

BT Cloud Voice Vs Birchills

A Fully Detailed Comparison



A Birchills Telecom Whitepaper

November 2016



birchills.net
the simplest VoIP yet

Birchills Versus BT Cloud Voice Detailed Comparison

Introduction

Birchills Telecom welcome the competition from BT provided by BT Cloud Voice. We believe that competition drives innovation and improves customer experience.

We know that the choice people make is not only about price – if it were then Birchills would always be the favourite. It is also about trust and values. BT sees itself as the premium business supplier with a long legacy whereas we see ourselves as driving value with integrity. The choice you make is ultimately yours.

The comparison that follows is drawn from publicly available sources. We have tried to present the facts as objectively as possible but you should not rely on this document alone because BT may have changed their minds or we may have misinterpreted their price list.

Birchills Telecom is a competitor to BT Business and whilst we have tried to be fair we are clearly biased in favour of our service offer.

We hope that this document is useful to you. We always welcome feedback and any – and all comments are welcome.

David Hill

Chairman Birchills Telecom

November 2016


Customer Options

Part 18: BT Business VoIP Services

Subpart 9: BT Cloud Voice

BT Cloud Voice pricing information

1. Installation, connection and set-up charges

| | One off charge Exc. VAT (£) |
|---|---|
| BT Cloud Voice Service Connection Charge | £100.00 |
| Optional Services |  |
| BT Cloud Voice - User set-up charge | £10.00 |
| BT Cloud Voice - Onsite Installation (Medium) 11 to 25 device | £296.00 |
| BT Cloud Voice - Onsite Installation (Large) 26 to 50 device | £509.00 |

Note: devices refer to IP Phone installations

2. Monthly payment charges (including associated one-off connections charges)

| | One-off payments | Monthly rental payments | Optional Total Care monthly charge |
|--|-----------------------------------|-------------------------|------------------------------------|
| | Connection Charge Exc. VAT (£) | Exc. VAT (£) | Exc. VAT (£) |
| BT Cloud Voice Basic User - Minimum Period of 1 year | £0.00 | £8.00 | £1.20 |
| BT Cloud Voice Connect User - Minimum Period of 1 year | £0.00 | £11.00 | £1.70 |
| BT Cloud Voice Collaborate User - Minimum Period of 1 year | £0.00 | £17.00 | £2.40 |
| BT Cloud Voice Basic User - Minimum Period of 2 years | £0.00 | £6.40 | £1.10 |
| BT Cloud Voice Connect User - Minimum Period of 2 years | £0.00 | £8.80 | £1.50 |
| BT Cloud Voice Collaborate - Minimum Period of 2 years | £0.00 | £13.60 | £2.10 |

| | One-off payments | Monthly rental payments |
|--|--------------------------------|-------------------------|
| | Connection Charge Exc. VAT (£) | Exc. VAT (£) |
| BT Cloud Voice - Reception Console | £0.00 | £15.00 |
| BT Cloud Voice - Receptionist Small Business | £0.00 | £8.00 |
| BT Cloud Voice - Shared Call Appearance | £0.00 | £1.00 |
| BT Cloud Voice - Toolbar | £0.00 | £0.50 |
| BT Cloud Voice - Busy Lamp Field | £0.00 | £0.50 |
| BT Cloud Voice - Hot Desking Host | £0.00 | £0.80 |
| BT Cloud Voice - Hot Desking Guest | £0.00 | £0.80 |
| BT Cloud Voice - CRM Connect | £0.00 | £6.90 |
| BT Cloud Voice - UC Business | £0.00 | £3.00 |
| BT Cloud Voice - UC Team | £0.00 | £8.00 |
| BT Cloud Voice - Call Recording | £0.00 | £6.00 |
| BT Cloud Voice - Fax Messaging | £0.00 | £0.50 |

2.3 Site Add-on Licenses (per licence)

| | One-off payments | Monthly rental payments |
|---------------------------------------|--------------------------------|-------------------------|
| | Connection Charge Exc. VAT (£) | Exc. VAT (£) |
| BT Cloud Voice - Auto Attendant | £0.00 | £8.00 |
| BT Cloud Voice - Call Centre ACD | £0.00 | £14.00 |
| BT Cloud Voice - Hunt Group Plus | £0.00 | £4.00 |
| BT Cloud Voice - Call Centre ACD Plus | £0.00 | £4.00 |

