

Solution Brief

Electric Cooperative Broadband VoIP

Elevate Member Experience with Easy-to-Manage,
High-Margin Phone Services

Expand the Broadband Revenue Opportunity

Electric cooperatives across the country are expanding their mission to include broadband in the essential services they deliver to members in rural and underserved markets. Over 200 co-ops now deliver broadband to their members; however, broadband alone is not enough for you or your customers. Phone services provide a margin-rich revenue source for cooperatives and creates a broadband multi-play offering that boosts customer loyalty.

With **voice-broadband adoption rates at 20–40% and margins that can be 65% or more**, adding phone services can have a material impact on the financial health of your ISP endeavor. Serving residential and business members with modern voice and high-speed Internet services, cooperatives also spur economic growth in their local communities.

Easy-to-Launch VoIP Solution

Alianza's cloud VoIP solution enables electric cooperatives to further monetize their broadband networks with easy-to-launch residential and business cloud communication services.

Alianza's cloud communications platform provides a comprehensive, tightly integrated VoIP solution that is easy to manage and provides a success-based business model to maximize margins and reduce risks.

Unlike complex softswitches or inflexible white label hosted solutions, the cloud communications platform gives co-ops control and simplicity to succeed and create an excellent customer experience. Based on state-of-the-art web-scale cloud native technology, the cloud communications platform **provides electric cooperatives with a future-proof and agile VoIP solution.**



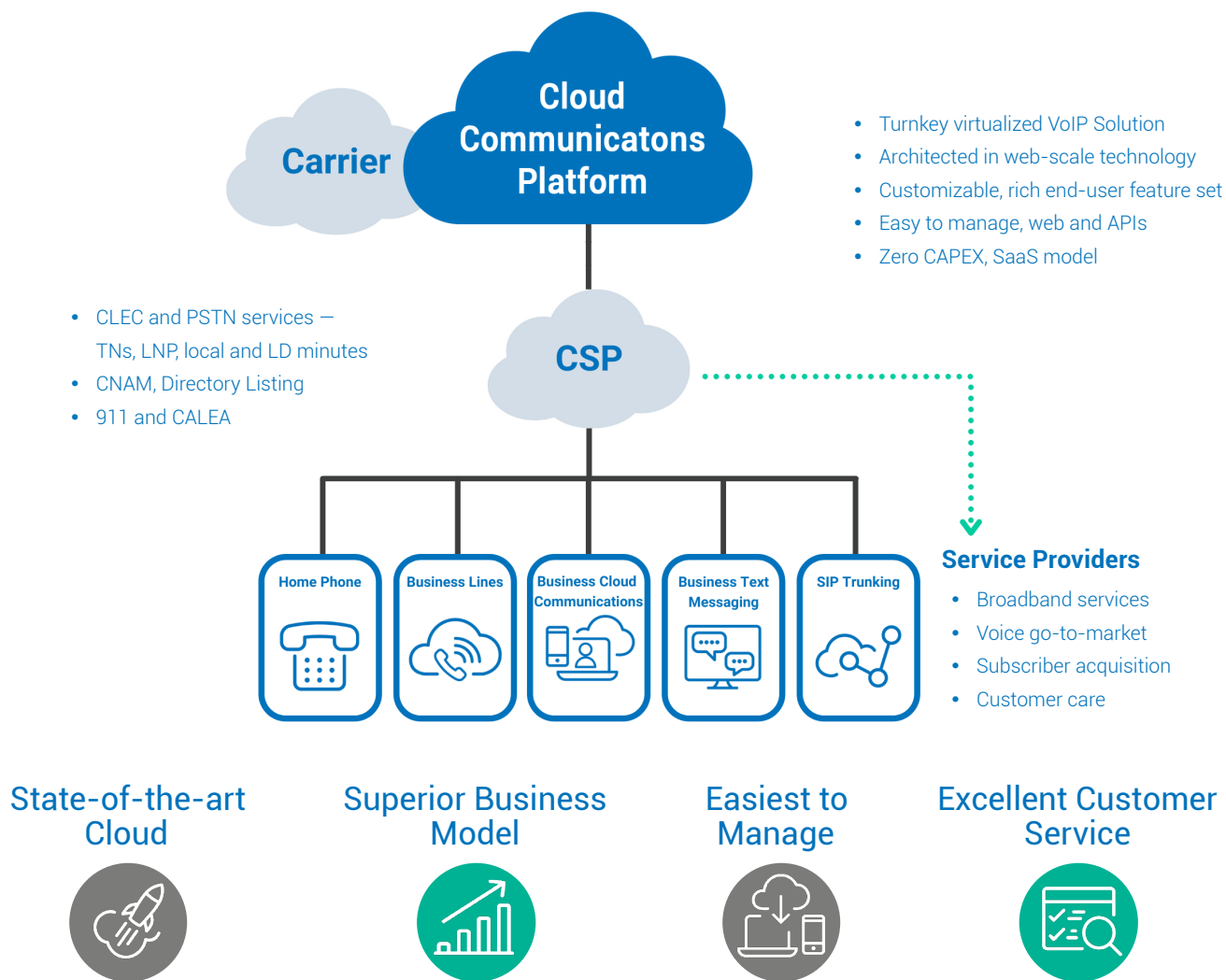
68%

of broadband subscribers get a
bundle of services¹



87%

of SMBs would prefer purchase
phone and cloud communications
from their broadband provider, if
the VoIP features met company
requirements.



Key Components of the Solution

Cloud communications platforms help network operators accelerate time-to-market, adopt the lowest TCO model, and focus capital expenditures and engineering resources on strategic business initiatives.

Simple, intuitive web-based Admin Portal for lifecycle management of voice services and subscribers.

- REST APIs for back-office integration and process automation.
- Active-active architecture to ensure service availability.
- SaaS-based business model.
- Deep, customizable feature set for home phone, business lines, cloud PBX, and SIP trunking services.
- Certified interoperability with leading home gateways and ONTs.
- Branded end-user portal.
- Local numbers in rate centers throughout the U.S.
- Bundled local and long-distance minutes.
- Integrations and interoperability with ecosystem partners including Adtran, Calix, DZS, GLDS, NISC, Poly, Innovative Systems, and more.

Key Features

- Virtualized, web-scale software
- SaaS business model
- Full suite of residential and business solutions
- Extensive API for backoffice integration and automation
- Intuitive web portals
- Active-active service architecture
- Agile, continuous innovation

Service Provider Benefits

- Accelerated broadband ROI
- Increased subscriber revenue
- Faster time to market
- Reduced risk
- Satisfied customers

“ Alianza is dedicated to helping cooperatives serve their members as they launch broadband services. Our partnership allows us to offer the best suite of residential, cloud PBX and SIP trunking services to our customers.

Mark Cook, Broadband Manager of Cumberland Connect



Industry Recognition



Trusted By 40+ Electric Cooperatives



Get Started! Contact us today, and let's start a

Alianza empowers service providers to rapidly create and deploy high-value communication offerings. With exceptional quality and always-on availability, service providers leverage our product suite to innovate and address the evolving demands of business and residential customers with an easy to manage, easy to consume, and highlight profitable platform.