

Solutions Brief

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 9s, reliability, security, and ease of use**.

Business Cloud Communications (BCC) is a robust and flexible communications solution that is purpose-built with mobility and team collaboration in mind. BCC offer 3 tiers of service, offering a range of functionality including auto-attendant, extension-to-extension dialing, customizable calling plans, advanced call handling features, Cymbus 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 with the Cymbus app. Using the Cymbus softphone app, service providers can 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

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 customers to leverage carrier-grade solutions, regardless of the scale of their business. 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.

Service Provider Benefits

- Growing revenue opportunity. Only 30% of SMBs are using CPaaS today.*
- 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
- Scale seats as needed. Easily adapt when your customers' needs change.

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.



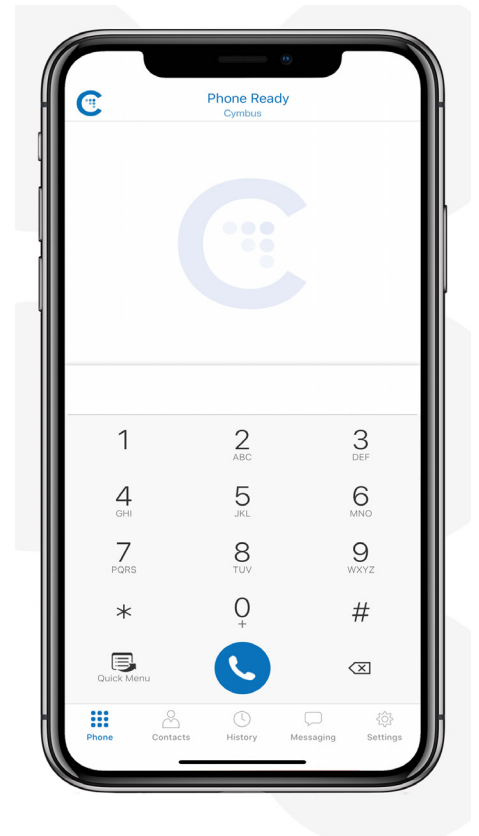
Alianza's full-stack cloud communications platform is an all-inclusive solution which gives service providers a predictable month-to-month communications offering, and service budget.

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 Business Cloud Communications (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 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 jump-start service provider marketing and customer acquisition**, which enables service providers to reduce their acquisition costs for marketing asset development, service deployment, and maintenance.

¹ Source: 2021 Small and Medium Business Cloud Communications Survey, Independence Research



Statistics Say Service Providers Are Well Positioned to Win and Retain End Users¹



87%

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

Business Cloud Communication aids service providers to increase customer lifetime value (CLV) by providing end users with a satisfying unified 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 – and 73% of consumers are likely change brands if they don't get it. With BCC, service providers can safeguard a positive user experience, create stickiness with an expanded portfolio, and deliver the consistent experience consumers are looking for.

BCC's turnkey solution is a perfect choice for SMBs, 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 existing solutions, resulting in a transformational range of capabilities and features that offers end users an inclusive range of solutions to meet their specific needs.



With BCC, nearly any device can become a cloud-compatible phone.

High Margins with Less 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.**



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, tablets, and desktop computers – providing a significantly greater range of flexibility for service providers to target businesses.



Business Cloud Communication Features

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



Elevate your solution suite with Business Cloud Communications

All-In-One Communication App

Calling, messaging, video conferencing, and more in an easy-to-use softphone app. Providing bundled solutions to end users reduces the need to pay for and support numerous communication solutions.

Advanced Interoperability

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

Auto-Attendant

Automatically transfer callers to the right person or department, without the need for an operator or receptionist.

Desktop and Mobile Apps

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

Private Label Solution

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

Key Features

- Complete communication solution
- 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	●	●	●
CYMBUS APP FEATURES	Standard	Advanced	Professional
Auto Answer	●	●	●
Call Recording	●	●	●
Click to Dial	●	●	●
Cymbus Messaging & Presence	●	●	●
Cymbus Push Service (Mobile)	●	●	●
File Transfer	●	●	●
Persistent Chat Rooms	●	●	●
Screen Sharing Service	●	●	●
Softphone Dialer	●	●	●
Video Collaboration Service	●	●	●
Voicemail Retrieval	●	●	●
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.