



# Business Cloud Communications

## Data Sheet

### All-Inclusive Solution: Predictable, Healthy Margins That Scale with Your Customers

Alianza's Business Cloud Communications (BCC) is an all-in-one voice, communication, and collaboration solution that enables teams to talk, chat, meet, and share across their devices. BCC combines next-gen cloud PBX technology to offer a range of functionalities in 3 tiers of service. With easy-to-use applications and cloud management tools, **your customers are able to easily deploy** and scale a business communication solution to meet the needs of their organization.

BCC offers Standard, Advanced, and Professional packages to meet the needs of your business customers. Whether they simply need phone services or want to enhance communications with mobility and collaboration tools, this one solution does it all. In addition to advanced shared lines, auto-attendants, extension-to-extension dialing, customizable calling plans, and advanced call handling features, BCC also offers **Alianza UC apps for desktop and mobile devices** for communications mobility and collaboration tools for team messaging, video conferencing, and screen sharing.



**67%**

of businesses currently use some form of cloud UC.<sup>1</sup>



**95%**

of companies have adopted video conferencing tools as part of their core communication strategy, with a strong rise in mobile usage for video calls.<sup>2</sup>

### Service Provider Benefits

**Customer Stickiness.** All-inclusive communication suite with predictable monthly costs, easily bundled with your existing solutions.

**Eliminate CAPEX.** No upfront CAPEX needed with our cloud-based SaaS model.

**Reduce Risk:** Cloud-based solutions provide flexibility and scalability. Customers can scale seats up or down as needed.

**Rapid Time to Market.** Remote deployment and provisioning, regardless of your customers' location, devices, or existing infrastructure.

#### Streamline Operations & Management.

The online Voice Portal provides a streamlined interface for your customers to manage their services, including the ability to load, configure, and manage end users.



**BCC includes a dynamic full-stack communications solution that enables service providers to evolve their communications product portfolio using their existing infrastructure.**

## Why BCC for Service Providers?

Many customers struggle with disparate solutions, resulting in lost efficiencies and productivity that impacts their bottom line, making BCC a substantial opportunity for service providers. We also offer the Alianza Marketing Portal, a central hub with easily digestible **online learning content, course certifications, and white label marketing assets to help your team go to market quickly.**

In addition, Business Cloud Communications seamlessly integrates with any tech stack, allowing service providers to target a limitless range of customers.

- 1 Flexible deployment and scalability** with remote provisioning, management, and the ability to add users as needed, ensuring your margins are in sync with customer growth.
- 2 Tool centralization** reduces the need for service providers to adopt, pay for and support numerous communication solutions in order to offer a broader portfolio to customers.
- 3 Complete OTT solution** with advanced cloud-based phone features, enabling you and your customers with speed to market for emerging technologies.
- 4 Proved interoperability** allows service providers to leverage their existing tech stack to effortlessly extend and secure unified communications and collaboration services to their customers, regardless of their existing network or solution stack.



### Alianza UC App Feature Highlight:

- 250 video participants
- Call history sync between devices
- Enhanced noise suppression
- Light and dark mode
- Modern meetings
- Scheduled and recurring meetings
- Screen sharing from desktop and mobile
- Shared file attachments
- Video bandwidth scaling
- Video conferencing powered by Amazon Chime's powerful SDK video engine
- Visual voicemail
- Whiteboard sessions

## Immediately Enhance Your Business

- Streamline offerings with a cloud-based voice solution.
- Reduce time and effort managing customers with self-management tools.
- Future-proof your business by investing in a full-stack cloud-based communications platform.
- Improved solution flexibility and functionality that evolves with your business and customers.
- Eliminate maintenance for on-premises systems.

### Prime Opportunities for Service Providers:<sup>1</sup>



**74%**

of employees report using multiple video conferencing solutions, leading to confusion and inefficiency.



**67%**

70% of large enterprises are adopting UCaaS to centralize communication and reduce costs associated with on-premise systems.



**85%**

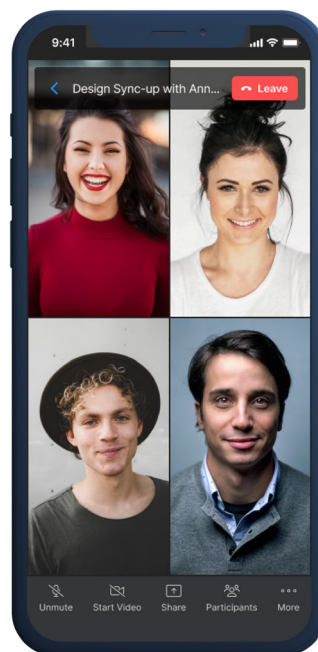
of businesses plan to increase their investment in UC technologies in the next two years due to the rise of hybrid work models.

