BUSINESS PHONE SYSTEMS CATALOG

Owned/Leased/Hosted PBX Systems, Voice over IP, Digital SMS, Analog PBX Service

FEATURING SOLUTIONS FROM:

GRANDSTREAM
CONNECTING THE WORLD

ACD
Advanced Communication & Data
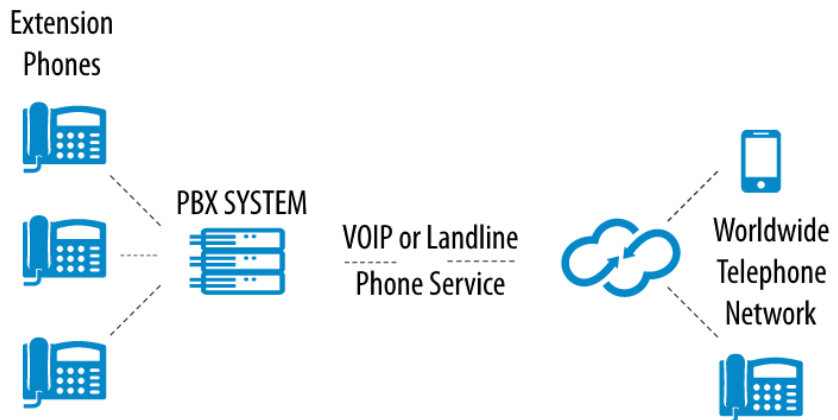
Powered by twilio

Grasshopper

What is a PBX Phone System?

PBX stands for "Private Branch Exchange", and is a standard type of business phone system. It lets you have a private phone network with separate extensions or handsets that connect to a single phone number or numbers coming from the outside phone network. PBX systems are usually highly configurable (especially digital PBX systems), and give you a lot of options for communicating between users as well as outside your local network to cell phones, landlines and other business phone systems.

What upgrading to a digital IP-PBX system can do for your business:

- Increased Employee productivity with advanced extension features

- Hear better with crystal clear digital voice services

- Significant cost savings:
  A new phone system may cost less than what you could save on your current phone bill

Extension Phones

PBX SYSTEM

VOIP or Landline Phone Service

Worldwide Telephone Network

What's better for my business? Owned, Leased or Hosted PBX?

OWNED PBX

You own all equipment

Self-contained system onsite

No recurring hardware costs

Full selection of phones/devices

Separate phone service required

Landline backup available

POE backup power available

100s of call features

Sold directly through PotterVilla

LEASED PBX

Maintenance & repair included

Self-contained system onsite

Low up-front costs

Full selection of phones/devices

Bundled VOIP available

Landline backup available

POE backup power available

100s of call features

Sold directly through PotterVilla

HOSTED PBX

Maintenance & repair included

PBX unit lives "in the cloud"

Low up-front costs

Fewer phones/devices supported

VOIP Only

100% internet-based phones

POE backup power available

100s of call features

Available through partners

UCM Series
IP PBX Solution

About the UCM Series

The anchor to any IP unified communications solution, our UCM IP PBX series delivers a stunningly powerful yet easy to manage voice, video, data and mobility platform. Businesses can unify multiple communication technologies, such as voice, video communications, video surveillance, data tools, mobility options, and facility access management, all into one management platform. Through its award winning history and thousands of deployments, the UCM series has proven to be the go-to unified communications platform.

Product Positioning

The UCM series of IP PBXs deliver market-leading technology at an affordable price for small-to-medium businesses and enterprises. With an array of VoIP, conferencing, surveillance, mobility, and data management features, this on-premise solution enables businesses to do more with their communications. The UCM's robust feature set is perfect for office, call center, hospitality, commercial, and residential deployments. With no licensing fees and free firmware upgrades for life, the UCM series is an easy choice.

