

# BT Cloud Phone Vs Birchills

A Fully Detailed Comparison



A Birchills Telecom Whitepaper



**birchills.net**  
the simplest VoIP yet

# **Birchills Versus BT Cloud Phone Detailed Comparison**

## **Introduction**

Birchills Telecom welcome the competition from BT provided by BT Cloud Phone. 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

July 2016

## BT Price List

# Customer Options

## Part 18:BT Business VoIP Services

### Subpart 10:BT Cloud Phone

## BT Cloud Phone pricing information

### 1. Installation, connection and set-up charges

	One off charge Exc. VAT (£)
BT Cloud Phone Service Connection Charge	£100.00

### 2. Monthly payment charges and Packages

BT Cloud Phone User Feature Packs (Licence):	Recurring Monthly Charge (per User), exc. VAT	
	1 year minimum period	2 year minimum period
BT Cloud Phone Basic	£15.00	£13.00
BT Cloud Phone Connect	£20.00	£18.00
BT Cloud Phone Connect including Unlimited UK Calls	£23.00	£21.00
BT Cloud Phone Collaborate	£25.00	£23.00
BT Cloud Phone Collaborate including Unlimited UK Calls	£28.00	£26.00

At the end of the contract term, unless the contract is resigned the 1 year, monthly charge will apply

A customer can have any amount of User Feature Packs, but they must all be the same type within the account.

Inclusive UK minutes cover calls to call types 01, 02, 03, 05 (where charged at g21 rates), 0870, 0845, and UK fixed to mobile calls - to all fm charge rates (excludes calls to specialised numbers at other rates).

Calls will be terminated by BT after 4 hours.

Each User account shall have a call limit of £100 a day and £300 a month. The User may increase the aforementioned call limit by contacting their Administrator. For the avoidance of doubt, this call limit shall apply to all overage calls that are not included in the User Feature Pack.

Features	BT Cloud Phone		
	Basic	Connect	Collaborate
<b>Mobile and web-based call management and phone system admin.</b> An online portal is used to administer the system, such as adding new users, upgrading your User Feature Pack and setting up and changing call handling rules. This can be done via our mobile apps if users are out and about.	Y	Y	Y
<b>Fully integrated Android and iOS apps.</b> Allow users to use and manage the phone system from their smartphone. Whether they're on the go or at their desk, their mobile is ready for calls, faxes, system administration, notifications, conferencing and voicemail.	Y	Y	Y
<b>Desktop app/softphone.</b> Users can plug in a headset and use the Desktop app to turn any internet-enabled computer into the smartest phone available, allowing them to make and receive calls, messages, faxes and use conferencing.	Y	Y	Y
<b>Audio Conferencing.</b> Each user gets their own host and participant access code so users and their teams can hold conferences whenever they want.	Y	Y	Y

<b>Call Recording On-Demand.</b> Gives all users the ability to record a specific call by pressing *9 to start the recording and *9 when they're finished. Recordings are kept for 90 days with a maximum of 200 calls per mailbox/user; and they can be easily downloaded and archived if necessary.	Y	Y	Y
<b>Call Recording Automatic.</b> You can ensure all your calls are automatically recorded – both incoming and outgoing. Recordings can be downloaded and play-backed for customer service evaluation or complaint resolution, training purposes or for keeping compliance records. Recordings are kept for 90 days with a maximum of 100,000 calls per account and they can be easily downloaded and archived if necessary. Users/queues that have call recording enabled can be easily modified by an administrator so not all calls are automatically recorded but can be managed at a granular level.	N	Y	Y
<b>Call Monitoring.</b> Allows authorised users to access calls in real time. This can help with training and coaching staff, quality assurance and improving performance, productivity and customer service.	N	Y	Y
<b>Unlimited UK Calls Package.</b> To help control costs, you can select our Unlimited UK Calls Package with our Connect or Collaborate User Feature Packs. This covers all calls to UK landlines and mobiles and gives you the reassurance of predictable pricing.	N	Y	Y
<b>Web Meetings.</b> Lets users share their screen, deliver presentations and share documents in cloud storage, such as Optional Box and Dropbox. Anyone can share and contribute from their computer or mobile device.	N	N	Y
<b>Support</b>	8am-6pm Mon-Fri	24/7	24/7
<b>Auto-Attendant/Auto-Receptionist</b> A flexible front-line auto-receptionist with a default or customised greeting to provide callers with different group or user extension options, or direct forwarding to a specific group or user instead.	Y	Y	Y
<b>Multi-Level Auto Attendant</b> Multi-level auto receptionist allows customers to create layered call handling and routing rules for calls coming into the business	N	Y	Y
<b>Answering Rules</b> Custom routing and answering rules that allow users to: <ul style="list-style-type: none"> <li>• customise days and hours of operation with specific routing rules and greetings</li> <li>• set after-hours rules which differ from business hours rules – so calls can be routed to a home phone number, directly to voicemail or to another number elsewhere</li> <li>• play custom greetings during specified date ranges, such as holidays and special events</li> <li>• apply different rules to different numbers, different users and different departments.</li> </ul>	Y	Y	Y
<b>Message or announcement only</b> extensions Sometimes you just want to have a greeting and then an option to leave a voicemail; or extensions that are message only to tell customers or staff a specific message. This can be used in conjunction with Auto-Receptionist and Hunt Groups so you can create bespoke rules for their incoming calls.	Y	Y	Y

