Managed Specialty Lines

Fully managed POTS replacement for elevator phones, security alarms, gate access lines, point-of-sale machines, and more.

The Problem with Analog

Motivated by the increasing obsolescence of copper infrastructure and rising maintenance costs, traditional telecommunications companies require a modern plain old telephone service (POTS) replacement solution as they transition to fiber, 5G, and cloud communications platforms.

Upgrading standard phone lines is one thing, but most businesses also have at least one or two POTS lines that service business-critical applications, such as alarms, elevators, security cameras, or emergency systems, which require a reliable and future-proof solution. Because these specialty line environments span complex and disparate use cases, customers often have demanding requirements, such as zero or minimal changes to existing inside wiring or specialty equipment, compatibility with a range of devices and protocols, cost-effective battery backup options, and system monitoring and customer premises equipment (CPE) reporting capabilities.

Alianza's Managed Specialty Lines solution provides a cost-conscious, easy-to-implement solution that any communication service provider (CSP) can add to their service portfolio. **This massive revenue opportunity addresses a core customer need: the desire for a carrier-grade cloud technology service that fully replaces analog lines for specialty use cases with minimal disruption.**
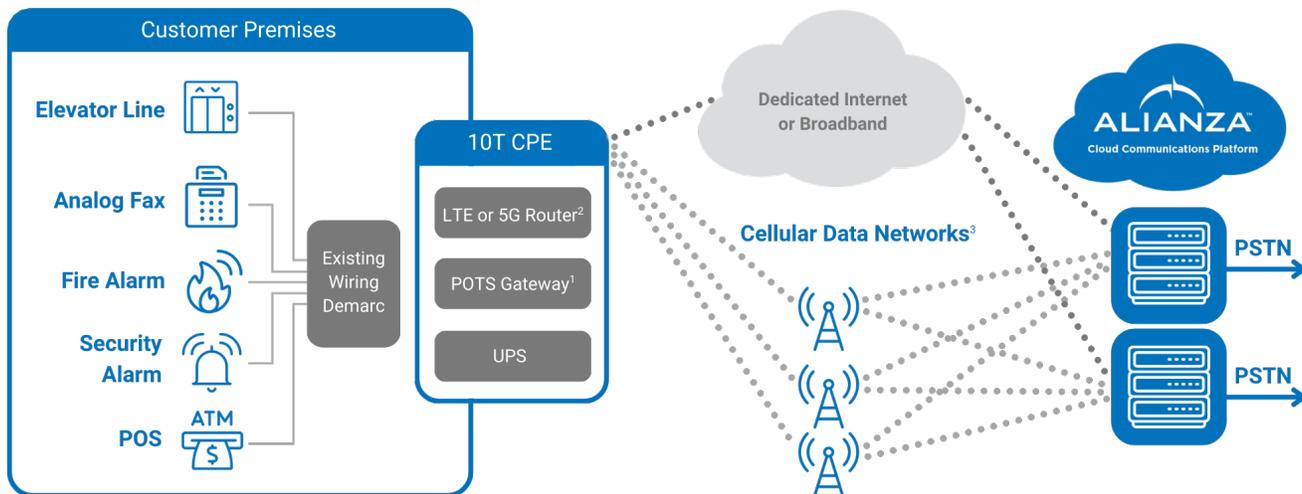
POTS Replacement Has Never Been Easier

With managed services partner Albion Ventures and device partner 10T Solutions, Alianza's Managed Specialty Lines is a fully managed, cloud-native, end-to-end POTS replacement solution for service providers. Migrating customers to MSL removes the costlier components of maintaining a traditional POTS infrastructure, **resulting in instant savings, which is a strong benefit in and of itself** — but that's not the only upside. Other advantages of an MSL migration include:

✓ **Revenue Growth Opportunities.** Alianza CSP customers like Lumen are leveraging Managed Specialty Lines to capture more revenue from small businesses (SMBs) and enterprise customers needing to make the switch from POTS.

✓ **Future-Proofed Technology.** Service providers can leverage next-gen technology with lower costs, enhanced reliability, and simplified migration processes. Best of all, customers won't need to switch out any existing system wiring.

✓ **Carrier-Grade Reliability.** Our solution combines Alianza's cloud-native, carrier-grade communications platform, 10T Solutions' automatic wireless failover across multiple carriers, and Albion Ventures' 24/7 network monitoring for a true end-to-end solution. Next-day hardware replacement also ensures that end users never need to worry about loss in connectivity.