2000 users — Up to 2000 Users

ZERO CONFIG — Zero Config

Call Queue

Complete Security

Competitive Features

- Supports up to 2000 users on the UCM6510 and up to 800 users on the UCM6200 series
- Zero Config and Auto Discovery for automated provisioning of Grandstream end-points
- Easy integration with CRM, PMS, and other 3rd party software
- SIP Voice and Video Support
- Features built-in call queue management, IVR, call detail records, auto attendant, and more
- Gigabit network ports with integrated PoE
- Strongest possible security with SRTP, TLS, and HTTPS encryption
- Zero licensing fees and no on-going costs

UCM Series Product Family

	UCM6202	UCM6204	UCM6208	UCM6500
SIP Accounts	500	500	800	2000
Concurrent Calls	30	45	100	200
RAM / Flash	1 GB RAM, 4 GB Flash			1 GB RAM, 32 GB Flash
FXO/FXS Ports	2 FXO 2 FXS	4 FXO 2 FXS	8 FXO 2 FXS	2 FXO 2 FXS & 1 RJ45
Conference Bridges	3 Bridges		6 Bridges	8 Bridges
Conference Users	25 Attendees		32 Attendees	64 Attendees
Gigabit Ports	Dual Gigabit Ports with PoE+			
MSRP	$399.00	$549.00	$949.00	$1,999.00

All Grandstream PBX products are available for purchase or lease from PotterVilla

Model	GXP1610/1615	GXP1620/1625	GXP1628	GXP1630
Lines	2 Lines, 1 SIP Account	2 Lines, 2 SIP Accounts	2 Lines, 2 SIP Accounts	3 Lines, 3 SIP Accounts
Conferencing	3-Way	3-Way	3-Way	4-Way
Phonebook Size	500	500	500	500
Soft Keys	3 XML Programmable Keys	3 XML Programmable Keys	3 XML Programmable Keys	3 XML Programmable Keys
Display	132 x 48 Pixel LCD	132 x 48 Pixel Back-Lit LCD	132 x 48 Pixel Back-Lit LCD	132 x 64 Pixel Back-Lit LCD
BLF/Fast-Dial Keys	No	No	8	8
HD Audio	No	Yes	Yes	Yes
Auxiliary Ports	RJ9, EHS	RJ9, EHS	RJ9, EHS	RJ9, EHS
POE	GXP1610 - No GXP1615 - Yes	GXP1620 - No GXP1625 - Yes	Yes	Yes
Network Ports	Two 10/100 Network Ports	Two 10/100 Network Ports	Two 10/100/1000 Gigabit Ports	Two 10/100/1000 Gigabit Ports
Voice Codecs	G.729A/B, G.711u/a-law, G.726, G.722, G.723, iLBC, DTMF	G.729A/B, G.711u/a-law, G.726, G.722, G.723, iLBC, DTMF	G.729A/B, G.711u/a-law, G.726, G.722, G.723, iLBC, DTMF	G.729A/B, G.711u/a-law, G.726, G.722, G.723, iLBC, DTMF
Security	SIP/TLS, SRTP, AES-256, 802.1x	SIP/TLS, SRTP, AES-256, 802.1x	SIP/TLS, SRTP, AES-256, 802.1x	SIP/TLS, SRTP, AES-256, 802.1x
Provisioning	HTTP, HTTPS, TFTP, TR-069, XML	HTTP, HTTPS, TFTP, TR-069, XML	HTTP, HTTPS, TFTP, TR-069, XML	HTTP, HTTPS, TFTP, TR-069, XML
Power Supply Included	Yes	Yes	Yes	Yes
MSRP	$55.00	$65.00	$85.00	$95.00

