



Press Release

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Nextera Communications: Hosted PBX Trend Gains Momentum Cloud-Based Solution Ideal for SMB Adoption

As sales of cloud-based solutions increase, hosted PBX continues to rise due to the cost-benefit advantages compared with traditional phone systems and unmanaged PBX networks. Hosted PBX provides a turnkey solution that's cost-efficient and offers increased scalability, flexibility, and greater capacity while delivering high performance voice and communications management.

Although sales of premise-based PBX systems haven't grown over the last few years, research conducted by Infonetics, a telecommunications marketing research firm, showed global sales for hosted PBX services increased by more than 20% in 2013. A 2014 Metaswitch study showed 20% of small to medium-sized business respondents were currently using IP communications, and of those, 60% purchased a Hosted PBX product.

"Hosted PBX offers robust features that can take productivity to a higher level while significantly reducing costs," said Becky Parker, Vice-President of Development and Marketing for Nextera Communications. "It's very advantageous for small to mid-sized companies. Quick and easy to deploy, Hosted PBX provides businesses with valuable opportunities – like free interoffice extension dialing between multiple sites, an ultra-flexible auto attendant system, and published numbers in offsite locations for a virtual presence."

Additional benefits that play an integral role in the rise of Hosted PBX sales include no upfront infrastructure costs, complete maintenance coverage, and built-in compliance functionalities.

"It's a revolution in telecommunications and Nextera is excited to be leading the way for Minnesota businesses," said Parker.

About Nextera Communications

Nextera is a Minnesota owned and grown telecommunications company with offices located in the Greater Minneapolis-St. Paul area, Duluth, Brainerd/Baxter and St. Cloud. Nextera provides customized, secure telecommunications services and local customer service to small and mid-sized businesses statewide. They offer next-generation Internet, voice and data services with a portfolio of offerings including [Internet](#), [Wireless/WiMax](#), [Hosted PBX](#), [SIP Trunking](#), and more.