✓ **Professional Services.** Managed Specialty Lines includes all equipment, custom on-premises installation, and more. With the option to completely outsource equipment and services, CSPs have the flexibility to fully manage analog to digital transitions in the ways that work best for them.

POTS Replacement in Action

Modernizing customers' business-critical lines requires an agile, future-proof, and cost-effective solution.

Customer Premises — Elevator Line, Analog Fax, Fire Alarm, Security Alarm, POS, ATM → Existing Wiring Demarc → 10T CPE (LTE or 5G Router[2], POTS Gateway[1], UPS) → Dedicated Internet or Broadband / Cellular Data Networks[3] → ALIANZA Cloud Communications Platform → PSTN

1. UL Listed 2. UL Listed, Single SIM with automatic failover between three carriers 3. Networks included (AT&T, T-Mobile, Verizon in the US and Bell Mobility, Rogers, and TELUS in Canada)

The Alianza Difference

Our Platform

Scalability. Support hundreds of systems and thousands of lines for enterprise clients with a single solution. Plus, manage only one vendor for applications, network, and support.

Carrier Functionality. Call routing moves to the cloud, providing CNAM, Directory Listing, E911, and PSTN interconnection.

Activation. Gain centralized management and add and activate phone numbers within Alianza's easy-to-use Admin Portal.

Best-in-Class Equipment

Decreased Latency. Dynamic cloud architecture with high calls per second and no throttling. This multi-box solution removes call processing steps required with single boxes.

Superior Solution. 10T multi-box devices are fully modular with built-in redundancy, removable components, and scalability to meet unique requirements. Provides better quality and easier management than single box solutions and is backed by Alianza's availability SLAs of 99.99%.

5G Connectivity. Competing solutions use older technologies that aren't 5G capable. With the optional 5G router, you can connect to the best available network, regardless of its location.

Professional Services

"No Worry" Installation. Professional white-glove services includes custom on-site installation and coordination with system vendors for site surveys, radio frequency (RF) engineering, and CPE provisioning.

CPE Procurement and Provisioning. All CPE is provided by 10T Solutions, including a POTS gateway, uninterruptible power supply (UPS), an LTE or 5G router with multi-carrier SIM, donor antenna adjuncts, and dynamic algorithms to ensure optimum cellular connectivity.

Comprehensive Monitoring and Management. Critical systems and devices are monitored 24/7 by Albion Ventures for incident and event management. Tier 1 and 2 proactive notifications, next-day hardware replacement, and technical support are included.

Professional services are provided through Alianza's Albion Ventures partnership.

Additional Specifications & Functionality

Connectivity and Compliance

- Broadband or dedicated internet access (DIA) configurations for primary internet. Automatic system failover across multiple mobile carriers, battery backup to cellular service when broadband or WAN is down.

- Contact ID, SIA, 4+2, and Modem III protocols to support fire panels and legacy modems

- Gateway options with 4, 8, 24, or 50 ports.

- Multi-wireless carrier connectivity, including single/subscriber identity modules (SIM) with dynamic, best network selection algorithms to ensure optimum cellular connectivity.

- Secure voice (SRTP and TLS).

- Solution qualifies as Managed Facilities-based Voice Network (MFVN) under National Fire Protection Association (NFPA) 72 National Fire Alarm and Signaling Code.

- UL 60950-1 compliance for CPE.

- 12- or 24-hour uninterruptible power supply (UPS).

Monitoring and Service Management

- 24x7 device monitoring for the POTS gateway and wireless router.

- Proactive notifications.

- Return merchandise authorization (RMAs), warranty, and break/fix management.

- Remote technical support.

Program Management and Technical Support

- Detailed and enhanced site surveys.

- Reports on radio frequency (RF) sweeps, cellular coverage, and systems placements.

- On-premises extension wiring and cabling for demarcation points.

- Relocation of demarcation systems.

- Optional:
  - Internal high-gain antenna installations.
  - External donor antenna installations.

Provisioning

- CPE fulfillment, including staging, warehousing, and shipping.

- CPE pre-configuration.

- Order processing.

- Professional installation, including any required coordination with system vendors.

- Service activation.

- Consolidated billing for wireless plans, monitoring, professional services, field installations, technical support, and device procurement.

Get Started on Your POTS Replacement Today

Alianza empowers service providers to rapidly create and deploy high-vale communication offerings. With exceptional quality and always-on availability, service providers leverage our product suite to innovate and address the evolving demands of business and residential customers with an easy to manage, easy to consume, and highlight profitable platform.