2.4 Geographic Numbers (per number)

| | One-off payments | Monthly rental payments |
|----------------------------------|--------------------------------|-------------------------|
| | Connection Charge Exc. VAT (£) | Exc. VAT (£) |
| BT Cloud Voice Geographic Number | £1.00 | £0.50 |

3. Cost of Hardware

| | One off payment | |
|-----------------|-----------------|--------|
| | ExcVAT | IncVAT |
| | £ | £ |
| Falcon IP Phone | 90.00 | 108.00 |
| Cisco SPA 303 | 75.00 | 90.00 |

Where the IP Phone has been purchased as an outright sale, it is covered by a 12 months warranty. If a fault occurs with the phone and it is one which is covered by the warranty, the Customer will be required to return the phone to BT within 14 days of receiving a replacement. If the phone is not received by BT within 14 days, the Customer will be charged the one-off payment charge specified above. A replacement phone may be a different make and / or model from that previously supplied.

2.1 Warranty for IP Phone (rental package)

(a). If, for a period of 24 months from delivery, BT is notified of a fault in the phone which is due to faulty design, manufacture or materials, or the negligence of BT, BT will where necessary by arrangement with the Customer, replace or (at its option) repair the faulty part free of charge provided that:

(i) the phone has been properly kept, used and maintained in accordance with the manufacturer's or BT's instructions, if any, and has not been modified except with BT's written consent; or

(ii) the fault is not due to accidental or wilful damage; interference with or maintenance of the phone by persons other than BT.

A replacement phone may be a different make and / or model from that previously supplied.

(b). This warranty does not cover fair wear and tear.

(c). The Customer will be required to return a faulty phone to BT with 14 days on receiving replacement. If the faulty phone is not received by BT within 14 days, BT will charge the Customer at the rate specified in section one off payment details as above

(d). If the Customer reports a fault and BT finds there is none or that the Customer has caused the fault, BT may apply a charge.

Title in the IP Phone passes to the Customer at the end of the Minimum Period (2 years)

4. Call costs

| | Call bundle price(Monthly) |
|---|----------------------------|
| BT Cloud Voice – 500 inclusive minutes | £11.25 |
| BT Cloud Voice – 100 inclusive minutes | £22.50 |
| BT Cloud Voice – 2500 inclusive minutes | £56.25 |
| BT Cloud Voice – 5000 inclusive minutes | £112.50 |
| BT Cloud Voice – 10,000 inclusive minutes | £225.00 |

4.1 Call charges outside of bundles

| | Price in pence per minute (2 decimal places) | | | | | |
|--------------------------------|--|---------|---|---------|----------------------------|---------|
| | Daytime Mon-Fri 7am-7pm | | Evenings/Nighttime Mon-Fri before 7am & after 7pm | | Weekends All day Sat & Sun | |
| | Exc VAT | Inc VAT | Exc VAT | Inc VAT | Exc VAT | Inc VAT |
| | p | p | p | p | p | p |
| Calls to UK geographic numbers | 2.40 | 2.881 | 1.60 | 1.921 | 1.60 | 1.921 |
| Calls to fixed mobiles | BT Premier value rates apply | | | | | |

There is a minimum cost of 2.8p per minute at all times.

BT Premier rates

| | Price in pence per minute (2 decimal places) | | | | | |
|----------|--|---------|---|---------|----------------------------|---------|
| | Daytime Mon-Fri 7am-7pm | | Evenings/Nighttime Mon-Fri before 7am & after 7pm | | Weekends All day Sat & Sun | |
| | Exc VAT | Inc VAT | Exc VAT | Inc VAT | Exc VAT | Inc VAT |
| | p | p | p | p | p | p |
| O2 | 8.10 | 9.72 | 8.10 | 9.72 | 8.10 | 9.72 |
| EE | 8.10 | 9.72 | 8.10 | 9.72 | 8.10 | 9.72 |
| Vodafone | 8.10 | 9.72 | 8.10 | 9.72 | 8.10 | 9.72 |
| 3 Mobile | 17.89 | 21.47 | 13.71 | 16.45 | 15.14 | 18.17 |

There is a minimum cost of 2.8p per call at all times

Birchills Telecom

Customer Options

Comparative price list

Birchills pricing information

1. Installation, connection and set-up charges

| | One off charge |
|-------------------------------------|----------------|
| | Exc. VAT (£) |
| Birchills Service Connection Charge | £0.00 |

Birchills charges no connection charge for the service at all. All our setup is done via the internet so no engineer is needed to install anything. This also means no expensive hardware is needed.

