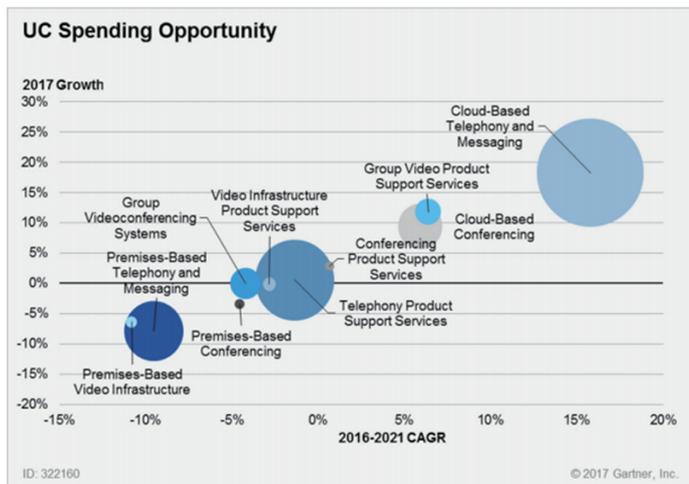# Nable nXer™ Hosted PBX/IP Centrex

The global hosted PBX/IP Centrex market is gaining traction due to the rising need of enterprise mobility and the rising adoption of all IP communication as unified communications. Furthermore, low CAPEX and TCO, and the necessity to migrate from traditional PBX to cloud-based PBX, are driving the market.

Global Hosted PBX/IP Centrex Market

Gartner reports that "small-business cloud telephony adoption will nearly double from 2016 through 2021, to reach 45% of small businesses.". And the Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

The hosted PBX service can be applied to other end users in Education, Manufacturing, Health Care, Financial Services, Government and Professional Services.
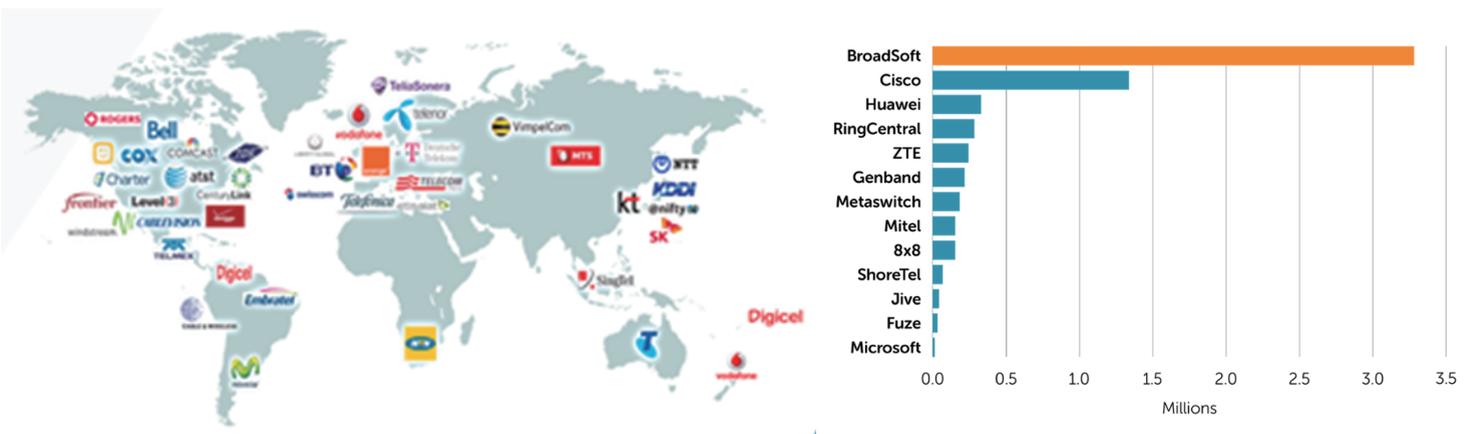

Source: Gartner (January 2018)

Source: marketsandmarkets.com

Hosted PBX Market by Solution, Service (Virtual Deployment & Setup, Virtual Assistance & Support, Online Charging Services, Emergency Call Routing Services, Protocol Management Services), Organization Size, Vertical, and Region - Global Forecast to 2023