Model	GXP2130v2	GXP2135	GXP2140	GXP2160	GXP2170
Lines	3 Lines, 3 SIP Accounts	8 Lines, 4 SIP Accounts	4 Lines, 4 SIP Accounts	6 Lines, 6 SIP Accounts	12 Lines, 6 SIP Accounts
Conferencing	4-Way	5-Way	5-Way	5-Way	5-Way
Phonebook Size	2000	2000	2000	2000	2000
Soft Keys	4 XML Programmable Keys	4 XML Programmable Keys	4 XML Programmable Keys	4 XML Programmable Keys	4 XML Programmable Keys
Display	320 x 240 TFT Color LCD	320 x 240 TFT Color LCD	480 x 272 TFT Color LCD	480 x 272 TFT Color LCD	480 x 272 TFT Color LCD
BLF/Fast-Dial Keys	8 + 12 Virtual Keys	32 Virtual Keys	16 Virtual Keys	24 + 24 Virtual Keys	48 Virtual Keys
Extension Module	No	No	Up to 4 GXP2000EXTs	No	Up to 4 GXP2000EXTs
HD Audio	Yes	Yes	Yes	Yes	Yes
Auxiliary Ports	RJ9, EHS	RJ9, EHS	RJ9, EHS, USB	RJ9, EHS, USB	RJ9, EHS, USB
Bluetooth	Yes	Yes	Yes	Yes	Yes
POE	Yes	Yes	Yes	Yes	Yes
Network Ports	Two 10/100/1000 Gigabit Ports	Two 10/100/1000 Gigabit Ports	Two 10/100/1000 Gigabit Ports	Two 10/100/1000 Gigabit Ports	Two 10/100/1000 Gigabit Ports
Voice Codecs	G.729A/B, G.711u/a-law, G.726, G.722, G.723, iLBC, OPUS, DTMF	G.729A/B, G.711u/a-law, G.726, G.722, G.723, OPUS, DTMF	G.729A/B, G.711u/a-law, G.726, G.722, G.723, iLBC, OPUS, DTMF	G.729A/B, G.711u/a-law, G.726, G.722, G.723, iLBC, OPUS, DTMF	G.729A/B, G.711u/a-law, G.726, G.722, G.723, iLBC, OPUS, DTMF
Security	SIP/TLS, SRTP, AES-256, 802.1x	SIP/TLS, SRTP, AES-256, 802.1x	SIP/TLS, SRTP, AES-256, 802.1x	SIP/TLS, SRTP, AES-256, 802.1x	SIP/TLS, SRTP, AES-256, 802.1x
Provisioning	HTTP, HTTPS, FTP, TFTP, TR-069, XML	HTTP, HTTPS, FTP, TFTP, TR-069, XML	HTTP, HTTPS, FTP,TFTP, TR-069, XML	HTTP, HTTPS, FTP,TFTP, TR-069, XML	HTTP, HTTPS, FTP,TFTP, TR-069, XML
Power Supply Included	Yes	Yes	Yes	Yes	Yes
MSRP	$99.00	$115.00	$139.00	$159.00	$159.00

All Grandstream PBX products are available for purchase or lease from PotterVilla

Model	GXP1760	GXP1760W	GXP1780/1782
Lines	6 Lines, 3 SIP Accounts	6 Lines, 3 SIP Accounts	8 Lines, 4 SIP Accounts
Conferencing	5-Way	5-Way	5-Way
Phonebook Size	2000	2000	2000
Soft Keys	4 XML Programmable Keys	4 XML Programmable Keys	4 XML Programmable Keys
Display	200 x 80 Pixel Back-Lit LCD	200 x 80 Pixel Back-Lit LCD	200 x 80 Pixel Back-Lit LCD
BLF/Fast-Dial Keys	24 Virtual Programmable Keys	24 Virtual Programmable Keys	32 Virtual Programmable Keys
HD Audio	Yes	Yes	Yes
Auxiliary Ports	USB, RJ9, EHS	USB, RJ9, EHS	USB, RJ9, EHS
POE	Yes	Yes	Yes
Network Ports	Two 10/100 Network Ports	Two 10/100 Network Ports	GXP1780 - Two 10/100 Ports GXP1782 - Two 10/100/1000 Gigabit Ports
Integrated WiFi	No	Yes	No
Voice Codecs	G.729A/B, G.711u/a-law, G.726, G.722, G.723, iLBC, OPUS, DTMF	G.729A/B, G.711u/a-law, G.726, G.722, G.723, iLBC, OPUS, DTMF	G.729A/B, G.711u/a-law, G.726, G.722, G.723, iLBC, OPUS, DTMF
Security	MD5, MD5-Sess, 256-bit AES, SRTP, TLS, 802.1x	MD5, MD5-Sess, 256-bit AES, SRTP, TLS, 802.1x	MD5, MD5-Sess, 256-bit AES, SRTP, TLS, 802.1x
Provisioning	HTTP, HTTPS, TFTP, TR-069, XML	HTTP, HTTPS, TFTP, TR-069, XML	HTTP, HTTPS, TFTP, TR-069, XML
Power Supply Included	Yes	Yes	Yes
MSRP	$79.00	$119.00	$89.00

HT802 Analog Adapter

Connect 2 analog telephone devices to your PBX phone system.