2. Monthly payment charges (including associated one-off connections charges)

2.1 User Feature Pack Licenses (per licence)

| | One-off payments | Monthly rental payments | Optional Total Care monthly charge |
|--|-----------------------------------|-------------------------|------------------------------------|
| | Connection Charge Exc. VAT (£) | Exc. VAT (£) | Exc. VAT (£) |
| Birchills 1 User - Minimum Period of 30 days | £0.00 | £10.00 | Free lifetime support |
| Birchills each additional User – Minimum period of 30 days | £0.00 | £10.00 | Free lifetime support |
| Birchills Pro Discount for Customers with 10+ users | £0.00 | £-4.30 | |

Birchills offers one level of service package that is comparable with the highest level offered by BT i.e. BT cloud voice collaborate. The only service included in this package that is currently not offered by Birchills is video conferencing. We don't tie customers into 1 or 2 year contracts with our minimum term being only 30 days. Our customers stay with us because they want to not because they have to. We also offer support through a dedicated team of experts who are available 24/7 for no extra cost.

The Pro discount is offered to all customers with 10 or more extensions with us and is applied every month for every extension.

2.2 User Add-on Licenses (per licence)

| | One-off payments | Monthly rental payments |
|---|--------------------------------|-------------------------|
| | Connection Charge Exc. VAT (£) | Exc. VAT (£) |
| Birchills - Reception Console | £0.00 | £0.00 |
| Birchills - Receptionist Small Business | £0.00 | £0.00 |
| Birchills - Shared Call Appearance | £0.00 | £0.00 |
| Birchills - Toolbar | £0.00 | £0.00 |
| Birchills - Busy Lamp Field | £0.00 | £0.00 |
| Birchills - Hot Desking Host | £0.00 | £0.00 |
| Birchills - Hot Desking Guest | £0.00 | £0.00 |
| Birchills - CRM Connect (Easydial) | £0.00 | £0.00 |
| Birchills - UC Business | £0.00 | £0.00 |
| Birchills - UC Team | £0.00 | £0.00 |
| Birchills - Call Recording | £0.00 | £0.00 |
| Birchills - Fax Messaging | £0.00 | £0.00 |

Birchills does not have any sneaky add ons as we believe that a clear honest pricing structure is beneficial to our customers.

2.3 Site Add-on Licenses (per licence)

| | One-off payments | Monthly rental payments |
|-----------------------------|--------------------------------|-------------------------|
| | Connection Charge Exc. VAT (£) | Exc. VAT (£) |
| Birchills - Auto Attendant | £0.00 | £0.00 |
| Birchills - Hunt Group Plus | £0.00 | £0.00 |

2.4 Geographic Numbers (per number)

| | One-off payments | Monthly rental payments |
|-----------------------------|--------------------------------|-------------------------|
| | Connection Charge Exc. VAT (£) | Exc. VAT (£) |
| Birchills Geographic Number | £0.00 | £0.00 |

3. Cost of Hardware

| | One off payment | |
|---------------------|-----------------|--------|
| | ExcVAT | IncVAT |
| | £ | £ |
| Grandstream GXP160 | £0.00 | £0.00 |
| Grandstream GXP2130 | £24.00 | £28.80 |
| Gigaset A540H | £39.00 | £46.80 |

Birchills Grandstream GXP1610 IP phones are supplied free 1 per user. Our support team are on hand to deal with any issues with hardware and Birchills is able to replace parts or whole phones as required. This does not cover wear and tear or damage from misuse or accidental or wilful damage. We don't need you to post faulty phones back to us and if you decide to leave us you can keep the phones as they will remain unlocked and able to connect to any VoIP network in the future. We don't lock our phones exclusively to our network. Other makes and models of IP phones are available through Birchills at the request of the customer, however these will carry differing charges based on the model requested. The prices quoted are inclusive of a discount offered when purchasing hardware with new extensions.

