



bluehubcloud

Australian Hosted Cloud PBX, AI Call Assistant, Business Insights, Automation, SMS and CRM Integration.

CLOUD PBX · PRODUCT OVERVIEW

Cloud PBX

The backbone of your business phone system — a robust, Australian-hosted PBX with the calling features, security and integrations modern teams need.

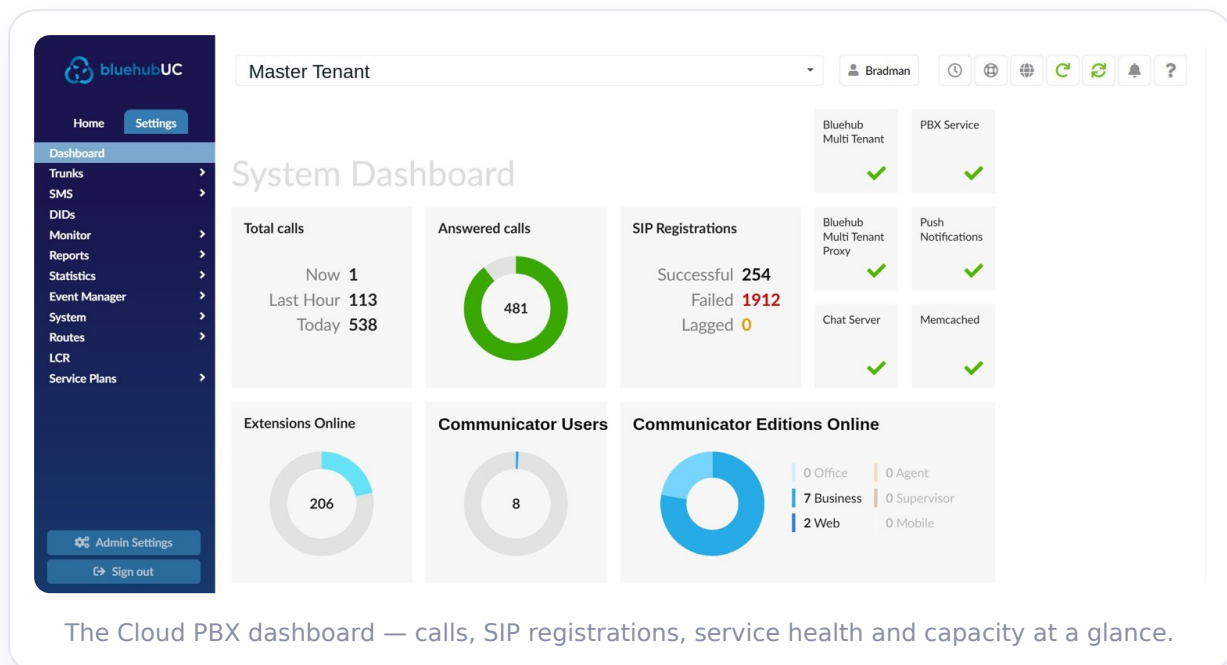
Australian-hosted · From small teams to multi-tenant networks

Bluehubcloud — Australian-managed cloud communications · 1300 868 178 · bluehubcloud.com.au

The backbone of your phone system

A Private Branch Exchange (PBX) is the communications core of any modern business — the network behind every call that routes, connects and streamlines how your team and your customers talk to each other.

Bluehubcloud Cloud PBX delivers that as a fully managed, Australian-hosted service — built for high uptime, with the advanced calling, security and integration features growing businesses rely on, and editions that scale from a small office to a multi-tenant network.



What Cloud PBX gives you

01 Editions to fit any business

From a traditional business PABX to omni-channel call centres and multi-tenant networks — choose the edition that matches how you work, and scale as you grow.

02 An insightful dashboard

A user-centric dashboard consolidates the data that matters — system functions, hardware utilisation, core service status, call statistics and SIP registrations — for fast, informed decisions.

03 Unified communications

Bring calling, chat, presence and more together in the Communicator app, so your team handles everything from one interface with no constant tab-switching.

04 Enhanced ring groups & queueing

Smarter queueing functions lift internal organisation and give you a better reporting and business-intelligence picture of how calls flow through your team.