<b>Multiple Virtual Extensions</b> Virtual extensions create a flexible structure to incorporate employees at local and satellite offices, wherever they are. Configure each extension individually through answering rules and add or remove extensions through the easy-to-use portal any time.	Y	Y	Y
<b>Call queues</b> Customers can create a call queue when they want a specific group of users such as Sales, Support, or Billing) to share incoming calls. Users can define specific business hours for each call queue and set up email notifications for missed calls, voicemails, and missed faxes and messages. Up to 10 members can be in a simultaneous queue (this can be increased to 25 or 50 via the Service Team). For sequential and rotating queues, there is no limit on the call queue.	Y	Y	Y
<b>Hunt Groups</b> A hunt group allows multiple phones to ring when a number is called. It can be set to distribute calls sequentially, simultaneously or a mixture of both.	Y	Y	Y
<b>Music and Messages On Hold</b> Customers can select/customise the music or specific messages their callers hear while on hold, waiting for the call to be answered or waiting in a queue.	Y	Y	Y
<b>Incoming Call Notification</b> Users can display the number that's been dialled or have the extension/department announced when they pick up the phone from a queue they are in. For example, it might say, "John, you have a call." Or, "Sales, you have a call." This feature helps users who are members of more than one department to answer the call appropriately.	Y	Y	Y

### 3. Cost of Hardware

<b>BT Cloud Phone – IP Phones and Devices</b>	<b>Non- Recurring Charge (exc. VAT)</b>
BT Cloud Phone - BT Polycom VVX 300	£110.20
BT Cloud Phone - BT Polycom VVX 400	£153.40
BT Cloud Phone - BT Polycom VVX 500	£220.80
BT Cloud Phone - BT Polycom VVX400 & VVX Expansion Module	£335.00
BT Cloud Phone - BT Polycom VVX500 & VVX Expansion Module	£400.00
BT Cloud Phone - Cisco SPA-122 ATA	£104.00
BT Cloud Phone - Yealink W52-P, including 1 handset	£80.00
BT Cloud Phone - Yealink W52-P, including 2 handsets	£145.00
BT Cloud Phone - Yealink W52-P, including 3 handsets	£210.00
BT Cloud Phone - Yealink W52-P, including 4 handsets	£275.00
BT Cloud Phone - Polycom IP 6000 Conference Phone	£589.00

<b>Delivery charges for IP Phones and Devices</b>	<b>Non- Recurring Charge (exc. VAT)</b>
1 to 4 devices - per site, per delivery charge.	£18.00
5 to 10 devices - per site, per delivery charge.	£23.00
11 to 20 devices - per site, per delivery charge.	£45.00
21 to 30 devices - per site, per delivery charge	£68.00
31 to 50 devices - per site, per delivery charge.	£110.00

## 4. Call costs

	Price in pence per minute (2 decimal places)	
	Fixed Price at all times	
	Exc VAT	Inc VAT
	p	p
Calls to UK geographic numbers	2.0	2.4
Calls to fixed mobiles	7.0	8.4

**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)

	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	£8.00	Free lifetime support
Birchills Pro Discount for Customers with 10+ users	£0.00	£-2.50	

Birchills offers one level of service package that is comparable with the highest level offered by BT i.e. BT cloud phone 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.

	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.

Delivery charges for IP Phones and Devices	Non- Recurring Charge (exc. VAT)
1 to unlimited devices	£0.00

### 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 5 User system with hardware

	BT Cloud Phone Connect		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 (x5)	£0.00	£1200.00	£0.00	£504.00
IP Phones + Delivery	£574.00	£0.00	£0.00	£0.00
Total	£674.00	£1200	£0.00	£504.00
Total (EXC VAT)	£1874.00		£504.00	
Grand Total (inc VAT)	£2248.80		£604.80	

This is based on Birchills Telecom's including free support and the comparative BT package i.e. BT Cloud phone connect. 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 Phone Connect however as we currently don't offer video conferencing it is not 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.



# **Birchills Versus BT Cloud Phone Detailed Comparison**

## **Conclusion**

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

The conclusions are:

- The cost of a 5 user system over 12 months with BT excluding call costs is £1874.00, the cost from Birchills Telecom is £504.00. That is Birchills Telecom are 73% cheaper than BT Cloud Voice over the 1<sup>st</sup> year.
- The hardware costs from BT are £574.00 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**  
**July 2016**



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