and app-based, whereas others will use hybrid models that retain the proven reliability of on-prem systems while adding on the latest bells and whistles via integrations. The **unifying goal** will be to enhance guest satisfaction (through faster, more personalized service across any communication channel) and improve staff efficiency (through mobility and smarter automation) – all while keeping the system compliant and operational 24/7 (Source: go.clearlyip.com). The phone system of the future may not look like the phone system of the past, but it will continue to be a cornerstone of hotel operations, deeply integrated into the digital ecosystem of hospitality.

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Tags: hospitality technology, pbx, voip, hotel operations, telephony, pms integration, cloud communications, on-premise pbx

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About ClearlyIP

ClearlyIP Inc. — Company Profile (June 2025)

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1. Who they are

ClearlyIP is a privately-held unified-communications (UC) vendor headquartered in Appleton, Wisconsin, with additional offices in Canada and a globally distributed workforce. Founded in 2019 by veteran FreePBX/Asterisk contributors, the firm follows a "build-and-buy" growth strategy, combining in-house R&D with targeted acquisitions (e.g., the 2023 purchase of Voneto's EPlatform UCaaS). Its mission is to "design and develop the world's most respected VoIP brand" by delivering secure, modern, cloud-first communications that reduce cost and boost collaboration, while its vision focuses on unlocking the full potential of open-source VoIP for organisations of every size. The leadership team collectively brings more than 300 years of telecom experience.

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2. Product portfolio

- **Cloud Solutions** – Including *Clearly Cloud* (flagship UCaaS), **SIP Trunking**, **SendFax.to** cloud fax, **ClusterPBX OEM**, **Business Connect** managed cloud PBX, and **EPlatform** multitenant UCaaS. These provide fully hosted voice, video, chat and collaboration with 100+ features, per-seat licensing, geo-redundant PoPs, built-in call-recording and mobile/desktop apps.
- **On-Site Phone Systems** – Including CIP PBX appliances (FreePBX pre-installed), ClusterPBX Enterprise, and Business Connect (on-prem variant). These offer local survivability for compliance-sensitive sites; appliances start at 25 extensions and scale into HA clusters.
- **IP Phones & Softphones** – Including CIP SIP Desk-phone Series (CIP-25x/27x/28x), fully white-label branding kit, and *Clearly Anywhere* softphone (iOS, Android, desktop). Features zero-touch provisioning via Cloud Device Manager or FreePBX "Clearly Devices" module; Opus, HD-voice, BLF-rich colour LCDs.
- **VoIP Gateways** – Including Analog FXS/FXO models, VoIP Fail-Over Gateway, POTS Replacement (for copper sun-set), and 2-port T1/E1 digital gateway. These bridge legacy endpoints or PSTN circuits to SIP; fail-over models keep 911 active during WAN outages.
- **Emergency Alert Systems** – Including **CodeX** room-status dashboard, **Panic Button**, and **Silent Intercom**. This K-12-focused mass-notification suite integrates with CIP PBX or third-party FreePBX for Alyssa's-Law compliance.

- **Hospitality** – Including **ComXchange** PBX plus PMS integrations, hardware & software assurance plans. Replaces aging Mitel/NEC hotel PBXs; supports guest-room phones, 911 localisation, check-in/out APIs.
- **Device & System Management** – Including **Cloud Device Manager** and **Update Control (Mirror)**. Provides multi-vendor auto-provisioning, firmware management, and secure FreePBX mirror updates.
- **XCast Suite** – Including Hosted PBX, SIP trunking, carrier/call-centre solutions, SOHO plans, and XCL mobile app. Delivers value-oriented, high-volume VoIP from ClearlyIP's carrier network.

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3. Services

- **Telecom Consulting & Custom Development** – FreePBX/Asterisk architecture reviews, mergers & acquisitions diligence, bespoke application builds and Tier-3 support.
- **Regulatory Compliance** – E911 planning plus **Kari's Law**, **Ray Baum's Act** and **Alyssa's Law** solutions; automated dispatchable location tagging.
- **STIR/SHAKEN Certificate Management** – Signing services for Originating Service Providers, helping customers combat robocalling and maintain full attestation.
- **Attestation Lookup Tool** – Free web utility to identify a telephone number's service-provider code and SHAKEN attestation rating.
- **FreePBX® Training** – Three-day administrator boot camps (remote or on-site) covering installation, security hardening and troubleshooting.
- **Partner & OEM Programs** – Wholesale SIP trunk bundles, white-label device programs, and ClusterPBX OEM licensing.

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4. Executive management (June 2025)

- **CEO & Co-Founder: Tony Lewis** – Former CEO of Schmooze Com (FreePBX sponsor); drives vision, acquisitions and channel network.
- **CFO & Co-Founder: Luke Duquaine** – Ex-Sangoma software engineer; oversees finance, international operations and supply-chain.
- **CTO & Co-Founder: Bryan Walters** – Long-time Asterisk contributor; leads product security and cloud architecture.
- **Chief Revenue Officer: Preston McNair** – 25+ years in channel development at Sangoma & Hargray; owns sales, marketing and partner success.
- **Chief Hospitality Strategist: Doug Schwartz** – Former 360 Networks CEO; guides hotel vertical strategy and PMS integrations.
- **Chief Business Development Officer: Bob Webb** – 30+ years telco experience (Nsight/Cellcom); cultivates ILEC/CLEC alliances for Clearly Cloud.
- **Chief Product Officer: Corey McFadden** – Founder of Voneto; architect of EPlatform UCaaS, now shapes ClearlyIP product roadmap.
- **VP Support Services: Lorne Gaetz** (appointed Jul 2024) – Former Sangoma FreePBX lead; builds 24×7 global support organisation.
- **VP Channel Sales: Tracy Liu** (appointed Jun 2024) – Channel-program veteran; expands MSP/VAR ecosystem worldwide.

5. Differentiators

- **Open-Source DNA:** Deep roots in the FreePBX/Asterisk community allow rapid feature releases and robust interoperability.
- **White-Label Flexibility:** Brandable phones and ClusterPBX OEM let carriers and MSPs present a fully bespoke UCaaS stack.
- **End-to-End Stack:** From hardware endpoints to cloud, gateways and compliance services, ClearlyIP owns every layer, simplifying procurement and support.
- **Education & Safety Focus:** Panic Button, CodeX and e911 tool-sets position the firm strongly in K-12 and public-sector markets.

In summary

ClearlyIP delivers a comprehensive, modular UC ecosystem—cloud, on-prem and hybrid—backed by a management team with decades of open-source telephony pedigree. Its blend of carrier-grade infrastructure, white-label flexibility and vertical-specific solutions (hospitality, education, emergency-compliance) makes it a compelling option for ITSPs, MSPs and multi-site enterprises seeking modern, secure and cost-effective communications.