05 Use it on any device

Take calls on a VoIP desk phone or the Communicator desktop, web and mobile apps — all on one number. Switch a live call between devices mid-conversation, so your team stays reachable anywhere.

Bluehubcloud PBX Editions

Start with a complete cloud PBX and grow into a full contact centre when you're ready — three editions that scale with your business.

Bluehubcloud PBX

Full-featured cloud PBX, UC & collaboration

- Enterprise PBX & call routing
- Team chat, video meetings & presence
- Desktop, web & mobile apps
- Built-in AI: text-to-speech, transcription & voice agents
- Real-time call transcription
- CRM, MS Teams & directory (LDAP/AD) integration
- Webhooks (Event Publisher) & open API
- Multi-tenant management

Contact Centre Lite

An upgrade on your Bluehubcloud PBX — live wallboards & reporting

EVERYTHING IN PBX, PLUS

- Enhanced Ring Group wallboards
- Member & ERG performance dashboards
- Scheduled & automated report delivery
- Smart Callback for abandoned calls

Omnichannel Contact Centre

A dedicated, standalone omnichannel contact-centre platform

- Skill-based routing & queues
- Agent & supervisor workspaces
- Dialer & campaign management
- 40+ reports & analytics
- Voice, email, SMS, live chat, WhatsApp & Messenger
- Unified cross-channel customer history

How the editions fit together. Contact Centre Lite upgrades your Bluehubcloud PBX with live wallboards and reporting. The Omnichannel Contact Centre is a separate platform for full multi-channel customer engagement.

Optional add-on layers. Business Insights and Automation sit on top of any edition — turning every captured call into intelligence, then automating the routine work. Together with your Cloud PBX, that's one continuous improvement loop.

Feature Comparison

Every edition builds on the one before it. Bluehubcloud PBX delivers full cloud telephony, UC and built-in AI; Contact Centre Lite adds live wallboards and reporting; the Omnichannel Contact Centre is a dedicated multi-channel platform.

Legend: ✓ included · — not in this edition · **Planned** on the roadmap

Capability	Bluehubcloud PBX	Contact Centre Lite	Omnichannel Contact Centre
PLATFORM			
True multi-tenant architecture	✓	✓	Planned
Centralised multi-tenant management	✓	✓	✓
Hosted & on-premise deployment	✓	✓	✓
High availability with automatic failover	✓	✓	✓
ENTERPRISE PBX FOUNDATION			
Advanced call routing & extension management	✓	✓	✓
Call handling — caller ID, forward, transfer, park, hunt/ring groups	✓	✓	✓
Dial groups — strategies, escalation, overflow, fallback	✓	✓	✓
IVR & call-flow designer	✓	✓	✓
Advanced operation times & call flows	✓	✓	✓
Voicemail & voicemail-to-email (with transcription)	✓	✓	✓
Call recording & analytics (CDRs, statistics)	✓	✓	✓
Busy Lamp Field (BLF) presence	✓	✓	✓
Call forwarding based on presence	✓	✓	✓
Fax services (email-to-fax, PDF/TIFF)	✓	✓	✓
Business SMS / MMS (incl. bulk messaging)	✓	✓	✓
Contacts module (global, department, private)	✓	✓	✓
Force E.164 format for outbound calls	✓	✓	✓
BUILT-IN AI			
AI text-to-speech (TTS) for IVRs	✓	✓	✓
Voicemail transcription	✓	✓	✓
Call-recording transcription	✓	✓	✓
Real-time call transcription	✓	✓	✓

