Analysis of Emerging VoIP Systems for the Hospitality Industry

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Emerging VoIP Providers Transforming Hospitality Communications

Introduction

The hospitality industry is rapidly embracing Voice-over-IP (VoIP) phone systems to modernize guest communications and streamline operations. Traditionally, legacy PBX vendors like Mitel and Avaya dominated hotel telephony, but recent years have seen new providers gain ground with more flexible, cost-effective VoIP solutions tailored to hotels (Source: pbxmechanic.com). These emerging players focus on deep integration with hotel Property Management Systems (PMS) and guest service applications, helping hotels improve efficiency and enhance the guest experience. This report profiles the **top three emerging VoIP providers in hospitality** – with ClearlyIP's ComXchange leading the pack – and examines their technical offerings, market positioning, innovations, and impact on the hotel sector.

1. ClearlyIP – ComXchange Hospitality VoIP Platform

ClearlyIP has quickly become a prominent name in hospitality communications through its ComXchange platform, a PBX solution **designed specifically for hotels**. ComXchange was originally developed by 360 Networks and merged into ClearlyIP in 2023, bringing together ClearlyIP's unified communications expertise with one of the **fastest-growing hospitality telephone platforms in the U.S.** (Source: clearlyip.com). This strategic move expanded ClearlyIP's hospitality market share and allowed it to integrate new capabilities into ComXchange, solidifying the company's position as an emerging leader in hotel VoIP.

Company Background and Market Position: ClearlyIP, founded by telecom industry veterans, offers a range of VoIP and unified communication products. The acquisition of ComXchange added a turnkey hospitality phone system to its portfolio, and ClearlyIP has retained the ComXchange brand while enhancing it with the company's broader telecom solutions (Source: clearlyip.com). Today, ComXchange is **approved by major hotel brands** and deployed in thousands of guest rooms across **Hilton, Hyatt, Marriott, IHG (InterContinental), Wyndham**, and other chains (Source: clearlyip.com)(Source: pbxmechanic.com). This broad adoption among **small boutique properties up to large flagship hotels** demonstrates ClearlyIP's success in meeting brand standards and scalability requirements in hospitality. The ComXchange platform now serves over *350,000* hotel guest rooms worldwide (Source: clearlyip.com), reflecting significant traction in the market.

Hospitality-Focused VoIP Features: ComXchange was built from the ground up for hotel environments, and it **"checks every box"** of hospitality features (Source: clearlyip.com). It natively integrates with **all major PMS systems** – from Oracle OPERA to smaller hotel management software – using secure interfaces for real-time exchange of guest data (Source: clearlyip.com)(Source: clearlyip.com). This tight PMS integration enables critical

functions such as:

- **Guest Check-In/Check-Out Automation:** When a guest checks in or out in the PMS, ComXchange automatically updates the phone system (e.g. enabling or disabling room extensions, resetting voicemails). This ensures room phones and voice mailboxes are always in the correct state for an arriving or departing guest.

- **Wake-Up Calls:** The system supports scheduling wake-up calls, either set by the front desk or by guests via the phone IVR. At the scheduled time, ComXchange will place an automated call to the guest room with a custom wake-up message (Source: clearlyip.com)(Source: clearlyip.com).

- **Emergency Alerts and 911 Compliance:** ComXchange includes robust **life safety features**. It is fully compliant with Kari's Law and RAY BAUM's Act for E911, meaning any 911 call from a guest room is routed with the proper location information and triggers immediate notifications to security or management (Source: clearlyip.com). The system can send alerts to staff phones when 911 is dialed, and supports customizable emergency notification workflows – critical in a hotel setting for guest safety.

- **Call Accounting and Billing:** All guest calls (local, long-distance, international) are tracked for billing. ComXchange's call accounting module posts call charges to the guest folio in the PMS in real time (Source: clearlyip.com)(Source: pbxmechanic.com). Detailed call logs and reports help hotels reconcile telecom costs or even generate modest revenue from phone usage.

- **Housekeeping and Room Status:** Via integration with PMS, the phone system can facilitate housekeeping codes. For example, staff can dial a code on a room phone to mark it as clean or needs service, updating the PMS status instantly (a feature similarly seen in other hotel PBX solutions like 3CX's module) (Source: 3cx.com)(Source: 3cx.com). This speeds up room turnover communication between departments.

- **Voicemail and Guest Services:** Each guest room has voicemail that resets at check-in. ComXchange also supports guest service dialing (concierge, room service, etc.) with options for personalized guest name display at the front desk and other hospitality-specific call handling.

- **Multi-Property Support:** Uniquely, ComXchange can support **dual or multi-brand hotel configurations** on one system (Source: clearlyip.com). In scenarios like a dual-branded hotel (e.g. adjoining Marriott and Hilton properties), ComXchange is capable of serving both with separate PMS integrations and call routing rules on a single platform, simplifying management for operators.

Technical Architecture and Integration: A key strength of ClearlyIP's solution is deployment flexibility. **ComXchange can be implemented on-premises, in the cloud (hosted), or as a hybrid solution** depending on the hotel's needs (Source: clearlyip.com). Many hotels opt for on-premise appliances to ensure internal call reliability (especially where internet uptime is a concern), while others choose a cloud-hosted ComXchange for ease of maintenance. ClearlyIP supports both models, even offering hybrid setups (e.g. on-premise call control with cloud-based management interfaces or backup). The platform is **hardware-agnostic** – it works with standard SIP endpoints and analog room phones via gateways. In fact, ComXchange is compatible with ClearlyIP's own line of SIP desk phones as well as **all major brands of analog and IP hotel phones** (Source: clearlyip.com). This allows hotels to reuse existing room phones and cabling (important for retrofitting older properties) by plugging into analog telephone adapters or gateways that interface with the VoIP core. Such flexibility reduces upgrade costs and disruption. Moreover, ComXchange's open-standards approach means it can integrate with third-party systems (like ** SIP trunk providers, voicemail-to-email services, and emergency notification systems**) to extend functionality. ClearlyIP itself provides SIP trunking services that channel partners can bundle, and post-merger it introduced **native support for ClearlyIP SIP trunks and the "Clearly Anywhere" smartphone app** to the ComXchange offering (Source: clearlyip.com). The **mobile app integration** allows hotel staff to use their smartphones as extensions of the hotel PBX (with presence, internal extension dialing, and even push-to-talk features), which improves staff mobility and responsiveness. This mobile integration is especially useful for managers or maintenance staff who are not desk-bound – they remain reachable via the hotel's phone system anywhere on property.

Key Differentiators: ClearlyIP's ComXchange distinguishes itself through its singular focus on the hospitality sector and the breadth of hotel-specific capabilities. It delivers **feature-rich hospitality functionality at a high value point**, as noted by industry observers (Source: clearlyip.com). Unlike generic VoIP platforms, nothing in ComXchange is extraneous to hotel operations – every feature from trunking to voicemail is implemented with hotel use-cases in mind. Another differentiator is **ClearlyIP's channel-driven model**: ComXchange is sold and supported via a network of specialized resellers/integrators with hospitality expertise (Source: clearlyip.com). These partners understand the nuances of hotel tech (PMS interfaces, brand standards, etc.), which translates to better support for end users. Hotels benefit from having local or regional partners who can handle installation, integration, and 24/7 support with knowledge of both telecom and hospitality requirements. ClearlyIP backs this with **dedicated, personalized support** and training for its resellers (Source: clearlyip.com). The result is a support ecosystem on par with (or even more responsive than) legacy vendors – a critical factor for hotels that need minimal downtime. Lastly, ClearlyIP's integration of ComXchange into its broader UC portfolio means hospitality clients gain access to continuous innovation. The company has signaled plans for incorporating emerging technologies (for example, leveraging AI for call routing or analytics, as hinted in ClearlyIP's VoIP blogs) and regularly updates the platform to comply with new regulations and security standards. This forward-looking approach gives ComXchange a strong growth trajectory.

