

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

1400

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 When virtualisation licensing costs rose sharply and infrastructure support was withdrawn, a planned two-year migration was suddenly compressed to six months.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 Result

250 stores, three factories, a warehouse and regional offices – migrated in just six months. 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.”

Leonie Stanley, Euphoria Telecom, Operations Director

Built in SA. Operated in SA. Supported in SA.



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.
- **Rand pricing. No forex exposure.**
Telephony billed in Rands, invoiced locally. At 500-1,000+ extensions, budget predictability matters.
- **RICA-compliant. POPIA-aligned.**
Number porting, call recording and data handling within SA's regulatory framework. 15 years operating inside it.
- **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.
- **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.
- **Engineered for load-shedding resilience**
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.

Hosting	Fully managed cloud, SA-hosted
Support	Fully managed cloud, SA-hosted
Data residency	South Africa
Billing	Rands, monthly
Load-shedding resilience	Built in
Contract	Month-to-month by default

Join 6,000+ happy customers across South Africa.



Ready to talk enterprise?

Get a tailored quote for your SA deployment.

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