2 SIP Profiles, 2 FXS ports, 10/100Mbps Ethernet port Supports T.38 Fax for Fax over IP

MSRP: $49.00

GXP2200EXT Module

Add 40 Extensions per 2-page module with Busy/hook indicators

Ideal for office receptionists.

Supported by GXP2140, GXP2170 and GVX3240 (not listed).

MSRP: $139.00

DECT Base Station

Expand your network with cordless phones by adding a DECT antenna.

Works with DP720, DP722 or DP730 Cordless Handsets

Features 50m indoor range

MSRP: $59.00

All Grandstream PBX products are available for purchase or lease from PotterVilla

S GRANDSTREAM

GXV3370 Android IP Video Phone

Featuring a 7" touch screen interface, Android 7.0 & real time HD video conferencing

The ultimate in high-end desk phones:

- Android operating system
- 7" 1024x600 HD touch screen
- Dual-band WiFi (2.4Ghz & 5Ghz)
- Bluetooth 4.0
- 720p HD embedded camera
- Dual Gigabit Ethernet ports
- Quad-core 1.3Ghz ARM Cortex A53 processor with 2GB RAM and 8GB eMMC Flash Memory
- 7-way audio conferencing & 3-way video conferencing

MSRP: $349.00

S GRANDSTREAM   CORDLESS

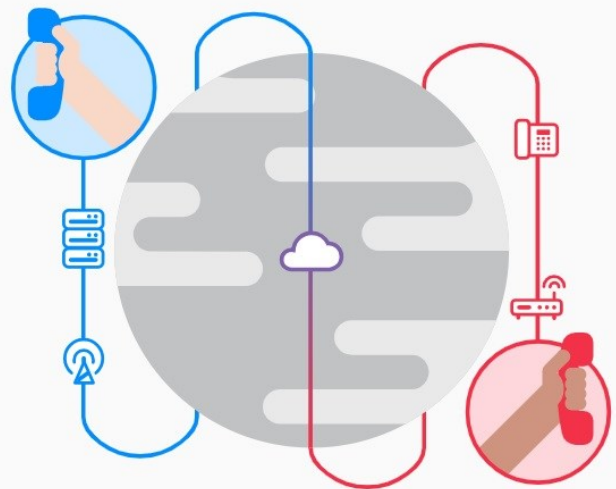| DP720 DECT Cordless Phone	DP722 DECT Cordless Phone	DP730 DECT Cordless Phone	WP820 WiFi Cordless Phone
Basic DECT Handset To expand your PBX System Wirelessly.	Mid-Teir DECT Handset with improved Feature access color screen.	Extended range DECT Handset with 2x talk time & extended features	Dual Antenna WiFi cordless phone with advanced roaming
Requires Grandstream DP752 DECT Base Station	Requires Grandstream DP752 DECT Base Station	Requires Grandstream DP752 DECT Base Station	No base station required, Wifi coverage important
MSRP: $65.00	MSRP: $69.00	MSRP: $119.00	MSRP: $219.00

All Grandstream PBX products are available for purchase or lease from PotterVilla

Elastic SIP Trunking

Global connectivity for VoIP infrastructure, deployable in minutes. Scale elastically using a battle-tested network trusted by 50,000+ businesses.

Get connected today >_

Digital Voice Services from Twilio

Twilio is a carrier-grade VOIP service provider, which can connect your PBX business phone system to the worldwide phone network. We call this a SIP Trunk.

Twilio's SIP Trunk is special, because the number of calls you make and receive are not limited to the number of phone lines you purchase. With a landline, you can place one call on each phone line/number you have. With Twilio's Elastic SIP Trunk, your single phone number can place and receive multiple calls simultaneously.

While Twilio's service is a voice-over-IP system (VOIP), they also offer low-cost features that you rely on like Caller ID and 911 service (provided via E-911).

You can choose whether you'd prefer a directly billed Twilio account, or to purchase a managed services account through PotterVilla. If you work directly with Twilio, they will bill you for exact usage. Our managed accounts bill out at a flat rate monthly, and include generous bundled minutes packages. (local and long distance are priced the same with Twilio).