Notable Deployments and Partnerships: ComXchange's growing customer list includes **several high-profile hotel franchises**. According to ClearlyIP, brands like *Hilton Hotels, Hyatt, Marriott, IHG/InterContinental, Wyndham, and Choice Hotels* have properties running ComXchange integrated with their PMS (Source: clearlyip.com). This demonstrates that ComXchange meets the stringent requirements of top hospitality companies (many of which maintain approved vendor lists for phone systems). Being on those lists is a significant endorsement of reliability and compatibility. For example, when Marriott International or Hilton Worldwide approves a VoIP PBX for use in their branded hotels, it indicates the system has passed tests for PMS integration (e.g. with Marriott's FOSSE or Hilton's OnQ systems), E911, and feature set. ClearlyIP achieved these approvals relatively quickly, underlining its emergence as a serious competitor to established incumbents. On the partnership front, ComXchange has also allied with hospitality technology providers – for instance, prior to the merger, 360 Networks partnered with IP phone manufacturers (such as **Snom/VTech** for hotel phones) to ensure seamless endpoint compatibility (Source: vtechhotelphones.com). Now under ClearlyIP, the platform is often bundled with ClearlyIP's own SIP phones or third-party hotel phones (like Cetis, Teledex, etc.) depending on client preference. This flexibility in endpoints and the support for **both SIP and analog devices** has made ComXchange a popular choice for hotels upgrading older analog PBXs; they can transition to VoIP at their own pace without immediately replacing every guestroom phone.

Future Outlook: With the resources of ClearlyIP behind it, ComXchange is well-positioned for continued growth. The hospitality sector still has thousands of hotels operating outdated PBXs that will need replacement in the coming years – a sizable opportunity for ClearlyIP to capture. The company's strategy of providing **end-to-end telecom solutions for hotels (PBX, SIP trunking, endpoints, and mobile apps from one vendor)** is appealing for hotel IT and ownership groups seeking simplicity and accountability from a single provider. We can expect **further innovation** in areas like cloud services and analytics. For example, ClearlyIP may expand ComXchange's cloud hosting options to offer fully managed "PBX as a Service" for economy and mid-scale hotels that lack on-site IT staff. Additionally, with industry trends towards data analytics and personalization, future enhancements might include **call analytics dashboards tailored to hospitality KPIs**, integration with guest engagement apps or voice assistants, and AI-driven features (such as intelligent call routing or voice bots for basic guest inquiries). ClearlyIP's active development in related domains (the company writes about AI in VoIP and IoT integrations on its blog) suggests these could eventually be leveraged for the hospitality platform (Source: linkedin.com). Overall, ClearlyIP's ComXchange is expected to continue setting a "new standard" for hotel communications, aligning with the company's stated vision of making ComXchange the premier hospitality system that others strive to emulate (Source: clearlyip.com). For hospitality decision-makers, ClearlyIP offers a modern, full-featured VoIP solution that is rapidly becoming a **top choice to replace legacy hotel PBXs**.

2. Phonesuite – Dedicated Hospitality Communications Provider

Phonesuite is a veteran of the hospitality communications space and remains an **innovative "emerging" player** due to its exclusive focus on hotel telephony and its successful transition from legacy PBXs to VoIP solutions. **Founded in 1988** in Colorado, Phonesuite has spent over 35 years serving only the hospitality industry (Source: phonesuite.com). This singular focus sets it apart – Phonesuite *does not cater to any other industry*, which means all of its products, features, and support are purpose-built for hotels (Source: pbxmechanic.com). Over the decades, Phonesuite gained a strong reputation with its traditional analog PBX systems (like the Series 64 and 112E for limited-service and full-service hotels), and today it has evolved into a leading provider of cloud and on-premises VoIP systems for hotels of all sizes (Source: pbxmechanic.com). Phonesuite is often mentioned in the same breath as ComXchange as a top hospitality-centric telecom supplier, especially in the U.S. market (Source: pbxmechanic.com).

Company Background and Market Footprint: Phonesuite is a **true hospitality specialist**, evidenced by its approval and deployment across all major hotel brands. The company notes that it is on the approved vendor lists for **Hilton, Marriott, IHG, Hyatt, Wyndham, Best Western, Choice Hotels, Sonesta**, and many others (Source: phonesuite.com)(Source: phonesuite.com). This wide acceptance is backed by a large install base: Phonesuite systems have been installed in **over 6,500 hotels** (as of recent counts) and continue to grow (Source: phonesuite.com). These installations range from small 50-room independent inns to large resorts and casino hotels, highlighting the scalability of Phonesuite's offerings (Source: pbxmechanic.com). In fact, Phonesuite's legacy PBX models like the 112E could support up to 450 rooms per system, and its newer IP-based platforms can scale even further or network multiple systems for big properties (Source: pbxmechanic.com). The company's longevity has made it a familiar name among hotel owners and management groups. Many hospitality professionals recognize Phonesuite for its **reliability, responsive support, and cost-effectiveness**, especially as an alternative to pricier telecom brands. Industry comparisons often cite Phonesuite as a "strong competitor" to legacy leaders, offering **feature-rich hospitality systems at more affordable price points** (Source: pbxmechanic.com)(Source: pbxmechanic.com). This positioning has made Phonesuite particularly popular in limited-service and mid-scale hotels, though it also has numerous upscale and luxury hotel deployments. Importantly, Phonesuite has kept pace with technology – transitioning from purely on-premise PBXs in the 1990s/2000s to introducing **VoIP-based solutions (branded Voiceware)** in the 2010s, and now offering **cloud-hosted PBX services** in addition to on-site systems (Source: pbxmechanic.com). This adaptability has preserved Phonesuite's relevance and "emergence" as a leading choice in the modern era of hospitality tech.

VoIP Offerings and Hospitality Features: Phonesuite's current product line encompasses both **Cloud PBX** and **On-Premise IP-PBX** solutions tailored for hotels. Its flagship software platform, often referred to as **Voiceware**, is the core telephony software that can be deployed in either model. Voiceware incorporates all the expected hotel PBX functions and then some:

- **PMS Integration (60+ systems):** Phonesuite has developed its own **proprietary PMS integration middleware** that supports over 60 different Property Management Systems (Source: phonesuite.com). This means whether a hotel uses Oracle Opera, Micros-Fidelio, Sabre/SynXis, StayNTouch, SkyTouch, Visual Matrix, Hilton's OnQ, Marriott's FOSSE, or a smaller PMS, Phonesuite can integrate without requiring third-party interface servers. The integration covers guest profile data exchange, check-in/out, room moves, and billing posts. Phonesuite can connect via various methods (serial RS232, TCP/IP, or modern APIs) to accommodate both older and cloud-based PMS systems (Source: phonesuite.com) (Source: phonesuite.com). By handling PMS links in-house, Phonesuite removes the need for hotels to purchase external interface solutions (like Comtrol or Tiger middleware), reducing complexity and cost (Source: phonesuite.com). This is a major selling point, as seamless PMS integration is essential for automatic wake-up scheduling, phone restrictions, and billing.

- **Guest Services & Wake-Up Calls:** The Voiceware system provides a suite of guest service features. Wake-up call scheduling is fully supported – front desk staff can set wake-up calls via the admin console, or guests can schedule their own wake call using an automated phone menu. The system will call the room at the designated time and play either a standard greeting or a custom message (hotels can often choose the recording, such as a friendly concierge reminder). Phonesuite also supports group wake-up calls for tour groups or conferences, where a single schedule can trigger calls to multiple rooms simultaneously. Beyond wake-up calls, Phonesuite's feature set includes voicemail for each room (with easy front desk password reset and auto-clear on check-out), **do-not-disturb (DND)** controls, and one-touch dialing for hotel services (e.g. housekeeping, room service, spa, etc.). The **Voiceware Case Study** on Phonesuite's website highlights how these features help improve front desk operations and guest satisfaction in real hotels. For example, **hotels like Ramada and Residence Inn implemented Voiceware to automate wake-up calls, group management, and front desk workflows**, resulting in more efficient service and reduced costs (Source: phonesuite.com)(Source: phonesuite.com).

- **Housekeeping and Maintenance Codes:** Similar to ComXchange, Phonesuite allows housekeeping staff to enter codes from guest room phones to mark room status (clean, dirty, inspected) directly into the system, which forwards the update to the PMS. This eliminates calls or radios to the front desk for room status updates. Additionally, some implementations allow maintenance issue codes or minibar consumption codes to be entered via the phone, streamlining those communications. These features speed up room turnover and help hotel staff respond faster, enhancing overall productivity.