Capability	Bluehubcloud PBX	Contact Centre Lite	Omnichannel Contact Centre
AI voice agents	✓	✓	✓
INTEGRATION & AUTOMATION			
Event Publisher webhooks (Zapier, n8n, custom endpoints)	✓	✓	✓
SMS connector (API to any external provider)	✓	✓	✓
Trunk sharing across tenants/services	✓	✓	✓
CRM integrations (Salesforce, Zoho, Zendesk, MS Dynamics, HubSpot, SugarCRM & more)	✓	✓	✓
Custom CRM & open REST API	✓	✓	✓
Advanced CRM-based call routing	✓	✓	✓
Remote file archiving (S3, Google Storage, FTP/SFTP)	✓	✓	✓
Directory integration (LDAP, Active Directory)	✓	✓	✓
Office 365 & 3rd-party contact sync	✓	✓	✓
TEAM COLLABORATION			
1:1 & group chat (threads & reactions)	✓	✓	✓
Voice messages	✓	✓	✓
File sharing	✓	✓	✓
Presence visibility (incl. MS Teams sync)	✓	✓	✓
Searchable conversations	✓	✓	✓
Cross-device synchronisation	✓	✓	✓
AUDIO & VIDEO CONFERENCING			
Audio conferencing (up to 256 participants)	✓	✓	✓
HD video conferencing (chat, screen & file sharing)	✓	✓	✓
Screen sharing with remote control	✓	✓	✓
Instant meetings	✓	✓	✓
Scheduled & recurring meetings	✓	✓	✓
One-click meeting from chat	✓	✓	✓
Desktop / web / mobile participation	✓	✓	✓
APPS & MOBILITY			
Call continuity between devices (mid-call switch)	✓	✓	✓
Desktop app (Windows & macOS)	✓	✓	✓
Web client (no install)	✓	✓	✓
Mobile apps (iOS & Android)	✓	✓	✓

Capability	Bluehubcloud PBX	Contact Centre Lite	Omnichannel Contact Centre
Real-time sync across devices	✓	✓	✓
Embedded Microsoft Teams app	✓	✓	✓
CONTACT CENTRE LITE			
Enhanced Ring Groups (ERG)	✓	✓	✓
ERG wallboards (live call overview)	—	✓	✓
Member & ERG performance dashboards	—	✓	✓
Scheduled ERG & extension reporting	—	✓	✓
Automated report delivery (CSV/PDF)	—	✓	✓
Smart Callback (ERG-based)	—	✓	✓
Omnichannel	—	Planned	✓
OMNICHANNEL CONTACT CENTRE			
Queue management & skill-based routing	—	—	✓
Advanced queue callback (agent- & customer-first)	—	—	✓
Dispositions (retry, callback, DNC)	—	—	✓
Agent status management (pause reasons, auto-pause)	—	—	✓
Agent workspace (cross-channel history)	—	—	✓
Supervisor workspace (listen / whisper / barge)	—	—	✓
Smart alerts & threshold notifications	—	—	✓
Real-time monitoring, dashboards & SLA analytics	—	—	✓
Agent performance dashboard	—	—	✓
Dialer & campaign management	—	—	✓
Customer feedback & CSAT surveys	—	—	✓
Historical reporting & analytics (40+ reports)	—	—	✓
Full omnichannel — voice, email, SMS, live chat, WhatsApp, Messenger	—	—	✓
Unified history across channels	—	—	✓
WhatsApp templates & canned responses	—	—	✓
Agent email signatures	—	—	✓
Customer ban for live chat	—	—	✓

Better conversations with customers

01

IVR menus that route the right way

Use Interactive Voice Response to help callers classify their enquiry and reach the right agent first time — and resolve common questions without an agent at all.

02

Operation times

Publish your business hours so callers always know when you're open, for clearer communication and smoother out-of-hours handling.

03

Online Self Care

Give users a self-service portal (OSC) to personalise and manage their own extension — see what they want, when they want it.

04

Browser call-recording playback

Access call recordings straight from the browser with integrated playback — navigate and review in a click, no downloads.

Connects to the tools you already use. Cloud PBX integrates with leading business applications including Salesforce, SugarCRM, Zendesk, ZOHO and MS Dynamics — bridging communication gaps and streamlining day-to-day operations.

AI Voice Connector

Answer calls with a real-time AI voice agent, built into your Cloud PBX. It holds a natural conversation, handles routine enquiries on its own, and hands over to your team the moment a caller needs a person.

- **Real-time, natural conversation**

Speech-to-speech for low latency and a natural voice — no clunky menus or robotic delays.

- **Prompt-driven and on-brand**

You define what the agent says and does in plain language, tailored to your services and tone.

- **Hands over to a person**

When a caller needs a human, it transfers to the right team, queue or extension based on the conversation.

- **Answers around the clock**

Calls outside business hours are answered automatically, based on your operation times.

- **Covers many topics at once**

A single agent answers different questions across one call — a smart IVR that listens.

