

Business Cloud Communications

Next-Gen UC: All-in-One Communication and Collaboration Services



What is Business Cloud Communications?

Alianza's full-stack cloud communications platform delivers a unified communications product suite with the flexibility to meet a wide range of end-user requirements, preferences, and **cloud readiness for small to medium businesses**. Our solutions enable service providers to address the growing demand for VoIP and cloud communication services, while ensuring five-9's reliability, security, and ease of use.

Business Cloud Communications (BCC) is a robust and flexible communications solution designed for mobility and team collaboration. BCC offers 3 tiers of service, with auto-attendant, extension-to-extension dialing, customizable calling plans, advanced call handling features, Alianza UC apps for mobility, and collaboration tools for team messaging, video conferencing, and screen sharing.

BCC is compatible with an extensive and growing list of IP phones, as well as mobile devices and desktop and laptop computers. Service providers can use the UC apps extend their business identity and features to other devices—including smartphones, tablets, and PCs—and end users can adopt a cloud-based phone service without being required to move to an all-IP system.

30%

Companies that move their phone system to the cloud get up to a 30% reduction in expenses related to conferencing tools.¹

¹ Source: CX Today - What's new in CPaaS?

² Source: 2021 Small and Medium Business Cloud Communications Survey, Independence Research

SERVICE PROVIDER BENEFITS:

- Growing revenue opportunity – by 2028 90% of businesses will be using CPaaS platforms ¹
- Ability to offer a broader portfolio of services, with no product development resources.
- Rapid time to market – easy to deploy and scale, as well as drive adoption and use with sales enablement tools. ²
- Scale seats as needed - easily adapt when your customers' needs change.



Turnkey Solution

Access to a variety of features with no CAPEX. Your customers circumvent the burden of upgrading technology because services live in the cloud.



Carrier-Grade Solutions

Offering next-gen technology allows your end users to leverage carrier-grade solutions, regardless of their business size. Service providers are able to lower upfront costs, reduce ongoing effort, and offer a broader portfolio of services.



Remote Deployment & Provisioning

A completely hands-off experience for IT means there is no need to coordinate multi-location deployments, giving you back valuable time to focus on internal initiatives.

Truly Unified Communications

In a world where working from home is the new normal, remote work tools are critical. **Unified Communications (UC) is more than just a convenience—it's a requirement.** Aside from the obvious increase in productivity and cost savings, the measure of UC impact will be seen in how businesses can reshape their legacy from highly manual, individualized, and latency prone solutions, to optimized business processes.

Enterprises need a communications solution that will work on a wide variety of laptops, smartphones, and tablets, and work with their business voice services. Alianza's BCC solution is a superior, customizable, and highly interoperable solution that is needed by users both now and in the future.

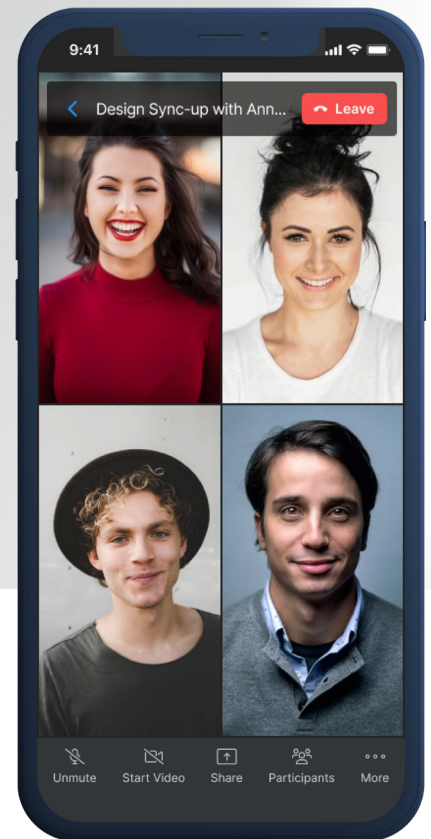
Grow Revenue & Wallet Share

Developing a new product to add to an existing solutions suite is extremely time and capital-intensive. Development alone can take years of engineering and product resources, not to mention the product launch requiring countless marketing and sales assets, cross-departmental coordination, budgeting, timed market releases, and more. An on-premises system is capital-intensive, which is not typically feasible for a majority of organizations, and the upfront cost restricts investment strategies for larger organizations. With Alianza's BCC, service providers are able to expand their solution suite quickly, easily, and with zero capital investment.

Alianza's full-stack cloud communications platform is an all-inclusive solution that gives service providers a predictable month-to-month communications offering and service budget.

Alianza's cloud communications platform is an all-inclusive solution offered on a Software as a Service (SaaS) model, which gives service providers a **predictable month-to-month communications offering and service budget**. This enables service providers to establish predictable, healthy margins and pass on the pricing stability to customers, which aids in retaining business and increasing revenue and wallet share. In addition, Alianza is committed to service provider success and provides **training and sales enablement tools to jumpstart service provider marketing and customer acquisition** also enabling service providers to reduce their acquisition costs, including marketing asset development, creation, deployment, and maintenance.

³ Source: 2021 Small and Medium Business Cloud Communications Survey, Independence Research



Statistics: Service Providers Are Well Positioned to Win and Retain End Users³

87%

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

91%

of SMBs consider voice and or advanced telephony services essential to their success.