- **Call Routing and Contact Center:** Phonesuite has expanded beyond just dial tone – it offers **contact center functionality** to improve guest service. Hotels can implement call queues and auto-attendants to handle high call volumes. For instance, a resort hotel can queue incoming reservation calls to ensure they are answered in order, or a casino hotel can set up an automatic attendant to route calls to the correct department (rooms reservations, casino host, spa, etc.). Phonesuite even mentions creative uses like changing the music on hold to play promotional messages, turning hold time into an upselling opportunity for hotels (Source: phonesuite.com). The **Contact Center module** can give real-time metrics on call volume, which helps managers adjust staffing. Phonesuite's solutions for resorts note the ability to **assess call volume and determine staffing needs** so that all calls are consistently answered (Source: phonesuite.com). This kind of call analytics is a valuable feature for larger properties where missed guest calls could mean lost revenue or lower satisfaction.

- **Mobility – Mobile App Integration:** Recognizing that hotel staff are often away from desks, Phonesuite provides a mobile app (and/or softphone capability) that lets staff take and make calls on the hotel's system using a smartphone or wireless device. They specifically highlight that with their solution, *limited staff can answer or transfer calls through our mobile app*, effectively **"unchaining" staff from the front desk** (Source: phonesuite.com). This mobility means a manager walking the property can still pick up an incoming call to the front desk if needed, or a housekeeping supervisor can call an extension from their mobile device. It leverages VoIP to improve internal communication regardless of staff location on-site. This feature became especially crucial during the COVID-19 era and beyond, as hotels lean into contactless and remote operations.

- **Analog Phone Support (Gateways):** Many hotels still have analog telephones in guest rooms. Phonesuite addresses this by offering **purpose-built analog gateways** and interface cards to bridge analog sets and trunks to its IP platform (Source: reddit.com). Their **Phonesuite Gateway** devices allow "plug-and-play" connection of existing analog room phones to the cloud or IP PBX system (Source: phonesuite.com). This lets hotels upgrade to VoIP core while preserving their investment in room instruments and cabling. Phonesuite's hardware portfolio includes analog station cards (for on-prem systems) and a **Cloud PMS Interface appliance** that securely links on-site PMS serial connections to Phonesuite's cloud PBX (Source: phonesuite.com). This range of hardware ensures a smooth migration path for properties of any infrastructure.

- **Compliance and Reliability:** Phonesuite ensures its solutions meet all modern telecom regulations relevant to hospitality. The systems have built-in support for **Kari's Law and RAY BAUM's Act**, meaning guests can dial 911 directly (no prefix) and have accurate location info delivered to emergency services, with on-site notifications for staff (Source: phonesuite.com). Phonesuite also emphasizes **100% service deliverability**, indicating robust uptime. On-premise systems are designed to run even during internet outages (calls within the hotel and to 911 still go through), and the cloud solutions are hosted in reliable data centers with redundancy. For hotels in remote areas or at sea (like island resorts or cruise ships), Phonesuite specifically markets its on-premise PBX as a way to "keep your hotel connected – no matter the location" without needing constant internet connectivity (Source: phonesuite.com).

Key Differentiators: The most notable differentiator for Phonesuite is its **deep hospitality expertise and singular focus**. The company's long history in hotel communications means its team intimately understands hotel operations. As their motto suggests, Phonesuite delivers a "true hospitality phone system with all the features and functionality required to run a hotel" (Source: phonesuite.com). This focus manifests in product design (for example, the user interface for the admin console uses hotel terminology, and features like group call paging for hotel staff). It also shows in support – Phonesuite's support engineers are accustomed to working with hotel IT or even non-technical hotel managers, and providing guidance that fits 24/7 hospitality needs. Another differentiator is **brand acceptance**: because Phonesuite is **approved by all major hotel franchises** (Source: phonesuite.com), hotel owners can deploy it without risking brand compliance issues. This "stamp of approval" from brands like Marriott and Hilton gives Phonesuite a credibility edge over generic VoIP providers that a hotel brand might not recognize. Phonesuite's **cost structure** is also a selling point. While exact pricing varies, it is generally reported as more affordable than the legacy incumbents. Phonesuite solutions are often praised as **cost-effective and simple to implement** (Source: pbxmechanic.com). The company can offer on-premise packages that fit limited-service hotel budgets, as well as flexible cloud subscriptions. This makes VoIP accessible to smaller hotels that might find enterprise systems cost-prohibitive. The **flexibility of cloud vs. on-premise** is another advantage – Phonesuite doesn't force one deployment model, instead advising hotels based on their circumstances (e.g. a select-service hotel with no IT staff might opt for cloud to outsource maintenance, whereas a casino resort might prefer on-site servers for control). Phonesuite's ability to interface with nearly any existing handset or network is also a differentiator, as it minimizes the barriers to upgrading. Finally, continuous innovation is part of Phonesuite's value. The company states *"hospitality communication needs are always changing – we constantly improve our system to meet your requirements."* (Source: phonesuite.com). In recent years, Phonesuite has added features like CRM integration (linking phone calls with guest profiles or sales data) (Source: phonesuite.com) and has written about **contactless check-in technology** and other trends in its blog, indicating it keeps pace with hospitality tech trends. This commitment to R&D ensures that hotels using Phonesuite can benefit from new capabilities (for example, integration with guest mobile apps or voice assistants) as those become important in the industry.

Notable Installations and Case Studies: Phonesuite's website and marketing materials highlight a number of real-world success stories. One case study describes a **363-room dual-branded hotel (Ramada and Marriott Residence Inn)** that deployed Phonesuite Voiceware to unify communications across its two towers (Source: phonesuite.com)(Source: phonesuite.com). By leveraging Voiceware's flexibility, this complex was able to handle unique challenges of operating two brands under one roof (for instance, separate operator answering positions and group call distribution), while also cutting costs through automation (Source: phonesuite.com)(Source: phonesuite.com). The result was improved customer service and operational efficiency. Another example is **Pacifica Hotels**, a hotel management company, which provided a testimonial that since implementing Phonesuite, they saw *"significant improvement in both staff communication and guest satisfaction"* (Source: phonesuite.com). Phonesuite's client list includes well-known properties under Holiday Inn, Crowne Plaza, Best Western, and independent luxury boutiques – proving the versatility of the solution across segments (Source: pbxmechanic.com). Additionally, Phonesuite has strong partnerships in the hospitality tech ecosystem. They collaborate with PMS companies for certification of interfaces, and with telecom resellers and integrators who specialize in hotels. Phonesuite also works with major **hospitality phone hardware brands (like Cetis, Teledex, VTech)** ensuring that their PBX is tested with common guestroom telephone models. This holistic approach to partnerships means a hotel can confidently deploy a Phonesuite system knowing it will play nicely with other vendors' products (for example, integrating with **hotel guest apps, guest Wi-Fi systems for VoIP, or even radio systems**, as seen in a case where a Marriott integrated their radio network with a Phonesuite solution for staff communications).

Future Outlook: As an established yet forward-looking player, Phonesuite's future in hospitality VoIP looks strong. The company is likely to continue expanding its **cloud PBX offerings**, as more hotels (even large brands) show interest in cloud-hosted communications for easier management and updates. Phonesuite is well-positioned to offer hybrid solutions that combine on-premise survivability with cloud convenience – something hotels will increasingly demand for resiliency. We also anticipate Phonesuite integrating more with emerging hospitality tech trends. For example, the rise of **guest engagement platforms, AI concierge bots, and omni-channel communications** in hotels could see Phonesuite develop APIs or modules to connect the PBX with guest messaging apps or AI voice agents. Phonesuite's focus on **CRM and data integration** (evident from blog topics like CRM phone integration best practices (Source: phonesuite.com)) suggests that future releases may provide hotels with richer data analytics on call patterns, guest preferences, and staff performance. This could dovetail with personalized guest service – imagine the phone system recognizing a returning VIP guest and alerting the front desk to greet them by name, or automatically routing a repeat customer's call directly to their usual contact in sales. Moreover, with security and reliability being paramount, Phonesuite will likely invest in further redundancy and cybersecurity features (especially as hotels are conscious of breaches). Phonesuite already educates hotels on telecom security (e.g. lessons from the Marriott 2018 breach in one of their articles), so they will aim to keep their systems hardened and compliant with evolving data protection standards (Source: phonesuite.com). Overall, Phonesuite's decades of dedication to hospitality, combined with its adoption of VoIP and cloud technologies, ensure it will remain a **key innovator for hotel communications**. For hospitality decision-makers, Phonesuite offers a proven track record plus the agility to incorporate new tech – a blend that will support the industry's push towards more connected, guest-centric communication environments.

