

Teri: Putting a Professional Business Switchboard in Every Employee's Pocket



South African businesses rely heavily on clear, reliable communication. Yet many companies are still tied to traditional office-based phone systems, fixed lines, desk phones, cabling, and broadband-dependent VoIP solutions that can become unreliable during network congestion or load-shedding.

Huge TNS has launched **Teri**, a pure GSM cloud PBX designed to give businesses the flexibility of a professional switchboard without the complexity of traditional telephony infrastructure.

Named affectionately after the receptionist at Huge, Teri acts as a virtual business receptionist, allowing companies to move key

switchboard functionality directly onto the mobile devices their teams already use. This includes inbound hunt groups, IVR menus, extensions, company voicemail, and more.

Unlike traditional VoIP systems that rely on data connectivity and may be affected by jitter, buffering, or dropped calls, Teri works over the GSM mobile network. By using the native phone dialler and a dedicated voice channel on the mobile network, Teri delivers clear, dependable voice communication with the freedom of mobility.

This means businesses can operate from virtually anywhere, without being limited by fixed-line infrastructure, desk phones, or complex technical installations.

As Douglas Reed, Executive: Sales & Marketing at Huge TNS, explains:

“After 12 years in the telco wilderness, the most surprising realisation is that the more things change, the more they stay the same. Teri is a prime example of out-of-the-box thinking — using years old proven technology in a new way to overcome the VoIP last-mile bottleneck and place the capabilities of a professional switchboard directly into the pocket of every person on your team.”

What makes Teri different?

Teri has been designed to offer businesses a practical, cost-effective, and resilient communication solution.

Key benefits include:

Mobility and fast setup

Teri provides a complete PBX environment that can be managed via a desktop or smartphone interface, without the need for technicians, complex wiring, or major upfront capital investment.

No desk phones required

Teams can use their existing mobile devices, helping businesses reduce dependency on office-bound hardware.

Inclusive mobile value

Every extension includes a Huge Mobile SIM with 3.5GB of free monthly data, adding immediate value for staff.

Simplified telecommunications spend

Teri helps businesses consolidate mobile allowances and fixed-line costs into a single, predictable cloud-based environment.

Number porting

Businesses can retain their existing geographic numbers, such as 011, 010, 021, and 031, through seamless porting.

Teri is available immediately through Huge TNS's nationwide network of authorised Business Partners.

The launch supports Huge's broader commitment to delivering affordable, resilient, and practical communication tools for South African businesses, helping them stay connected, mobile, and operational in an increasingly demanding environment.

To see Teri in action, watch the video overview here: <https://www.youtube.com/watch?v=RaUnLyPVoiQ>

Or visit: <https://teri.co.za/>