4. Call Costs

| | Call bundle Price(Monthly) |
|-----------------------|----------------------------|
| Unlimited call bundle | £10.00 |

Birchills unlimited call bundle must be applied to every user extension in the system and is subject to our fair use policy.

| | Price in pence per minute (2 decimal places) | | | | | |
|-----------|--|---------|---|---------|----------------------------|---------|
| | Daytime Mon-Fri 7am-7pm | | Evenings/Nighttime Mon-Fri before 7am & after 7pm | | Weekends All day Sat & Sun | |
| | Exc VAT | Inc VAT | Exc VAT | Inc VAT | Exc VAT | Inc VAT |
| | p | p | p | p | p | p |
| Landlines | 1.20 | 1.44 | 1.20 | 1.44 | 1.20 | 1.44 |
| Mobiles | 9.50 | 11.4 | 9.50 | 11.4 | 9.50 | 11.4 |

There is no minimum call costs with Birchills, no connection charges and no call rounding. Our pricing is simple and easy.

Direct comparison over 12 months for a 10 User system with a phone number, Call recording, Auto attendant, CRM, Fax to email and Shared number appearance

| | BT | | Birchills | |
|--------------------------|----------------|----------------------------|----------------|------------------------------|
| | One off charge | Monthly cost for 12 months | One off Charge | Monthly cost for 12 months |
| Connection charge | £100.00 | £0.00 | £0.00 | £0.00 |
| User charge (x10) | £0.00 | £1524.00 | £0.00 | £684(including Pro Discount) |
| IP Phones | £750 | £0.00 | £0.00 | £0.00 |
| Phone number | £1.00 | £6.00 | £0.00 | £0.00 |
| Call recording | £0.00 | £72.00 | £0.00 | £0.00 |
| Auto attendant | £0.00 | £96.00 | £0.00 | £0.00 |
| CRM/Easydial | £0.00 | £82.80 | £0.00 | £0.00 |
| Fax to email | £0.00 | £6.00 | £0.00 | £0.00 |
| Shared number appearance | £0.00 | £12.00 | £0.00 | £0.00 |
| Total | £851 | £1798.8 | £0.00 | £684.00 |
| Total (EXC VAT) | £2649.80 | | £684.00 | |
| Grand Total (inc VAT) | £3179.76 | | £820.80 | |

This is based on Birchills Telecom's including free support and the comparative BT package i.e. BT Cloud voice connect including the optional total care package. It is based on 12 months as that is the minimum contract with BT. Birchills users are all on a rolling 30 day contract giving more freedom to the customer.

The Birchills system actually offers more features than BT Cloud voice connect however as we currently don't offer video conferencing it seemed slightly misleading to base this comparison on the BT collaborate package.

All information is taken from the internet (mostly BT.com) and although we try our best to make sure data is current and correct we cannot guarantee its accuracy.

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Conclusion

Birchills Telecom welcome the competition from BT provided by BT Cloud Voice. We believe that competition drives innovation and improves customer experience.

The conclusions are:

- The cost of a 10 user system over 12 months with BT excluding call costs is £2649.00, the cost from Birchills Telecom is £684.00. That is Birchills Telecom are 74% cheaper than BT Cloud Voice over the 1st year.
- The hardware costs from BT are £750.00 whereas with Birchills they are zero.
- There are significant savings in subsequent years.
- Birchills Telecom charges calls by the second with no minimum charge, no rounding and no connection charge. This makes Birchills Calls significantly less expensive than BT.
- There are no long contracts with Birchills Telecom – customers stay because they want to not because they have to.

The comparison has been drawn from publicly available sources. We have tried to present the facts as objectively as possible but you should not rely on this document alone because BT may have changed their minds or we may have misinterpreted their price list.

Birchills Telecom is a competitor to BT Business and whilst we have tried to be fair we are clearly biased in favour of our service offer.

Birchills Telecom
November 2016



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