Solutions Brief
Cloud Communications

Alianza Empowers Service Providers With a Full-Stack Cloud Communications Platform

The Alianza Difference

Alianza's cloud communications platform **enables service providers to address the growing demand for VoIP services and cloud communications.** Using Alianza's software-as-a-service solution, service providers can deliver a complete suite of business communication services — Business Cloud Communications, Business Lines, Business Text Messaging, and SIP Trunking — to their SMB customers to **reduce communication costs while growing service provider margins.**

The Alianza full-stack platform provides the flexibility to cater to a wide range of SMB requirements, preferences and cloud readiness. Alianza's solution also enables service providers to **increase customer stickiness and retention** by serving a single business account with multiple VoIP solutions**.**

Built for Service Provider Success

Layer UC tools on existing cloud PBX easily with our full-stack platform

Simplicity, from deployment to consumption

Flat rate, user-based pricing

Cloud-based solution allows for continuous innovation

Easy-to-add, fully integrated softphone and collaboration options

Key Features

- Full-stack VoIP SaaS solution — purpose built for service providers
- Hosted and trunking solutions
- Easy to use, intuitive
- Admin Portal
- Brandable end-user portal
- Integrated with carrier services for LNP, 911, and local/LD calling
- Device provisioning

Benefits

- Rapid time to market
- Continuous innovation and frequent releases
- No capital expenditures, success-based business model
- Control over product definition, reporting and customer care

Business Lines

For SMBs that want a straightforward phone service without being required to move to an all-IP system, Alianza offers Business Lines. With Business Lines, service providers are able to address small office needs and provide connectivity to analog key systems and phones — including telephone numbers, hunt groups, call screening, call forwarding, voicemail, and call control **features to deliver a complete solution for SMBs.**

SIP Trunking

According to the Eastern Management Group, the SIP trunking market is valued at more than $14 billion in revenue globally and sales will reach $22 billion in 2024. Alianza's SIP Trunking solution allows service providers to address the demand for IP connectivity for on-premise IP PBX and UC systems and eliminate costly and static T1 and PRI connections. It also supports legacy PBXs with a media gateway at the customer site. **Alianza's SIP trunks are flexible and easy to manage. They can be configured for customers ranging in size** from a single call per trunk to many hundreds of simultaneous calls. **Adjusting call capacity is easy and can be configured in real time.**

Business Cloud Communications

The proliferation of personal mobile devices used for work, the rise of the remote workforce, and the opportunity to jettison expensive on-site infrastructure is driving **SMBs to seek out cloud-based communication solutions. A cloud based phone system empowers service providers to harness these market trends and new business opportunities to raise their companies to greater heights of success.**

It's been apparent for some time, with **market revenue expected to surpass $49 billion by 2023,** that cloud is the new normal for businesses.[1]

Alianza's robust and flexible full-stack platform features support for branch offices and remote employees, auto-attendant, extension-to-extension dialing, customizable calling plans, and other advanced call handling features.

Alianza's Business Cloud Communications solution is built with mobility and unified communications in mind and is compatible with an extensive and growing list of IP phones. With 3 tiers of service, service providers are able to offer SMB customers range of functionality and next-gen cloud PBX technology. White-label services enable service providers to extend their business identity and features.

BUSINESS CLOUD COMMUNICATION TIERS AT A GLANCE

STANDARD	ADVANCED	PROFESSIONAL
• Admin Portal • Call groups • Call queuing • End-user access	• Desktop and mobile apps • Instant Messaging rooms and 1:1 chat • Integrated Provisioning	• Sharable conference room links • HD quality video, audio, screen sharing • Join Instantly with a single click
Good communication starts with superior audio quality. With advanced codec selections we get your people talking.	Simple user experience. Create a group, or setup a queue, within the new Auto-Attendant to route calls the way your customers want.	Take your office calls, instant messages and video collaboration on the go with BCC softphone clients.

1 Source: DevOps Online - Global Cloud Market

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