- **Knows your business**

Connect your CRM, calendar, ticketing or documents — it answers from your data and takes action.

Configurable options include agent name, AI model and voice, introduction message, the prompt that shapes every conversation, context-based transfer rules, and 24/7 answering by operation times.



How it works

- 1 Add an AI Voice Agent.** Create as many agents as you need in your admin console.
- 2 Connect your AI provider.** Select your provider and add the API key that lets the agent run — you bring your own AI account.
- 3 Choose a voice and greeting.** Pick the voice and set the opening message.
- 4 Write the prompt.** Define the instructions that shape every conversation.
- 5 Connect your data via an MCP server.** Point it at documents, your CRM, calendar and ticketing, so the agent answers from your own data, takes action, and gives contextually relevant replies rather than generic ones.
- 6 Go live and fine-tune.** Assign a number, set transfers, then review transcripts.

Where it helps

- **Front-desk assistant**
Greet callers and answer common questions around the clock.
- **Status & account lookups**
Answer from your own systems and documents, not generic replies.
- **Appointment booking**
Take the details and book appointments without tying up staff.
- **Smart transfer to a person**
Hand off to the right team the moment a caller needs a human.
- **Lighter call load**
Automate routine enquiries so your team focuses on real customers.

Live Transcriptions

Live call transcription, captured in real time and streamed wherever you need it. Every conversation becomes accurate, readable text as it happens — ready to search, analyse and act on.

- **Real-time, end to end**

Transcribes the whole conversation as it happens — from the first word to the last, not after the call.

- **Enable it where you need it**

Switch transcription on per ring group, queue or individual extension — granular by design.

- **Clean, readable text**

Language selection, automatic punctuation and profanity filtering make transcripts ready to use.

- **Your choice of AI model**

Use the leading transcription provider that best fits your accuracy, language and cost needs.

- **Streamed live, anywhere**

Transcribed text is pushed in real time to a destination you choose, ready for your own systems.

- **Fuels call intelligence**

Real-time transcripts become the raw material for search, analytics and automation.

Configurable options include your AI provider and model, transcription language, automatic punctuation, profanity filtering, per ring group, queue or extension, and your streaming destination.

Directory Sync Management

Automate user and extension management across your systems. Directory Sync Management connects your Cloud PBX to your existing LDAP directory, so accounts stay accurate, secure and effortless to maintain as your team changes.

- **Extension syncing**
Sync extensions from apps that use LDAP — without losing existing per-user customisation.
- **Encrypted (LDAPS / STARTTLS)**
An elevated level of security for directory data in transit.
- **Manual sync**
Apply major changes on demand, ahead of the next scheduled sync.
- **Summary emails**
Per-sync change reports sent to chosen addresses, with error logs attached.
- **New-user credentials**
Email extension and login details to newly created users as a reminder.
- **Less admin, fewer errors**
Automating extension processes via LDAP cuts manual work and mistakes.
- **Cross-platform consistency**
Changes made in LDAP flow through the whole system automatically.
- **Accurate, reliable data**
Automated syncing keeps records current with minimal manual input.
- **Centralised credentials**
Extensions built from LDAP data for stronger, consistent security.

Configurable options include extension configuration, LDAP server encryption, automatic and manual sync, extension templates, summary emails, and new-user credential emails.



How it works

- 1 Enable directory sync** in your Cloud PBX settings.
- 2 Enter LDAP connection details** — hostname, port, encryption (SSL/TLS) and login credentials.
- 3 Set the Base DN** — the starting point in your directory tree for synchronisation.
- 4 Choose a sync interval** (in hours) for automatic syncing.
- 5 Map attributes & set a template.** Map LDAP fields (name, login email, unique ID) to extension fields, and define default settings (call permissions, voicemail) for new extensions.
- 6 Save and enable** — periodic synchronisation begins.

Where it helps

- **Onboarding & offboarding**
Instantly grant or revoke access for new and departing staff, and sync details to your CRM.
- **Contractor access**
Create temporary, controlled privileges from one directory — and revoke them cleanly.
- **Works with your directory**
Integrates with existing LDAP-based directory services to simplify future setup.
- **Single sign-on (SSO)**
Keeps identities consistent with your SSO provider so users verify once across every app.
- **Centralised control**
Manage everyone from the central LDAP server, with changes flowing through on each sync.