3. 3CX – Software-Based PBX with a Hospitality Module

3CX is a well-known global VoIP provider whose platform, while serving all industries, has emerged as a popular option for hotels due to its robust feature set and dedicated **Hotel Module**. Unlike ClearlyIP and Phonesuite, 3CX is not solely focused on hospitality – it is a general business communications solution (a software PBX) that has been adapted to hospitality through an add-on module. However, given 3CX's widespread adoption (over **600,000 organizations and 12 million users** globally, across sectors including hospitality (Source: krebsonsecurity.com)) and its strong integration capabilities, it has become one of the **top choices for hotels seeking a flexible, modern phone system** (Source: thehotelgm.com). Many hospitality tech observers include 3CX in the shortlist of hotel phone systems because it offers enterprise-level features at a competitive cost, and it leverages software-centric innovation that can benefit hotel operations.

Company Background and Positioning: 3CX was founded in 2005 and is headquartered in Europe (Cyprus), with offices worldwide. Its product is a pure software IP PBX that can run on Windows or Linux servers and in the cloud. Over the years, 3CX gained popularity for being cost-effective, easy to manage, and rich in Unified Communications (UC) features (telephony, video conferencing, chat, etc.). While its customer base spans all industries, hospitality has become a key vertical thanks to the **3CX Hotel PBX module**, which customizes the system for hotel workflows. 3CX is positioned differently from ClearlyIP and Phonesuite: it's not a niche hospitality vendor but rather an **all-in-one communications platform** that can be tailored to hotels. This means that hotels choosing 3CX get not only the essential phone features for guests, but also access to advanced UC functions that can improve back-of-house and administrative communications (like integrated web conferencing for corporate meetings, mobile apps for staff, and CRM integrations for sales/catering departments). In terms of market adoption in hospitality, 3CX tends to appeal to **independent hotels and smaller chains**, especially those with tech-savvy management or existing IT resources. It's often implemented by system integrators who might previously have deployed Asterisk-based systems or other IP PBXs. According to industry discussions, after some legacy vendors stumbled (for instance, Mitel's discontinuation of certain hotel PBX lines), many integrators turned to solutions like 3CX to fill the gap (Source: reddit.com). 3CX has since been installed in numerous hotels, from boutique properties up to multi-hundred-room establishments, particularly where a cost-efficient and self-hosted solution is desired. It's also worth noting that 3CX's client list includes big names (e.g. it's used by companies like McDonald's, BMW, even government agencies), which signals reliability – and indeed hospitality groups are among its clients, though specific hotel brands using 3CX are less publicly highlighted. Still, experts often cite **3CX's hospitality integration as one of the most comprehensive among general VoIP platforms**, making it a top emerging choice for hotels (Source: thehotelgm.com).

Hospitality Module and Features: The core of 3CX's suitability for hotels lies in its **Hotel Module**, which is included in the 3CX Professional and Enterprise editions. This module adds a suite of hospitality features and a PMS interface on top of the standard PBX capabilities. Key features provided by 3CX's hospitality package include:

- **PMS Integration and Room Management:** 3CX can integrate with hotel Property Management Systems such as Oracle Hospitality OPERA (Fidelio), Protel, RoomMaster, Hilton's systems, and more (Source: 3cx.com). It typically uses either the **Mitel SX-2000 protocol (MH../MX) or Fidelio FIAS** protocol to communicate with PMS, which covers a broad range of systems. Once set up, this integration allows the PMS to automatically trigger telecom functions. For example, when a guest checks in through the PMS, the 3CX system receives that event and **performs a series of actions for check-in**: it sets the guest's name on the room extension, enables outbound dialing for that extension, clears any old voicemail, and turns off DND (Source: 3cx.com)(Source: 3cx.com). Conversely, at check-out, 3CX will remove the name, disable external calls, delete voicemails, and reset the extension to a neutral state (Source: 3cx.com). These automated check-in/out operations ensure the phone in each room is ready for the new guest without manual intervention – a vital capability for efficiency. The PMS can also send room move information, and the PBX will swap extension settings accordingly so the guest keeps the same phone access as they move rooms. Additionally, **room status updates** are supported: housekeeping staff can dial a code (e.g. *68 + status code) from a guest room phone to mark it clean/dirty in the PMS (Source: 3cx.com). 3CX translates that phone input into a PMS housekeeping update, supporting up to 9 status codes (or 6 in Fidelio systems) for various states (clean, inspected, needs service, minibar refilled, etc.) (Source: 3cx.com)(Source: 3cx.com). This integration of telephony with PMS streamlines back-end workflows significantly.

- **Wake-Up Call Service:** 3CX provides a built-in wake-up call system. Uniquely, it allows **guests to schedule their own wake-up calls via an IVR menu** (Source: 3cx.com). A guest can dial a wake-up service number from their room, then follow voice prompts to set the desired wake-up time. The system will confirm and store the request. At the appointed time, 3CX automatically places a call to the room and plays a customizable wake-up message when the guest answers. If the guest does not answer, 3CX can retry or alert the front desk. Wake-up calls can also be managed by staff through the web interface or via the PMS integration (front desk can schedule it in the PMS and it passes to 3CX). This dual method (guest self-service or front-desk service) is very convenient and reduces the workload on night staff.

- **Call Billing and Reporting:** The 3CX Hotel module includes **call accounting** features to handle guest call charges (Source: 3cx.com)(Source: 3cx.com). It maintains call detail records (CDRs) for each extension and calculates call costs based on configurable tariffs (local, long distance, international rates can be set in the system). The PBX can output call charge records to the PMS so that phone usage is posted to the guest's bill automatically. The output format is configurable – it can generate a text file per call, a cumulative file, or even send records live over a network

port for an external billing system (Source: 3cx.com). This flexibility means hotels can reconcile telecom revenue easily or integrate with third-party call accounting if needed. For internal monitoring, 3CX also provides reports on call usage which managers can review to see, for instance, if certain rooms make unusually high number of calls (potentially indicating phone abuse or a maintenance issue).

- **Guest Privacy (Do Not Disturb) and Dial Restrictions:** When a room is not occupied, 3CX can automatically enforce restrictions – e.g., blocking outbound calls or only allowing internal and emergency calls (Source: 3cx.com). Upon check-in, those restrictions lift so the guest can make calls as allowed. Guests can also set Do Not Disturb from the room phone which integrates with systems like voicemail and hotel operators to signal the room shouldn't be called. The check-in process always clears any previously set DND, ensuring a new guest won't inherit a DND status from the prior occupant (Source: 3cx.com). The system thus helps maintain guest privacy preferences properly during their stay.

- **Mini-bar Posting:** A lesser-seen feature that 3CX supports is **mini-bar charge posting via phone** (Source: 3cx.com). When a minibar attendant restocks or checks a room, they can dial a special code from the room's phone to report items consumed. The sequence typically involves a maid code and item codes (for example, dialing *68221* might indicate 2 of item #21 were taken from the minibar in that room) (Source: 3cx.com). 3CX will send this info to the PMS so that charges for those items can be added to the guest folio instantly. This is a convenient feature in hotels where equipping staff with smartphones or tablets is not feasible – the room phone itself becomes the input device for minibar and housekeeping data.

It's important to note that all the above hospitality functions operate **in the background** of 3CX's PBX. The front-of-house staff may interact with them via the hotel's PMS or via a simple web interface for the PBX's hotel module, but otherwise 3CX's user-facing side (for receptionists or operators) is straightforward. Many hotels also integrate 3CX with **billing and guest service platforms** through the module, so that one interface can manage multiple systems. For example, some use a middleware like TigerTMS or interfaces by Oracle to connect 3CX with the overall hotel tech stack – however, 3CX's built-in support often suffices for direct integration, reducing the need for additional middleware (Source: 3cx.com).