## Flexible, Hands-Off Deployment

BCC is fully managed in the cloud, providing remote provisioning, deployment, and solution management. **It's simple to use, intuitive, and provides a completely hands-off experience for your customer's IT team** — meaning there's no need for service providers to coordinate multi-location deployments, giving you back valuable time to focus on internal initiatives.

## No Capital Investment Required

Service providers that expand their communication solution to include a cloud-based phone and move to a full-stack cloud communications platform eliminate most of the traditional phone system hardware requirements and subsequent issues. The PBX server is maintained off-site by Alianza who also handles all the time-and knowledge-intensive system maintenance and software updates. The absence of extensive hardware demands removes any CAPEX barriers to adopting BCC, making it **far easier to sell to your customers**.



**The PBX server is maintained off-site by Alianza who also handles all the time and knowledge intensive system maintenance and software updates.**

## Proven Interoperability

Future-proofing communications solutions can seem like a large undertaking, involving an in-depth understanding of a customer's current infrastructure and network capabilities while anticipating future employee and bandwidth needs. By incorporating a full-stack cloud based communication solution into your product portfolio, you can **offer an all-in-one-solution that interoperates with existing infrastructures**, accelerating the sales process.

Alianza has a proven track record of enabling businesses of all sizes to effectively communicate and collaborate from anywhere.

## Collaboration: Not Your Ordinary Features

- **Video, Audio, and Web Conferencing.** Conferences support for video, audio, and screen sharing with robust host controls and external guest access.
- **Instant Messaging and Chat Rooms.** Instant messaging and presence allow users to chat and share quickly, while chat rooms with threaded communications and @mentions support team collaboration.
- **Screen Sharing and Presenting.** Screen share on demand, one-on-one, or in a group. Invite multiple people to view a screen in a virtual meeting room or a dedicated collaboration session.

## Ways We Support Your Success



**240+**

devices certified and supported on the Alianza platform



**45**

service provisioning API families (groupings of primary functionality)



**69%**

Average margin share across Alianza's product suite



**4**

high-quality, high-velocity product releases per year, whereas our competitors release only two (mainly fixing significant flaws and not innovating).

# Alianza Solution Suite Features & Specifications

## Admin Portal

Life Cycle Service Management  
User Rights Management  
Real-Time Reporting  
Troubleshooting Tools

## Billing Interface

Real-Time Call Rating  
Call Detail Records  
Reporting  
Calling Plan Management  
Customizable Rate Tables  
Customizable Monthly Recurring Charges  
Customizable Non-Recurring Charges  
Account Status Management  
Authorization Status Management  
Billing Data Feed Management

## Carrier Interface

Telephone Inventory Management: Local, Virtual, Toll-Free  
Number Portability Management  
Lawful Intercept Support E911 Support  
Call Redundancy and Failover  
Fraud Monitoring and Prevention  
Integration with Wholesale Carrier Services

## Device Provisioning

Auto-Provisioning of CPE Automated Device Updates  
Third-Party Provisioning Support

## Devices Supported\*

SIP/VoIP Accounts Support Shared Devices  
Soft Client Support  
911 Multi-Device Support

## End-User Portal

Call History  
Call Handling  
Voicemail  
Custom Branding

## Features Server

Voice Application Server  
Media Server  
Voicemail Server  
Messaging Server

## Languages Supported

English  
French

## Products

Business Cloud Communications  
Business Lines  
Business Text Messaging  
Home Phone  
SIP Trunking  
UC Applications  
VFax

## Service Availability

Active-Active Architecture  
Geographically Redundant Data Centers Distributed  
Database with Real-Time Replication  
Redundant Internet and Carrier Connections  
24 x 7 x 365 Monitoring from Alianza NOC

## Session Border Controller

NAT Traversal Topology Hiding  
Overload and DoS Attack Prevention  
SIP Normalization  
SIP Interconnect/Peering

## Softswitch

Call Authentication  
Call Processing and Routing  
Call Progress Tones

## Standards

SIP	SILK
REST	HTTP
H.264	G.711
G.729	VP8 XML



**Alianza empowers service providers to rapidly create and deploy high-value communication offerings.**



1 Retrieved 10 September 2024 from UnitedWorld Telecom - 5 Unified Communications Trends You Need to Know in 2024  
2 Retrieved 10 September 2024 from Ringaro - Unified Communications Trends: What to Expect in 2024

© Alianza 2024. Alianza and associated logo is a trademark of Alianza, Inc. Other names may be trademarks of their respective owners. The content in this document is for informational purposes only and is subject to change by Alianza without notice. Alianza assumes no liability resulting from technical or editorial errors or omissions, or for any damages resulting from the use of this information. 09/2024