Dynamic Auto Provisioning

Set up phones the moment they connect. Supported handsets configure themselves automatically from their MAC address — no manual setup, device by device.



Compatible with over 200 VoIP handsets and devices, our platform lets you integrate both existing and new devices smoothly.

- **Zero-touch deployment**

Devices provision automatically from their MAC address via DHCP or Touchless Provisioning — no manual file input per device.

- **Secure HTTPS**

HTTPS provisioning with mandatory Digest authentication, built for remote and more complex networks.

- **Broad device support**

Works across a large range of IP phones and softphones, thanks to dynamically generated provisioning files.

- **Scales with you**

Eliminates tedious manual setup and automates maintenance, so large device fleets stay current with minimal effort.

One experience across desk, web and mobile. Pair any supported handset with the Communicator desktop softphone and the Communicator GO mobile app for a unified experience wherever your team works.



How it works

- 1 Connect the device.** A new IP phone is plugged into the network.
- 2 It requests its configuration.** The device asks the provisioning server for its files — set via DHCP options or Touchless Provisioning for supported models.
- 3 The server matches it by MAC address.** The correct configuration file is generated and returned for that exact device.
- 4 Delivery is secured.** Files are sent over HTTPS with Digest authentication for safe setup, even over the internet.
- 5 It self-configures, then stays current.** The device applies its settings and registers automatically — and ongoing updates are pushed to all devices without manual input.

Where it helps

- **Faster deployment**
Roll out large numbers of phones with predefined settings — local or remote.
- **Remote & hybrid teams**
Home and off-site handsets set up securely over the internet.
- **Service-provider scale**
Deploy and manage configurations across many customers and sites.
- **Fewer errors**
Automating setup and maintenance greatly reduces manual mistakes.
- **New-employee onboarding**
Configure devices and credentials so new starters are working sooner.
- **Disaster recovery**
Re-provision replacement devices fast to minimise downtime.

Enhanced Ring Groups

Smarter group calling. Enhanced Ring Groups add advanced queueing, flexible ring strategies and richer reporting to the way calls reach your team — so the right person answers, faster.

The screenshot displays the configuration interface for Enhanced Ring Groups, divided into two main sections: General and Members.

General Section:

- ERG Name: [Text input] ✓
- ERG Number: 1025 ✓
- Max Waiting Callers: [Text input] ✓
- Rings to Answer: 0 ✓
- Record ERG Calls: Yes (selected) / No
- Live Transcription: Not Active (dropdown)
- Wake up Mobile Devices: Yes / No (selected)
- Music On Hold: Please select ... (dropdown)
- Use ERG MOH for Members: Yes / No
- Replace CallerID: [Text input]
- Language: [Text input]
- ERG URL: [Text input]

Members Section:

- Members: [List of members]
- Static Members Login: Yes / No
- Disable Member Enhanced Services: Yes / No
- Ring Strategy: ringall (dropdown)
- Member Ring Timeout (sec): 32
- Autofill: Yes / No / Not Set
- Ring Members in use: Yes / No / Not Set
- Retry All Timeout (sec): 4
- Timeout Restart: Yes / No / Not Set
- Wrap-up time (sec): 4
- Disable Answered CDRs: Yes / No

At the bottom right, there are buttons for "Save" (with a checkmark icon) and "Go back" (with a left arrow icon).

Set up each ring group from one screen — ring strategy, queue limits, call recording, music on hold, member timeouts and more.

- **Efficient call management**

Group multiple extensions into a single point of contact, with straightforward setup.

- **Balanced workloads**

Ring strategies spread calls evenly, or route to whoever is best placed to help.

- **Faster response times**

Group ringing and multiple ring strategies get calls answered sooner.

- **Fewer frustrated callers**

Failover and out-of-hours rules redirect callers so every query is logged and answered in time.