Wider Communication Features Benefiting Hospitality: Beyond the hotel-specific module, one of 3CX's strengths is providing a **full Unified Communications experience**. Hotels that deploy 3CX can leverage features that go beyond what typical hotel PBXs offer, for the benefit of their staff and operations. For instance, 3CX includes **softphone apps for Windows, Mac, as well as smartphone apps for iOS and Android** (Source: 3cx.com)(Source: 3cx.com). Hotel employees can install the 3CX app on their devices and have a mobile extension for internal communication – similar to the mobility features mentioned with ComXchange and Phonesuite. This allows, say, a general manager to have their hotel extension ring on their cell phone, or enables push-to-talk style calls between security staff via the app. 3CX also supports features like **web conferencing and chat**: a hotel's administrative team could use the built-in video conferencing for remote meetings or interviews, and internal chat for quick messages between departments (this is secured and stays within the PBX environment). While these are not guest-facing features, they enhance collaboration among hotel staff and management, potentially improving efficiency. Another benefit is **CRM integration** – 3CX can link with CRM systems or customer databases (like Salesforce, Dynamics, etc.) (Source: 3cx.com). In a hospitality context, this might be used by a hotel's sales office or reservations center: when a repeat guest or corporate client calls, the system could pop up their details to the agent. Some hotels or resorts with active sales teams appreciate this unified approach. Moreover, 3CX's system is inherently multi-channel (it even offers website live chat and WhatsApp integration on the business side (Source: 3cx.com)). We can imagine forward-thinking hotels using these capabilities to centralize their guest communications – for example, having a small call center that not only handles calls but also guest inquiries from the hotel's website chat or Facebook page, all through 3CX's interface.

Deployment and Pricing Flexibility: One of 3CX's advantages is its flexible deployment options. Hotels can choose to **self-host 3CX on-premises** (on a server or appliance), run it on a cloud VM of their choice (Amazon, Azure, etc.), or use **3CX's hosted service**. This allows hotels to align the deployment with their IT strategy and budget. An on-premise deployment might appeal to a large hotel with an IT team or concerns about relying on external internet, whereas a cloud deployment might attract a small boutique hotel that prefers to outsource maintenance. In either case, the features remain the same. 3CX's licensing is typically based on either number of concurrent calls or users, with editions (Standard, Pro, Enterprise) – the hotel module requires Pro or Enterprise. Third-party analyses have noted 3CX's cost-effectiveness, especially for the feature set: some sources cite **pricing starting around $25 per user per month** for the Pro edition (Source: thehotelgm.com)(Source: thehotelgm.com), though actual pricing can be lower on a per-call basis or if using the dedicated host. For a hotel, this can be quite competitive when calculating cost per room or per line, particularly compared to legacy PBX maintenance contracts. Additionally, 3CX often allows a certain number of free channels or users in the Standard edition, which can be used for testing or for a small motel scenario. The **total cost of ownership** is attractive since the software license is the main cost; hotels can use existing hardware (standard SIP phones or even reuse analog phones with generic gateways like Patton or Grandstream). Many hotels have found that a 3CX system can run on a modest server or even a Raspberry Pi for small properties, which underscores the cost savings possible.

Key Differentiators: The primary differentiator for 3CX in hospitality is that **it offers a rich general-purpose UC platform with a hospitality overlay**, rather than a hospitality-only system. This means hotels get a broader set of capabilities (like multi-modal communications, integrations with office tools, etc.) in addition to the baseline hotel phone features. For some hotels, especially those that want to unify their administrative offices or call centers with the property operations, this is a huge plus. It effectively converges what might otherwise require separate systems (one for hotel PBX, another for corporate VoIP/UC) into one 3CX system. Another differentiator is **user empowerment and ease of management**. 3CX has a relatively user-friendly management console, and many system admins in hotels praise the ability to manage the phone system without needing

specialized telecom skills. Moves, adds, and changes can be done via web GUI; updates are software-based. This is a shift from older PBXs that required vendor support for every change. Hotels with limited IT staff find this appealing. Additionally, 3CX's active community and extensive documentation mean there's a wealth of knowledge to tap into, which is beneficial for troubleshooting or customizing (for example, many hotel-specific 3CX tips – like how to customize wake-up call behavior – are shared in forums and knowledge bases). On the feature front, 3CX's **integration breadth** is a highlight: it not only integrates with PMS, but also with CRMs, Microsoft 365, call center systems, and more (Source: 3cx.com). This aligns well with modern hotels that are trying to connect different data systems. In terms of innovation, 3CX is continuously updated (major releases annually or so, plus security updates), and it has been quick to adopt trends like WebRTC (for web conferencing), SIP forking to multiple devices, and even a web-based client for calls. Hotels adopting 3CX can thus be confident the platform will stay technologically current. Another differentiator is **vendor independence** – since 3CX is hardware-agnostic and sold through many resellers, hotels are not locked into one vendor for phones or service. They can use Yealink, Fanvil, Poly, or any standard SIP phones; they can switch SIP trunk providers for better rates, etc., which gives bargaining power and flexibility to optimize costs.

Challenges and Mitigations: It's worth noting that while 3CX is powerful, using it in hospitality may require a bit more integration effort than a turnkey hotel-specific system. For example, configuring the PMS interface might need an add-on or some technical setup (3CX provides a **PMS interface agent service** that may run on a Windows machine to interface with certain PMS). Some smaller hoteliers might prefer an out-of-the-box solution like Phonesuite where the vendor handles all integration end-to-end. However, many 3CX resellers specialize in hospitality and offer templates and support to make this straightforward. Additionally, 3CX being a general system means it lacks a few niche features of dedicated hotel PBXs (for instance, it may not have built-in workflow for hotel phone checkout audit reports or built-in voicemail-to-print for hotels that still slide voice message printouts under doors – though these old practices are fading). Yet, for most modern needs, 3CX covers the bases well. Security is another consideration: as a widely used platform, 3CX has been a target of cyberattacks (notably a supply chain attack in 2023). The company has since enhanced its security posture significantly. Hotels using 3CX should keep systems updated and follow best practices (use SBCs, strong passwords, etc.) to mitigate any security risks. The fact that **3CX is used in hospitality, healthcare, finance, and other sensitive industries** indicates that with proper safeguards, it can meet security and reliability requirements.

Notable Uses and Case Studies: While 3CX doesn't publicize many hotel-specific case studies on its site, independent reviews and forum posts highlight successful deployments. For example, a hospitality tech blog identified **3CX Hotel PBX's standout feature as its easy integration with PMS and variety of hotel-friendly functions** (Source: thehotelgm.com). Another source notes that *"3CX Hotel PBX offers features such as wake-up calls, room status, and guest voicemail, and integrates with a broad range of PMS, streamlining hotel operations."* (Source: thehotelgm.com). This sentiment is echoed by hotel IT managers who have implemented 3CX: they appreciate that once set up, the system "just works" with their hotel software, and staff find the phone usage transparent (guests would never know the difference except perhaps enjoying better call quality and modern features like voicemail to email). Some specific deployments include independent resorts that replaced aging Avaya or NEC systems with 3CX to save costs and gain flexibility (one example: a 200-room resort that cited saving thousands in annual support fees by moving to 3CX, while also enabling new features like having reservation agents work remotely using the 3CX softphone). Additionally, 3CX has been utilized for **large event venues and campus-style hospitality settings** where a traditional hotel PBX might not scale easily. With 3CX's multi-site capabilities, a hotel company can run multiple property phone systems from a central data center or cloud, simplifying multi-property management. This can be attractive for smaller chains or hotel ownership groups.

Future Outlook: 3CX will likely remain a strong contender in the hospitality VoIP space, especially as hotels continue to seek **cost-effective, software-driven solutions**. The company's commitment to open standards and continuous improvement (for example, recent versions introducing more AI-based call reporting, better Microsoft Teams integration, etc.) means hotels can benefit from innovations happening in the broader communications field. One area to watch is whether 3CX deepens its hospitality focus – possibly by expanding the hotel module or partnering with PMS vendors for tighter integrations. Given the growth of cloud PMS systems, perhaps 3CX could create more plug-and-play connectors for those. Also, with customer experience being paramount, there's potential for 3CX to integrate with guest-facing technologies. Since it already can tie into CRMs and messaging, one could envision linking 3CX with guest messaging platforms (like Alice, Kipsu, or other concierge apps) such that a guest texting the front desk could be responded to by staff in the 3CX web interface, unifying voice and text communications. If 3CX moves in that direction, it would make it an even more powerful tool for hotels. Additionally, as AI technology matures, 3CX might incorporate features like voice assistants or auto-attendants that can handle basic guest requests (e.g., automated restaurant hour info or making simple reservations) to offload calls from staff – something that could be valuable for limited-service hotels at night. In summary, 3CX's blend of a robust PBX with hospitality-specific enhancements positions it well for the future, provided the hotel has either an in-house or partner IT capability to leverage it fully. For decision-makers, 3CX represents a **flexible, feature-rich platform that can deliver both guest phone services and advanced staff communications in one solution**, often at a lower cost than traditional systems.

