

PARTNER MIGRATION GUIDE

From 3CX to Uniden Voice: The Reseller Migration Guide

3CX ended perpetual licensing, converted keys to annual subscriptions, and raised prices on the small tiers MSPs grew on. Here's why partners are moving their base to Uniden Voice, and how to migrate every client with zero downtime.

3CX has dismantled the model many IT providers built on: it **ended perpetual licensing and stopped selling maintenance in 2023**, began **converting perpetual keys to annual subscriptions**, **raised prices on smaller tiers** that were previously subsidised, and added **fair-use extension caps**, all while partners still carry the burden of self-hosting, patching, and security (as the 2023 supply-chain attack underlined). For MSPs, ISPs, and resellers, the changes hit hardest because the recurring value sat in the licence, not with you. **Uniden Voice** is a better home for your 3CX base: a fully managed, AI-included, 100% Australian cloud phone system with no servers to patch, no annual licence renewals, Uniden's own apps and hardware, and a partner model where **you earn recurring monthly margin on every seat** and own the billing relationship.

The short version

Consideration	Self-hosted / 3CX model	Uniden Voice 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
Recurring revenue owner	Mostly the licence/host	You, recurring wholesale margin per seat
AI call agents	Add-on / limited	Included as standard
Hosting & data	Wherever you host it	100% Australian hosted
Apps	Third-party softphones	Uniden's own apps, all platforms

■ What the full guide covers

- Why 3CX Partners Are Re-evaluating in 2026
- Why the Changes Hit Resellers Hardest
- Why Uniden Voice Is a Better Home for Your 3CX Base
- The Migration Playbook: 3CX to Uniden Voice, Zero Downtime

What changed with 3CX, a partner's summary

Perpetual licensing ended. 3CX moved away from perpetual licences and stopped selling maintenance in 2023, shifting the product to annual subscriptions.

■ Questions the full guide answers

- ☐ Why are 3CX partners switching to Uniden Voice?
- ☐ Do I lose my customers or recurring revenue by staying on 3CX?
- ☐ Is migrating a client from 3CX to Uniden Voice disruptive?
- ☐ Can we keep the customer's existing phone numbers and handsets?
- ☐ How is Uniden Voice different from self-hosting or 3CX's hosted option?
- ☐ Does the 2023 3CX security incident matter for my clients?
- ☐ What does 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 881 662** or visit **unidenvoice.com/get-started**.