

Cable Voice Solution Brief

You Built Big Business on Voice,
We Help Increase Profitability

Move Your Voice to the Cloud

Voice remains an essential service for cable MSOs, but you need to rein in voice infrastructure and operational costs and quickly get to market with new business services. Continuing to leverage VoIP 1.0 softswitches and old-school white label programs is fraught with risk with end-of-life equipment, crushing operational complexity and slow or zero feature development.

Alianza's Cloud Communications Platform provides a comprehensive, tightly integrated VoIP solution that is easy to manage and provides a success-based SaaS business model to maximize margins and reduce risks for residential and business services. **With our cloud, your voice becomes an app over your broadband networks without requiring the cumbersome infrastructure.**

Prime Opportunity for Service Providers to Win SMB Business

Nemertes' 2020 global study of 460 organizations found that:

91%

Now allow employees to work from home

Up from 63% prior to the pandemic.

75%

Of contact center agents now work remotely

Up from 59% prior to the pandemic

72%

Of employees are now home-based

Up from 34% prior to February 2020

Key Features

- Elastic NFV technology core for scale and agility
- Intuitive online Admin Portal
- REST APIs for back-office integration and process automation
- Active-active architecture to assure service availability
- Operational tools for life cycle management of services and subscribers
- Customizable feature set to support residential and business services
- Integrated carrier services management
- VoIP delivery over any network to any device including extending services to mobile and Wi-Fi



Contact Us For a Demo

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Cloud Phones Represent Big Business Opportunities

The Numbers Speak for Themselves

- AT&T workers work five more hours at home than their office workers
- JD Edwards teleworkers are 20–25% more productive than their office counterparts
- American Express workers produced 43% more than their office based counterparts
- Compaq increased productivity 15–45%
- BM slashed real estate costs by \$50 million
- McKesson saves \$2 million a year
- Nortel estimates that they save \$100,000 per employee they don't have to relocate

Retrieved 02 March 2021 from Global Work Place Analytic - Resource Cost Benefits

Cable Voice Transformation

Change is coming; current market dynamics and aging VoIP 1.0 solutions demand it. You need service agility, better margins, and a streamlined operational model. And you need it today. NFV technology is key, but you need more.

Alianza's Cloud Communications Platform is specifically designed to help cable providers reduce cost of ownership, provide better service agility and build a high-margin, low-risk business case for VoIP and UC.

Powerful Use Cases

Our Cloud Communications Platform is a great enabler of cable growth strategies and cost reduction initiatives. The adoption of cloud based tools is not new, but with market revenue expected to surpass \$49 billion by 2023, it's clear that cloud is the new normal for businesses, and it's creating opportunities for service providers to generate new revenue and maximize margins for existing services. **Your next-generation voice network belongs in the cloud.**

Cloud Delivers Superior Cost & Operating Model for Voice Services Evolution

	Softswitch VoIP 1.0	NFV VoIP	Cloud Voice Platform
CAPEX	Depreciated	CAPEX Hit	None
OPEX	Fixed + Variable	Fixed + Variable	Success-based
Facilities Cost	Expensive	>25% space and power savings	100% savings
Service Agility	End-of-Life	Fast	Fastest
Operating Model	Complex	More Complex	Simple
Maturity/Readiness	End-of-Life	Immature	Ready

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