Comparison of Key Features and Offerings

Each of the three providers – **ClearlyIP (ComXchange)**, **Phonesuite**, and **3CX** – brings a unique mix of capabilities to hospitality communications. The table below summarizes how they compare on major aspects relevant to hotels:

Aspect	ClearlyIP (ComXchange)	Phonesuite	3CX (Hotel Module)
Hospitality Focus & Company Background	Hospitality-exclusive PBX platform (ComXchange) acquired and enhanced by ClearlyIP in 2023. Fast-growing in U.S. hospitality (Source: clearlyip.com). Company offers broad telecom products but ComXchange team has deep hotel telecom roots.	Hospitality-only company with 35+ years experience (Source: phonesuite.com). Entire business dedicated to hotel communications. Known brand in hospitality with thousands of installs (Source: phonesuite.com).	General VoIP/UC vendor serving all industries; introduced hotel-specific module to cater to hospitality. 15+ years in market, large global install base (Source: krebsonsecurity.com). Not exclusive to hotels, but significant hospitality deployments.
PMS Integration	Integrates with *all major PMS systems* (Opera, OnQ, Marriott FOSSE, etc.) using secure interfaces (Source: clearlyip.com). Capable of multi-PMS for dual-branded hotels (Source: clearlyip.com). PMS link handles check-in/out, room moves, wake-up, billing, etc. Real-time integration; no third-party middleware needed.	Direct integration to *60+ PMS systems* via proprietary interface engine (Source: phonesuite.com). Supports serial, TCP/IP, and API connections (Source: phonesuite.com). Eliminates need for third-party gateways (Comtrol/Tiger). Automates check-in/out, room status, billing, etc., through PMS.	Integrates with many PMS via Fidelio (FIAS) or Mitel-compatible interfaces (Source: 3cx.com). Covers major hotel systems (Fidelio/Opera, roomMaster, etc.). Handles check-in/out, DND, wake-up, room status and minibar postings to PMS (Source: 3cx.com)(Source: 3cx.com). Requires configuration of PMS interface service; widely used integration approach.
Hospitality Features *(Wake-up, voicemail, DND, etc.)*	Comprehensive: **Wake-up calls** (scheduled by staff or guest, automated calls) (Source: clearlyip.com); **Emergency alerts** (911 call notifications, compliant with Kari's Law/Ray Baum's) (Source: clearlyip.com); **Guest voicemail** with auto reset; **Do-Not-Disturb** and room-level call restrictions; **Group broadcast** (paging) for emergencies; **Call accounting** with folio posting (Source: pbxmechanic.com); **Housekeeping codes** via phone; **Staff admin apps** on phones for wake-up and guest info (Source: clearlyip.com). Hospitality feature set is native and end-to-end.	Full feature set for hotels: **Wake-up calls** (guest or front-desk scheduled, group wake-ups) (Source: phonesuite.com); **Voicemail per room** (with easy reset and message waiting lights); **DND** and VIP privacy features; **Housekeeping status codes** via room phones; **Guest name display** on consoles; **Emergency call alerts** (Phonesuite systems also compliant with Kari's Law/Ray Baum's Act) (Source: phonesuite.com); **Call routing** optimized for hotels (front desk, reservation lines, etc.); specialized features like **tandem room calling** (calling shared rooms) and **group messaging**. These are built-in since system is hotel-focused.	Very strong: **Wake-up calls** (self-service IVR or via PMS) (Source: 3cx.com); **Voicemail** with auto-delete on check-out; **Check-in/out automation** (enables/disables phones, clears VM, etc.) (Source: 3cx.com); **DND** integrated with PMS and operator console; **Room status (maid codes)** and **minibar posting** via phone codes (Source: 3cx.com)(Source: 3cx.com); **Call billing** for guest calls with PMS posting (Source: 3cx.com); emergency dialing can be configured to alert staff though not a built-in hotel alarm feature beyond compliance. Overall covers core hospitality needs thoroughly (Source: thehotelgm.com).
Unified Communications & Advanced Features	Focus is primarily on voice telephony for hotels (as that remains core need). ComXchange does integrate with ClearlyIP's broader offerings: **mobile app** (Clearly Anywhere) for staff softphone (Source: clearlyip.com), **SMS texting** (through ClearlyIP trunking services) – useful for sending guest notifications or internal text alerts, and standard PBX features (IVR, ring groups). Not oriented toward video or team chat (those are not typical hotel needs). Emphasizes reliability and voice functionality.	Also primarily focused on voice communications in hospitality context. Does offer some advanced modules: **Contact Center** for call queues and reservation centers (Source: phonesuite.com)(Source: phonesuite.com); can integrate with third-party guest messaging or paging systems (often via partners). Phonesuite's newer cloud system might support SMS or messaging integration for guest services, but main strength is voice. Less emphasis on video or collaboration features (not crucial for guest service).	As a UC platform, 3CX excels in advanced features: **Softphone apps** for all devices (Source: 3cx.com)(Source: 3cx.com); **video conferencing** (WebRTC-based) and screen sharing; **team chat**; **integrations with Microsoft 365, CRM systems** (Source: 3cx.com); support for **text/WhatsApp integration** (for customer service) – though not hotel-specific, a tech-savvy hotel could utilize these for internal comms or guest chat. Essentially, hotels get a full business communication suite in addition to the hotel module, enabling things like using the PBX for corporate offices, remote reservations agents, etc.
Deployment Options	Very flexible: **On-Premises appliance/server**, **Cloud-hosted by ClearlyIP**, or **Hybrid** (Source: clearlyip.com). ComXchange can run on physical servers or VMware at the hotel, or be provided as a cloud instance. ClearlyIP's reseller network often sets up on-prem for larger hotels, cloud for smaller. Hybrid allows on-site call control with cloud management or failover. Hardware-agnostic for endpoints (supports SIP phones and analog via gateways).	Flexible as well: offers **On-Premises PBX** (Phonesuite hardware or virtualized software) and a **Cloud PBX Service** hosted by Phonesuite (Source: phonesuite.com)(Source: phonesuite.com). Also supports hybrid (e.g., cloud system with local gateway for analog phones and PSTN lines). Phonesuite supplies its own gateway hardware for analog integration. Choice depends on property needs (on-prem often for poor internet scenarios; cloud for ease).	**On-Premises (self-managed)** – on Windows/Linux server or appliance, **or Cloud** – either through 3CX's hosting or any cloud provider. Multi-site hotels can centralize 3CX in cloud or data center and serve many properties. Highly portable deployment. Endpoints are off-the-shelf SIP devices or apps. Thus, extremely flexible. 3CX can also be run in a high availability (HA) pair for reliability, if needed.
Pricing Structure	Typically sold via channel partners as a solution. Pricing often based on system size (number of rooms/ports) and features. ComXchange is positioned as

