

CASE STUDY

## How Cape Union Mart migrated 1,400 phones across 250 stores — with zero downtime.

When Cape Union Mart's legacy on-premise PBX hit its limits — rising licensing costs, no mobile capability, no failover — the retailer needed a new enterprise communications platform. With a compressed six-month deadline, they chose Euphoria Telecom. The result: one of the largest cloud PBX migrations in South African retail history, completed on time, with zero operational downtime.

**250**

STORES MIGRATED

**1,400**

PHONES MOVED

**6 months**

BRIEF TO LIVE

**0**

OPERATIONAL DOWNTIME

### The Challenge

Cape Union Mart operates around 250 stores, three factories, a warehouse and regional offices — with roughly 1,400 phones across the business. Their legacy voice platform had become difficult to manage and increasingly expensive. Licensing was sold in bundles, meaning they paid for capacity they didn't use. There was no mobile app, no failover capability, and updates required costly on-site maintenance. When virtualisation licensing costs rose sharply and infrastructure support was withdrawn, a planned two-year migration was suddenly compressed to six months.

### The Solution

Euphoria proposed a clean, fully managed migration — no jailbroken hardware, no compromise on supportability. New hardware was provided on an operating expenditure model. A phased rollout ran old and new PBX systems in parallel, so stores on different platforms could continue communicating without disruption. Sites were validated individually before cutover. Numbers were ported in batches with rollback paths at every stage.

### The Result

250 stores, three factories, a warehouse and regional offices — migrated in six months, brief to live. Zero operational downtime. Cape Union Mart Group now runs 1,400 phones on Euphoria's fully managed cloud PBX, with the flexibility to add new locations with minimal on-site equipment, adjust capacity as the business grows, and connect staff on desk phones, wireless handsets or mobile softphone apps from anywhere.

*"Instead of jailbreaking old hardware to make it work, we proposed a clean, ethical, supportable solution. For Cape Union Mart, that integrity mattered."*

# Built in South Africa. Operated in South Africa. Supported in South Africa.

Euphoria is the only enterprise-grade cloud PBX engineered, owned and operated entirely within South Africa. For large corporates evaluating a telephony platform, that difference is material.

- **Your call data stays in South Africa**  
Infrastructure hosted locally. Voice traffic and recordings don't pass through foreign servers — POPIA compliant, IT security aligned.
- **SA engineers. SA support. SA time zone.**  
Every engineer and support agent is SA-based. Escalate at 7am SAST and reach a local team — not an offshore queue.
- **Rand pricing. No forex exposure.**  
Telephony billed in Rands, invoiced locally. At 500-1,000+ extensions, budget predictability matters.
- **Engineered for load-shedding resilience**  
Failover routing and cloud redundancy built specifically for South Africa's power grid realities — not bolted on as an afterthought.
- **RICA-compliant. POPIA-aligned.**  
Number porting, call recording and data handling within SA's regulatory framework. 15 years operating inside it.
- **Proprietary SA-built platform — not a reseller**  
Not a white-label of an international product. Built and maintained by our own engineers. Custom integrations go to the people who built it.

## Why South African enterprises choose Euphoria over 3CX

3CX is a self-hosted or partner-managed system. Euphoria is a fully managed SA cloud platform. Here's what that means in practice:

	Euphoria	3CX
<b>Hosting</b>	Fully managed cloud, SA-hosted	Self-hosted or partner-hosted — you manage the server
<b>Support</b>	SA-based engineers, same timezone	Via reseller or offshore
<b>Data residency</b>	South Africa	Depends on where your server is hosted
<b>Billing</b>	Rands, monthly	Licence fees, forex exposure
<b>Load-shedding resilience</b>	Built in	Depends on your server setup
<b>Contract</b>	Month-to-month by default	Annual licence model

## Ready to talk enterprise?

Get a tailored quote for your SA deployment.

**087 222 9911**

[euphoria.co.za/corporate-phone-system/](https://euphoria.co.za/corporate-phone-system/)