Twilio is just one of many options available for connecting your PBX business phone system to the telephone network. You can also connect traditional landline or ISP VOIP handoffs directly to the main PBX unit.

We would love to chat about the best solution for your business!

DIRECT ACCOUNT

Purchase directly from Twilio

Management Service not included

Pay for exact service usage

Caller ID & E-911 available

Unlimited concurrent calls

SMS & Fax options available

Advanced program interface

MANAGED ACCOUNT

Sold directly through PotterVilla

Management Service included

Pay flat monthly rate

Caller ID & E-911 available

Unlimited concurrent calls

SMS & Fax options available

Advanced program interface

![ACD - Advanced Communication & Data]

Empower your workforce with iPBX
Big business phone system without the expense

Easy and stress free
No longer do you have to deal with the costs and hassle of an on-site PBX. Workplace communication has never been more efficient using ACD's iPBX.

Enjoy local service and reliability on ACD's fiber-optic network
We're engineers at heart who like to solve problems. All of our knowledgeable support staff can quickly solve problems and give you expert advice.

Our expert team does all the work
We customize your phone system to fit your business. ACD's iPBX team will handle your project from start-to-finish by conducting a site assessment, and programming your call flow. We then install your phones and train your staff.

No maintenance contract
No programming fees
Free upgrades

It's time your phone system worked as hard as you do
Upgrade to ACD's iPBX and save up to 30% over traditional phone systems. Schedule an in-office demo today!

Company Wide Features

- Web-Based Administration
- Automated Attendant(s)
- Music on Hold
- Paging & Intercom Capabilities
- Integrated Automated Call Distribution
- Multi-Line Hunt Groups
- Simultaneous Ring Groups
- Short Codes
- Account Codes
- Call Barring
- Selective & Anonymous Call Rejection
- Click to call (with Desktop Assistant)
- Special Intercept Announcements
- Plus Many More!

Individual Station

- Station-to-station dialing
- User-Based Web Administration (CommPortal)
- Do Not Disturb
- Call Park/Retrieve
- Monitored Extensions
- Directed Call Pickup
- 3-Way Conference Calling
- Distinctive Ringing (Internal or External Calling)
- Call Forwarding (Unconditional, Busy, Delayed, & Selective)
- Find Me Follow Me (Forward to Multiple Destinations)
- Call Waiting
- Optional Contact Center with Call Queuing, Monitoring, and Reporting.

Email: sales@acd.net   www.ACD.net   Phone: 517.999.9999

PotterVilla Applied Technology | help@pottervilla.com | (517) 588-3030

Business Phone System (PBX) Cost/Savings Worksheet

Current Phone System Costs:

Current ISP Service Provider: _____

	Monthly:		Yearly:		36 Months:
Current ISP Service cost:	$	x12	$	x3	$
	-		-		-
New ISP Service cost:	$	x12	$	x3	$
	=		=		=
Savings:	$	x12	$	x3	$

New PBX System Costs

PBX System Type: Owned   Leased   Hosted

	Monthly:		Yearly:		36 Months:
Reoccurring costs: (VOIP service, maintenance, lease costs)	$	x12	$	x3	$

Upfront One-Time Costs: $ _____

	One Month:	**One Year:**	**Three Years:**
	1mo Cost Savings	1yr Cost Savings	3yr Cost Savings
	- Reoccurring	- (12 x Reoccurring)	- (36 x Reoccurring)
	- One Time	- One Time	- One Time
	= first month	= first year	= third year
Total cost/savings over time:	$	$	$

Benefits to System Upgrade:

#1 _____   #3 _____

#2 _____   #4 _____

Analog Phone & PBX Service

If you have an analog PBX phone system, finding a service provider is often a difficult task. Many times you'll end up calling the company who's sticker is on your equipment (maybe they installed it).

When that company has to drive in from Detroit or Grand Rapids, with a specialized service tech, the bill for something simple like moving a phone extension or making changes to voicemail can be almost $1000 or more.

While we don't have single purpose Analog PBX service techs on staff, the PotterVilla team can usually figure out your system and get the job done locally and for a fraction of the cost.