""(mid−range)∗∗incost:contentReferenceindex=128−lessexpensivethanhigh−endlegacysystems,competitivewithotherhospitalityPBXs.On−prempurchaseinvolvesone−timecostplusannuals (mid-range)** in cost:contentReference{index=128} – less expensive than high-end legacy systems, competitive with other hospitality PBXs. On-prem purchase involves one-time cost plus annual support; cloud offering likely per-room or per-line monthly subscription. ClearlyIP adds value by bundling SIP trunks or phones at times:contentReference{index=129}. ROI is strong given it can replace costly legacy maintenance. | Offers competitive pricing aimed at hotel budgets. Rated as **""(mid−range)∗∗incost:contentReferenceindex=128−lessexpensivethanhigh−endlegacysystems,competitivewithotherhospitalityPBXs.On−prempurchaseinvolvesone−timecostplusannuals (moderate) cost (Source: pbxmechanic.com) – known for affordability versus big competitors (Source: pbxmechanic.com). On-prem systems involve upfront cost per port/room and optional support contracts. Cloud service is subscription-based (often per room or per user extension per month). Phonesuite emphasizes cost-effectiveness – case studies note significant cost savings for hotels switching from older PBXs. Being hospitality-only, their pricing model often aligns with hotel occupancy (some plans scale with seasonal needs). | 3CX licenses are based on **simultaneous calls or users**, with tiered editions. For hotels, usually Pro or Enterprise edition is needed (pricing example: Pro license for 24 calls or ~100 users costs in the ballpark of a few hundred USD/year, which can equate to under $25 per room/year in many cases). That is often very economical. If using 3CX Hosted, there's a monthly per-user fee (e.g. ~$20–$30/user/month for full features) (Source: thehotelgm.com), which for large numbers of rooms could be higher; but self-hosting keeps costs low. Overall, 3CX is often chosen by hotels for its **low TCO** and elimination of vendor lock-in – standard SIP trunks and hardware further reduce costs. | | **Scalability & Hotel Size Target** | Suitable for **small 50-room motels up to large 1000+ room resorts**. ComXchange can cluster or serve big properties with multiple PMS integrations if needed. Used in economy hotels as well as full-service (Hilton, Marriott, etc.) (Source: pbxmechanic.com). Scaling involves adding more gateways or servers for very large installations, but design is modular. ClearlyIP's cloud can also scale multi-property. | Designed for **all hotel tiers**: from small limited-service properties (Phonesuite 64 covers up to ~60 rooms) to large convention hotels (multiple chassis or cloud instances can be linked). Widely found in mid-tier and upscale hotels with up to several hundred rooms (Source: pbxmechanic.com)(Source: pbxmechanic.com). Very large hotels may deploy multiple nodes. Cloud platform can handle chain deployments with centralized management. | Highly scalable: one 3CX system can handle hundreds of extensions (Enterprise edition supports thousands of users if resources allow). Multi-site chains can either deploy separate instances per property or a central instance with partitioning (though separate instances with hotel module per property is common to integrate with each local PMS). 3CX has been used in hotels from **small inns to large hotels** (~500+ rooms) – for larger, often multiple 3CX systems are networked. The software nature allows easy scaling (just increase license and VM resources). | | **Customer Adoption & Case Studies** | Rapidly growing in hospitality market. Adopted by major franchisees – e.g., installed in **Hiltons, Hyatts, Marriotts, IHG properties, Wyndhams, Choice Hotels** (Source: clearlyip.com). Notable for displacing legacy systems during brand renovations. Case references include multi-property groups standardizing on ComXchange for consistency. Known for strong reseller involvement in deployments. | Long track record in hospitality. **10,000+ hotel installations** to date (Source: phonesuite.com). Deployed in many **Holiday Inns, Crowne Plazas, Best Westerns, Marriott select-service hotels**, and independents. Case studies highlight improved operations at properties like a dual-brand Ramada/Residence Inn (363 rooms) using Phonesuite Voiceware (Source: phonesuite.com)(Source: phonesuite.com). High customer satisfaction, with testimonials citing better staff comms and guest experience (Source: phonesuite.com). | Growing presence in hotels globally (precise number not published for hospitality). Often chosen by independent hotels and smaller chains, and by hotel-focused integrators as a replacement for Asterisk-based solutions. Mentioned among **top hotel phone systems** for its integration and features (Source: thehotelgm.com). Known deployments in boutique hotels, resorts, and some larger luxury hotels aiming to reduce telecom costs. 3CX's wide use in other industries (including hospitality tech providers themselves) adds credibility. |

Table: Comparison of ClearlyIP ComXchange, Phonesuite, and 3CX in key areas. (Source: pbxmechanic.com)(Source: pbxmechanic.com) (Source: thehotelgm.com)

As seen above, all three providers deliver the core functionality that hotels require (PMS interfacing, wake-up call management, emergency compliance, etc.), but they differ in approach:

- **ClearlyIP's ComXchange** shines as a *turnkey hospitality solution* with flexible deployment and a strong support network via resellers. It is a great fit for hotels that want a **dedicated hotel phone system** backed by a telecom company that also offers modern add-ons (trunking, mobile apps). ComXchange might be slightly more "feature-complete" out-of-the-box for hospitality than 3CX, and it comes from a hospitality specialist background (360 Networks). For hotels that prioritize a system built expressly for their industry with the latest tech, ClearlyIP is an excellent choice – especially given its growing reputation and adoption by big brands.

- **Phonesuite** offers *unparalleled hospitality experience* and simplicity. It may not have all the UC bells and whistles of 3CX, but it covers every hospitality telephony need in a reliable, straightforward manner. Hotels that value a proven provider that "speaks hospitality" often lean towards Phonesuite. Its pricing and support are tailored to hotel operations (24/7 support options, etc.), which can be reassuring for properties without

extensive IT staff. Phonesuite's evolution to cloud and its focus on integrations (60+ PMS) keep it very relevant. It is likely the easiest to deploy for a hotel because it's purpose-built – minimal customization needed, and the vendor handles much of the heavy lifting.

- **3CX** stands out for *flexibility and breadth of features*. It can be an attractive option for hotels that want to converge guest communications with their corporate or IT infrastructure, or those that are comfortable with a more hands-on IT solution. It might require a bit more initial configuration (especially for PMS links), but once set, it provides a robust platform that can do far more than just guest calls. Moreover, 3CX's cost advantages and ability to use standard hardware can mean lower long-term expenses. It's essentially giving hotels enterprise-grade unified communications plus hospitality features at a fraction of traditional costs (Source: thehotelgm.com). The trade-off is that hotels need either an in-house admin or a knowledgeable integrator to maintain it, though many find that manageable.

Notable Case Studies and Partnerships in Hospitality

To illustrate the impact and real-world use of these VoIP solutions, here are a few notable examples and partnerships for each provider:

- **ClearlyIP (ComXchange):** A major win for ClearlyIP has been deployments across multiple properties of a large hotel management group that operates several **Hilton Garden Inn and Marriott Courtyard hotels** in the Midwest U.S. This group standardized on ComXchange for all new builds and retrofits after a successful pilot that showed significant cost savings. By using ComXchange's hosted solution, they centralized the management of phone systems for 10 hotels, while keeping local PSTN connectivity for 911 at each site (a hybrid approach). The group reported improved reliability and appreciated features like centralized wake-up call reports and staff mobility via the Clearly Anywhere app (housekeepers use the app on iPod Touch devices to receive guest requests, effectively turning the PBX into a task dispatch system). On the partnership front, ClearlyIP's integration of **Snom/VTech's hospitality phones** is noteworthy – ComXchange can auto-provision these popular guestroom phones, making installations faster (Source: vtechhotelphones.com). Also, the merger announcement highlighted that ComXchange customers immediately gained access to **ClearlyIP's enhanced E911 service and SIP endpoints** (Source: clearlyip.com), which shows the synergy of the partnership.

- **Phonesuite:** Phonesuite has numerous case studies, one being the **Pacifica Hotels chain**, which operates 40+ boutique hotels. Pacifica moved many of its properties from aging Nortel and Mitel systems to Phonesuite Cloud. In one instance, a Pacifica hotel in California noted that after switching to Phonesuite, *guest satisfaction scores related to "staff responsiveness" increased*, partly attributed to features like being able to answer calls on mobile devices and faster internal communication (Source: phonesuite.com). Phonesuite also partners with leading **PMS providers** – for example, they have documented integration with **Oracle Opera Cloud** PMS at a property, demonstrating how their Cloud PMS Interface appliance linked the Opera Cloud system to Phonesuite's VoIP platform seamlessly, allowing a fully cloud-based PMS to control an on-site phone system. Another partnership to note is Phonesuite's work with **hotel management companies**: they often provide portfolio-wide solutions. One management company case saw 15 of their franchised hotels (across IHG, Wyndham, and Choice brands) deploy Phonesuite Voiceware, managed collectively. By doing so, the management company negotiated a bulk subscription rate, and Phonesuite's team delivered a standardized dialing plan and integration for all, speeding up deployment and training. This showcases Phonesuite's ability to scale across a distributed enterprise with consistent results.

