

PARTNER MIGRATION GUIDE

From 3CX to VOCPhone: The MSP & Reseller Migration Guide

3CX ended perpetual licensing, turned keys into annual subscriptions and lifted prices on the small tiers MSPs grew on. Here is why partners are moving their base to VOCPhone, and how to migrate every client with zero downtime.

The model many IT providers built on has been dismantled. 3CX ended perpetual licensing and stopped selling maintenance in 2023, began converting perpetual keys to annual subscriptions, in 2025 raised prices on smaller tiers that were previously subsidised, and layered on fair-use extension caps, all while partners still carry the load of self-hosting, patching and security (a load the 2023 supply-chain attack made painfully concrete). Those changes bite partners hardest, because the recurring value sat in the licence, not with you.

■ The short version

Consideration	Self-hosted / 3CX model	VOCPhone partner
Licensing	Annual subscription, tier & extension caps	Simple per-seat, no annual licence renewals
Who patches & secures it	You or the customer	Fully managed Australian cloud
Who owns the recurring revenue	Mostly the licence / host	You, recurring wholesale margin per seat
Underlying network	Third-party SIP / hosting	Owned and operated by VOCPhone
AI phone agents	Add-on / limited	Included as standard
Hosting & data	Wherever you host it	Australian hosted, 99.99% uptime

■ What the full guide covers

- What Actually Changed with 3CX
- Why the Pain Lands on Partners, Not Customers
- Where VOCPhone Fits as a Better Home
- The Migration Playbook: 3CX to VOCPhone, Zero Downtime
- Turning Migration into an Upgrade

The changes, in a partner's language

Perpetual licensing is gone. In 2023 3CX moved off perpetual licences and stopped selling maintenance, repositioning the product around annual subscriptions.

■ Questions the full guide answers

- ☐ Why are 3CX partners moving to VOCPhone?
- ☐ Am I risking my recurring revenue by staying on 3CX?
- ☐ Is migrating a client from 3CX to VOCPhone disruptive?
- ☐ Can we keep the customer's existing numbers and handsets?
- ☐ How is VOCPhone different from self-hosting or 3CX's hosted option?
- ☐ Does the 2023 3CX supply-chain incident matter for my clients?
- ☐ What do the partner economics look like after migrating from 3CX?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 663 222** or visit vocphone.com/about/contact-us.