Global Hosted PBX/IP Centrex Market Share

Many service providers are competing in global hosted PBX market with platforms vendor's offering or own system.
For example, BroadSoft (acquired by Cisco 2018.02), the leader of hosted PBX/IP Centrex market, has No.1 global market share across 80 countries and still expanding its territory.
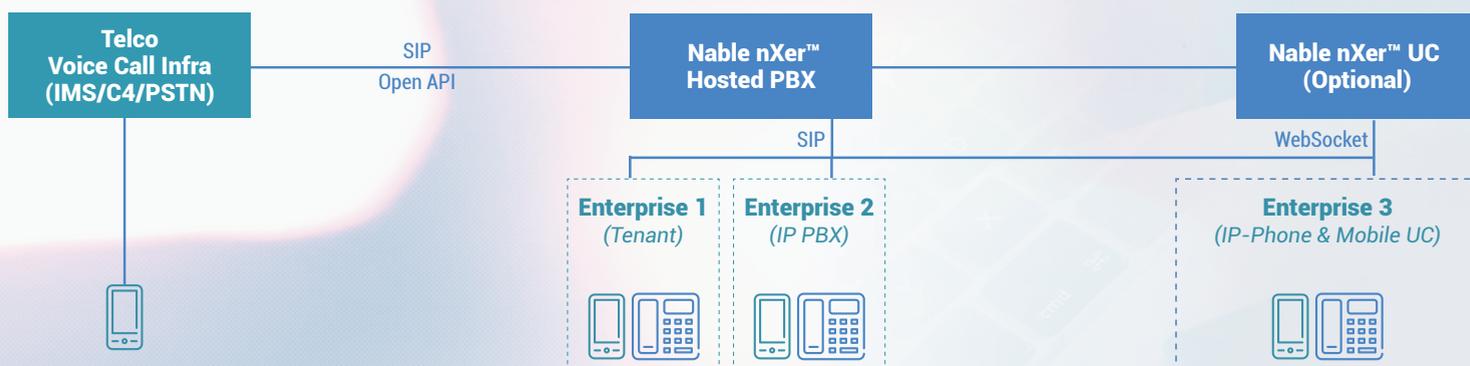

Niche Market Opportunity

1. Local service providers are looking for new solutions to reduce CAPEX / OPEX and introduce UC services
   - KT has launched New Centrex service and Enterprise Mobile Talk service to replace BroadSoft platform
2. Global IP centrex vendors are Very passive to the customization requirements of local service providers

Nable nXer™ Hosted PBX/IP Centrex Overview

Nable nXer™ Hosted PBX/IP Centrex is designed to meet service providers' needs for fast, stable and cost-effective hosted PBX service. This system facilitates multi-tenant based enterprise voice communication features while minimizing equipment and maintenance costs. Moreover, this hosted PBX system fully proved its competitiveness against BroadSoft IP-Centrex system in Korean market.

Service providers planning migration to hosted PBX service will be benefited when Nable nXerTM Hosted PBX/IP Centrex system is deployed in their network or integrated with public cloud system.

| Telco Voice Call Infra (IMS/C4/PSTN) | SIP Open API | Nable nXer™ Hosted PBX | | WebSocket | Nable nXer™ UC (Optional) |

SIP

| Enterprise 1 *(Tenant)* | Enterprise 2 *(IP PBX)* | Enterprise 3 *(IP-Phone & Mobile UC)* |

Why Nable nXer™ IP Centrex?

A Cost-Effective IP-Centrex Solution for Telco

IP Centrex system is usually more cost effective than On-Premise PBX: low maintenance cost with easy trouble shooting, cheaper setup & upgrade cost and low hardware cost with COTS. Moreover, Nable nXerTM IP Centrex system can be deployed with high cost competitiveness compared to other hosted PBXs. Service providers can save cost for CAPEX/OPEX.

Global IP-Centrex(Example)	Nable IP-Centrex
IP-Centrex License: around $30/user UC One License: around $70/user	IP-Centrex License: around $10/user UC License: around $20/user

100% Compatible with IP-Centrex Infra with Full Voice Features

Nable nXer™ Hosted PBX/IP Centrex provides full features required by enterprises from small to large size business. And any SIP compatible desktop phone, IP-PBX and IP gateway device in customer sites can be accommodated through SIP interface.

Mobility & Multi Device Support

Occasionally end users of small & middle business move their seats or even office. In this case, just unplug IP-Phone from desk and plug it in anywhere on LAN. No configuration and no technical support is required from service provider. And today's many business workforces as sales are highly mobile. To support user mobility, it supports one number for multi device incoming call notification by using call forking feature.

Reliable Large Capacity System

To guarantee reliable large capacity service of SLA level of 99.999% uptime, every component of Nable nXer™ Hosted PBX system is backed with redundancy modules. And to prepare for natural disasters geo-redundancy mechanism can be applied by synchronizing registration, session and sound files in real-time.

Easy localization and customizing Solution

Nable nXer™ Hosted PBX/IP Centrex is ready to be integrated with Telco network now.
- Enterprise Mobile UC system was commercially launched at KT (2016. 4Q)
- New IP-Centrex system was commercially launched at KT (2018 1Q)
- By using SIP industry standard, the system can be integrated with any IMS/VoIP/PSTN service network of Telco.

2017
INTERNET TELEPHONY
PRODUCT OF THE YEAR