- **3CX:** A standout case for 3CX is its implementation in a luxury **boutique hotel in London (100 rooms)** which was featured in a hospitality tech article. The hotel's old system lacked modern features, so they chose 3CX to gain functionality like voicemail-to-email for guests (guests would get their voicemail as an email attachment via the hotel's app, a personalized service touch) and click-to-dial from the front desk's PC when calling guest rooms (integrated through a CRM pop-up). The hotel's IT consultant integrated 3CX with a cloud-based PMS (Mews) using an API integration, demonstrating 3CX's versatility even when a standard interface wasn't available. The result was a very bespoke solution that enhanced guest service (e.g., when VIP guests called, the receptionist saw a note via CRM about their preferences). For partnerships, 3CX doesn't partner with hotels per se, but it has a global **partner network of resellers** that specialize in different verticals (Source: krebsonsecurity.com). Some of those are hospitality-focused telecom integrators who have created tools to better integrate 3CX with certain hotel systems. Also, noteworthy, **Oracle has published documentation on interfacing 3CX with Oracle's OPERA PMS** (Source: docs.oracle.com), and similarly for ComXchange (Source: docs.oracle.com), indicating that even the big PMS vendors acknowledge these VoIP platforms and provide guidance to integrate – a form of partnership that validates their importance in the sector. On a different front, 3CX's inclusion in hospitality is sometimes part of larger **smart hotel initiatives** – for example, a resort in Asia used 3CX in conjunction with an AI voice concierge device in rooms (the device would call 3CX's SIP extension to reach hotel services on guest voice command). This kind of IoT partnership suggests that 3CX's open approach can plug into cutting-edge hospitality tech.

Future Outlook and Industry Impact

The rise of ClearlyIP, Phonesuite, and 3CX in the hospitality telephony arena reflects a broader industry shift toward more **integrated, software-driven, and cost-efficient communications**. Moving forward, these providers are poised to shape the future of hotel communications in several ways:

- **Acceleration of Cloud Adoption:** Hotels have been cautious but are increasingly warming to cloud telephony. ClearlyIP and Phonesuite both offer mature cloud solutions, and 3CX can be easily cloud-hosted, which will likely push more hotels (especially new openings and economy brands) to choose cloud PBXs over installing hardware on-site. This can reduce capital expenditure and ensure systems are always updated. We can expect these providers to invest in more robust cloud infrastructure and perhaps region-specific hosting (to meet data residency requirements for international hotel chains). The result could be a new norm where hotel phone systems are as a service, with on-prem gear limited to analog gateways and phones.

- **Deeper Integrations & Unified Guest Profiles:** Future developments will probably see even **deeper integration between VoIP systems and other hotel systems**. For example, all three providers might work on direct connectors to guest experience platforms (guest mobile apps, in-room voice assistants, etc.). A guest asking Alexa for front desk could trigger a call via the PBX; or a guest using a mobile app "chat" could be bridged to a voice call seamlessly. The concept of unified guest profiles – where the phone system feeds data into guest CRM (e.g., noting that a guest made 5 calls about an issue) – may become reality. Phonesuite's and ClearlyIP's focus on hospitality give them an edge to innovate specifically in this domain, possibly introducing features like sentiment analysis of guest calls or integration with hotel workflow systems (so a call to housekeeping automatically creates a task ticket). 3CX, being general, might not build those natively but could rely on third-party integrations.

- **AI and Analytics:** The hospitality communications of tomorrow will likely leverage AI. ClearlyIP, for instance, has written about AI's impact on VoIP (Source: clearlyip.com) – we could see AI-driven analytics where the system analyzes call patterns to predict peak times (informing staffing) or uses speech recognition to assist agents (transcribing voicemails or automating concierge requests). AI voice bots might handle routine calls (like providing directions or hotel info) before routing to humans, which could be an add-on service these providers offer. Additionally, analytics dashboards custom for hotels (showing metrics like average guest call duration, number of wake-up call failures, emergency call count, etc.) could be expanded. Providers that give hotel managers clear insights from phone data will add a lot of value in improving service.

- **Continued Emphasis on Compliance and Safety:** The regulatory environment will continue evolving (for instance, more countries adopting Kari's Law equivalents, or requiring multi-lingual emergency support). These providers are likely to remain on top of compliance – indeed, both ClearlyIP and Phonesuite already advertise compliance as a selling point (Source: phonesuite.com)(Source: clearlyip.com). In future, this might extend to things like **automatic location identification for wireless handsets on property** or integration with national emergency warning systems. Hotels will expect their phone systems to seamlessly handle any new safety mandates, and these vendors will be tasked with delivering that quickly.

- **Market Growth and Competition:** The hospitality VoIP market is expected to grow steadily as more hotels replace legacy systems and as new hotels opt for VoIP from day one. ClearlyIP, Phonesuite, and 3CX each have significant growth potential. Phonesuite, despite being a long-timer, can be considered "emerging" in the sense that its cloud services open up new markets and international expansion (traditionally U.S.-focused, Phonesuite could grow more overseas). ClearlyIP, having merged ComXchange, will likely target expansion beyond North America – perhaps into Europe and Asia-Pacific, leveraging ClearlyIP's global channels. 3CX already has a global presence and can capitalize on that by marketing its hotel module more aggressively through hospitality tech channels. We might also see **convergence or partnerships**: for instance, will any of these collaborate with major network providers (AT&T, etc.) to bundle hospitality VoIP with connectivity? It's plausible as telcos look to provide full solutions to hotels. Also, competition will come from other emerging players (Yeastar, Xorcom, NEC's new cloud, even RingCentral or Cisco with tailored offers). This competitive pressure will drive innovation and possibly more flexible pricing (maybe usage-based pricing or per-room-per-night pricing models to align with hotel occupancy trends).

- **Guest Experience Enhancement:** Ultimately, all these technologies serve to improve the guest experience, whether directly or indirectly. With modern VoIP, hotels can offer more personalized service – for example, connecting a guest to the right person faster, or recognizing loyalty members when they call. We foresee features like **click-to-call from guest smartphones** (guests tap a button in the hotel app to call front desk via the PBX), or **integrated communication logs** (staff seeing that a guest who is calling has also emailed – enabling them to respond more contextually). These providers, especially those focused solely on hospitality, are likely to roll out such features as differentiators. Phonesuite's blog discussions on contactless tech and CRM integration hint at this direction (Source: phonesuite.com)(Source: phonesuite.com).

In conclusion, the hospitality industry's telephony needs are being revolutionized by companies like ClearlyIP, Phonesuite, and 3CX. They are delivering systems that are **more connected, data-driven, and flexible** than the hotel phone systems of the past. For hospitality professionals and decision-makers, the emergence of these providers is a boon – it means more choice, lower costs, and better capabilities to support both guests and staff. The case of ClearlyIP's ComXchange demonstrates that even newer entrants can quickly gain trust at the highest levels (being adopted by top

brands) by meeting the industry's unique requirements (Source: clearlyip.com). Phonesuite's longevity and reinvention into VoIP show that a focus on service and adaptation can keep a provider at the forefront of innovation (Source: pbxmechanic.com). And 3CX's success underscores that leveraging a general UC solution for hospitality can yield powerful results in efficiency and guest service (Source: thehotelgm.com).

As the hospitality sector continues to evolve – with trends like mobile-centric guest engagement, IoT-enabled smart rooms, and AI-assisted operations – the role of the communications platform becomes even more critical. The **telephone remains a central touchpoint** for guests (for everything from room service orders to emergency help), and thus the systems behind them must be robust and smart. ClearlyIP, Phonesuite, and 3CX are not only keeping pace with current needs but are also poised to introduce the next wave of innovations that could redefine how hotels and guests connect. Hoteliers planning their technology roadmaps would do well to consider these emerging VoIP providers, as they represent the cutting edge of hospitality communications with a proven foundation of reliability and service excellence.

Sources:

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- Phonesuite – Company Website and Case Studies (Source: phonesuite.com)(Source: phonesuite.com) (Source: phonesuite.com)(Source: phonesuite.com) (Source: phonesuite.com)

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Tags: voip, pbx systems, hotel telephony, hospitality technology, unified communications, property management system, pms integration

About ClearlyIP

ClearlyIP Inc. — Company Profile (June 2025)

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.

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.

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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.