

EXPLAINER · 2026

What Is a Cloud Phone System? An Australian Guide

Hosted calling delivered from the cloud, explained without the jargon. How a cloud phone system works, how it compares to a traditional on-premise setup, what it does, what it costs, and how to switch, for Australian business in 2026.

A **cloud phone system** is a business phone service delivered over the internet from a provider's servers rather than from a physical PBX box in your office. Calls travel as data using VoIP, and everything, extensions, routing, IVR menus, voicemail and apps, is managed as software in the cloud. There is no hardware to buy or maintain, you pay a simple monthly per-seat fee, and staff make and take calls from a desk phone, computer or mobile app anywhere they have internet. Compared with a traditional on-premise system it is cheaper to run, scales in minutes, keeps working when your office loses power, and adds modern features, mobile apps, voicemail-to-email, SMS and AI, that old PBXs cannot match. For Australian businesses the things that matter most are **who owns the network**, Australian data hosting, reliable uptime, AI included rather than upsold, and genuine local support.

The short version

Capability	Traditional On-Premise PBX	Cloud Phone System (VOCPhone)
Where it runs	✗ Hardware in your building	✓ Hosted in the cloud
Upfront cost	✗ High CapEx for PBX + handsets	✓ None required
Ongoing cost	~ Line rental + maintenance	✓ Simple per-seat monthly fee
Mobile & desktop apps	✗ Desk phone only	✓ Free, all platforms
Work from anywhere	✗ Location-locked	✓ Number follows the user
Voicemail-to-email & SMS	~ Rare / add-on	✓ Built in
CRM & accounting integrations	✗	✓ Salesforce, HubSpot, Zoho, Xero+
Scalability	✗ Hardware project per change	✓ Add seats in minutes

■ Key points

- See a Cloud Phone System in Action
- Move Your Business to the Cloud, the Australian Way

What You Actually Need to Run It

A reliable internet connection. A business-grade NBN or fibre service is ideal; each concurrent call uses only a modest amount of bandwidth, so most connections handle a typical office comfortably. VOCPhone can even supply the internet and the phone system together through its NBN plans.

■ Questions the full guide answers

- ☐ What is a cloud phone system in simple terms?
- ☐ Is a cloud phone system the same as VoIP?
- ☐ How is a cloud phone system different from a traditional phone system?
- ☐ Are cloud phone systems reliable?
- ☐ Where is my data stored with a cloud phone system?
- ☐ How much does a cloud phone system cost in Australia?
- ☐ How do I switch, and can I keep my existing number?

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.