Some service requests we handle:

- PBX Settings via phone command keys
  (like fixing the time, changing ring groups, etc.)

- Moving/Adding phone extensions
  (as supported by your existing equipment)

- Voicemail features/updates
  (when your PBX has a voicemail card installed)

- Adjusting inbound phone line setup
  (connecting lines from your phone provider through to the PBX)

If in doubt, give us a call! We can let you know what the options for your system are.
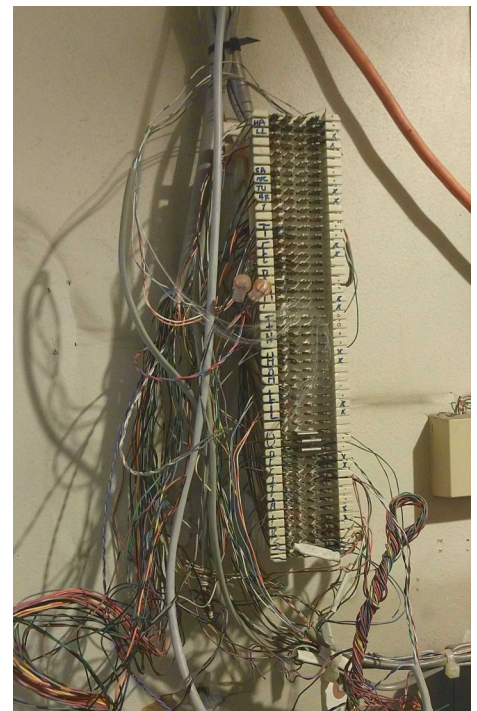
Going Digital—Retiring your Analog PBX

It's the age of digital, and retiring your Analog PBX might make sense. Some great reasons to go digital:

- Flexibility—Digital phones can be moved, re-programmed and controlled through your computer. No more long feature codes.

- Call quality—Analog systems are famous for introducing noise on the line. Experience HD audio quality with digital phone service.

- Advanced features—Do things you never thought possible with the old analog PBX. Like email alerts, auto-attendant, and more

- User Experience—Get powerful handsets, and mix and match to suit your needs. From Android video to receptionist phones.

- Cost savings—In many cases, sticking with an Analog PBX comes with a significant cost. Checkout the worksheet on page 10

Look Familiar?

Nortel Networks Meridian Analog PBX System—a mainstay from yesteryear. Many customers still use this or similar systems. Nortel was founded in the late 1800s, and went out of business in 2013.

A "66 Block" phone line distribution panel. One side of this fixture is connected to bundled cable, and the other to individual connections for phone jacks. These are often found near your PBX system, or connecting different parts of a building together.

Small Business Phone Services from Grasshopper

Grasshopper is a cloud PBX system, and fills a unique niche. While not a VOIP or a hardware provider, Grasshopper has an exceptional mobile application and provides extensions and features from the cloud. This is a great option if you want to be able to text from your business number, use cell phones as standard extensions, and engage your mobile or distributed workforce 100%.

In our opinion, Grasshopper functions best in the small office environment when paired with a local IP-PBX phone system (i.e., Grandstream or similar equipment); we've also had clients use it with ACD Hosted services. You do still need a phone service provider like Twilio (VOIP), ACD, Verizon, AT&T, etc.

Grasshopper has two exclusive features you can't get anywhere else in this ecosystem:

- Native texting from mobile
  (communicate how your customers want)

- Visual voicemail transcription & email
  (great for a helpdesk)

READY TO GET STARTED?

We'd love to help you build an efficient, easy-to-use communication platform.

- Start the process by giving us a call (or email or text or stop by the shop!)
- We'll setup a free initial consultation to look over your current situation and workflow
- Next, we create a customized quote featuring solutions that solve your problems
- You review the quote, and accept it or choose other options
- We'll special order your customized hardware solution, and setup an install date
- After install and setup is completed, we'll train you and your employees on how everything works
- Finally, we're here to support you with any issues or concerns down the road.

There's no risk, and we're not pushy salesmen; our goal is for you to be successful. Let's get in touch today!

PotterVilla
APPLIED TECHNOLOGY

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