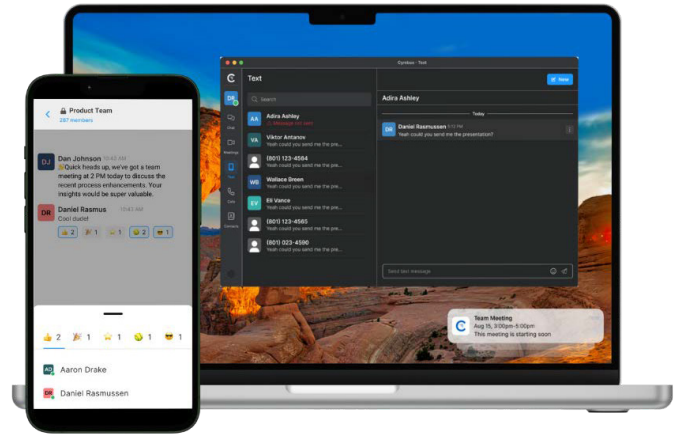
49%

of SMBs would prefer to add collaboration services to their voice service, as opposed to adding voice to their collaboration solution [34%], or keeping voice and collaboration separate [17%].

Increase End User Long Term Value

BCC aids service providers with increasing customer lifetime value (CLV) by providing end users with a unified and satisfying experience. This is vital for CLV as 75% of consumers look forward to a consistent experience across multiple engagement channels – mobile, online, in-person, or through the phone – with 73% likely to change brands if they don't get it. Service providers can safeguard a positive user experience, create stickiness with an expanded portfolio, and deliver a consistent experience with BCC.

BCC's turnkey solution is a perfect choice for SMB's companies with limited budgets, and those who require rich functionality and quick implementation. While the adoption and benefits of a turnkey solution is not a new concept, BCC pairs with your powerful base of solutions, resulting in a transformational range of capabilities and features that provide end users an inclusive range of solutions to meet their specific needs.



What is a Cloud-Compatible Phone?

A cloud-compatible phone has the ability to transmit calls over the internet, rather than the traditional Public Switched Telephone Network (PSTN). This is accomplished by converting the audio signals of the call into data signals. A cloud-compatible phone is also known by the following terms:

- Internet phone
- Internet Protocol (IP) phone
- Voice over Internet Protocol (VoIP) phone
- Session-Initiated Protocol (SIP) phone

With BCC, nearly any device can become a cloud-compatible phone — including corporate or personal devices like smartphones and desktop computers — providing a significantly greater range of flexibility for service providers to target businesses.

All Margin, No Backend Work

Alianza purpose-built BCC functionality to provide a hands-off experience for service providers. The Admin Portal provides a streamlined interface to load, configure, and manage users, empowering end users to self-manage as their company grows, without the cost of an expensive capital outlay or a white-glove approach from their service provider.

In addition, **BCC is remotely deployed and provisioned, regardless of location, devices, or existing infrastructure.** Removing the need for service providers to coordinate interoperability, device compatibility, coordinate deployment dates, and maintenance expectations.

Alianza is also responsible for pushing out new releases through multiple distribution channels, including Apple's App Store and Google Play, rather than the burden being placed on you, their service provider. **Perhaps most importantly, any system updates, security enhancements, or bugs are handled by Alianza.**

Augment & Elevate Your Solution Suite With BCC

Our three tiers of service enable you to meet the needs of customers on their level.



All-in-One UC App

Whether your customers simply need phone service or want enhanced features for mobility and collaboration, BCC does it all within three tiers of service.



Advanced Interoperability

Effortlessly extend unified communications and collaboration services to end users, regardless of their location or network.



Advanced Provisioning

Within minutes of joining, an end user can get their own phone number, download the app, and sign in.



Desktop and Mobile Apps

End users experience seamless communication, whether they're in the office, on the move, or working from home.



White-label Solution

Branding helps your business stand out from the competition. A white labeled voice service shares your brand values with users and creates trusting relationships with them.

KEY FEATURES:

- Amazon Chime video backend engine
- Easy-to-use Admin Portal
- Brandable end-user Voice Portal
- Integrated with carrier services
- Local and long-distance calling
- Device provisioning

CLOUD VOICE FEATURES	Standard	Advanced	Professional
User Voice Portal	•	•	•
Auto-Attendant	•	•	•
Call Blocking	•	•	•
Call Forwarding	•	•	•
Call Hold	•	•	•
Call Park	•	•	•
Call Screening	•	•	•
Call Transfer	•	•	•
Call Waiting	•	•	•
Custom Schedules	•	•	•
Do Not Disturb	•	•	•
E911	•	•	•
Fax to Email	•	•	•
Find Me/Follow Me	•	•	•
Hold Music	•	•	•
Local & Long Distance Calling	•	•	•
Paging	•	•	•
Presence Monitoring/BLF	•	•	•
Ring Groups	•	•	•
Voicemail	•	•	•
Voicemail to Email	•	•	•

ALIANZA UC APP FEATURES	Standard	Advanced	Professional
Calendar Integration		•	•
Click to Dial Softphone		•	•
Custom Web URL		•	•
Light & Dark Modes		•	•
Messaging & Presence		•	•
Mobile Contact View & Import		•	•
Persistent Chat Rooms		•	•
Screen Sharing Service			•
Video Bandwidth Scaling		•	•
Visual Voicemail			•
Whiteboarding		•	•

CONTACT MANAGEMENT	Standard	Advanced	Professional
Import/Export		•	•
Microsoft Outlook		•	•
Microsoft Office		•	•
Apple Mac Address Book		•	•
Google G-Suite Contacts		•	•

SYNC	Standard	Advanced	Professional
Messaging		•	•
Call History		•	•

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