How it Works for Busy Teams

Configurable controls

- Ring strategies — ring-all, linear, least-recent, random
- Position & hold-time announcements
- Call recording
- Music on hold & custom caller ID
- Member priority & wrap-up time
- Max waiting callers & group-full overflow redirect
- Periodic announcements
- Operation times — open, closed & custom dates (CSV import/export)
- Per-group language
- Abandoned-call alerts & caller callback

Where it helps

- **Mobile & flexible working**
Reach staff on mobile with phone wake-up and redirection — no strict in-office reliance.
- **Better reporting**
Enhanced Ring Group statistics give clearer insight into how calls are handled.
- **Emergency overflow**
Ring multiple groups at once under heavy load for faster response and resolution.
- **Skill-based routing**
Send each enquiry to the most suitable person available at the time.
- **Connect whole departments**
Ring an entire department together for rapid response and coordination.

Personalised SMS Bulk Messaging

Reach customers where they actually look. Send timely, tailored messages to many recipients at once — straight to the device in their pocket — from inside your Cloud PBX.

- **Near-instant delivery**

Messages land in seconds, direct to the recipient's device — and are far less likely than email to be filtered as spam.

- **Cost-effective**

Cheaper and lower-effort than many channels, lifting overall return on your outreach.

- **Opt-out & blocklist built in**

Honour unsubscribe requests and exclude numbers automatically — supporting consent-based, compliant messaging.

- **Far higher engagement**

SMS is opened and acted on at rates well above email marketing, so important messages actually get seen.

- **Personalised campaigns**

Tailor each message and choose exactly who receives it for more organised, relevant outreach.

- **Better customer experience**

Concise, relevant messaging that recipients can opt into and out of improves satisfaction and future engagement.



How it works

- 1 Create your message.** Set the sender name and number, a reference tag, and the message content.
- 2 Choose recipients.** Upload a CSV of numbers, or pick a saved Predefined list so you don't rebuild it each time.
- 3 Save & send.** Save the message as a reusable template and send it to your list.
- 4 Manage opt-outs.** The Blocklist excludes numbers manually, or automatically when a recipient opts out.

Also includes a bulk-message directory with delivery status, message editing and filtering, predefined recipient lists, and a blocklist for unsubscribes.

Where it helps

- **Promotions & advertising**
Large-scale campaigns, offers and contests sent to the right audience.
- **News & newsletters**
Regular updates and SMS newsletters to your customer base.
- **Notifications & alerts**
Time-sensitive updates that need to be seen quickly.
- **Targeted broadcasts**
Reach specific recipient groups by segmenting your predefined lists.

Scam & Spoofed-Call Protection

Scam and spoofed calls are a rising problem for Australian businesses. Cloud PBX gives you practical, built-in defences against fraudulent inbound calls — so your team spends time on real customers.

01

Anti-fraud caller ID (E.164)

Inbound caller ID is normalised to the international E.164 format, making it far easier to tell legitimate callers apart from spoofed or malicious ones.

02

Inbound spoof & scam-call blocking

Known spoofed and unwanted inbound calls are blocked before they reach your team, cutting down fraud attempts and wasted time.

03

Customer-managed blocklists

Maintain your own blocklist of unwanted numbers and update it whenever you need — you stay in control of who gets through.

Defence in depth. These controls work alongside your upstream carrier's network-level scam-call protections, so suspicious calls are filtered both on the network and as they reach your Cloud PBX.

Built secure, by default

01

Two-factor authentication

Add an authenticator check to logins in a few steps, shoring up accounts against unauthorised access and potential breaches.

02

Comprehensive activity logs

Track access, changes and interactions across the system — strengthening security, oversight and time management with a clear audit trail.

03

Device certificate validation

mTLS with manufacturer root-CA validation means only trusted client devices connect, fortifying server-side authentication.

04

Anti-fraud caller ID (E.164)

Normalise inbound caller ID to the international E.164 format, making it easier to separate legitimate callers from spoofed, malicious ones.

Australian-hosted, Australian-managed. Your Cloud PBX runs on Australian infrastructure and is managed end-to-end by our local team — so support, data and accountability all stay close to home.



bluehubcloud

Your PBX is the foundation. Not the finish.

Talk to our Australian-based team about Cloud PBX — the right edition for your business, a migration plan, and a walkthrough of the features that matter most to you.

Plus AI, insights and automation when you're ready.

Contact Bluehubcloud

CALL US

1300 868 178

EMAIL

sales@bluehubcloud.com.au

WEB

bluehubcloud.com.au