

Solutions Brief

Managed Specialty Lines

Fully managed POTS replacement with single solution technology

What Providers Need to Know

In 2017, the FCC told telecom providers to sunset their Plain Old Telephone Service (POTS) lines, leaving service providers in the difficult position of either significantly increasing prices to maintain their legacy copper POTS lines or finding an alternative solution.

It's safe to assume that each of your business customers has at least one to two POTS lines that service business critical applications, such as alarms, elevators, security camera, or emergency systems. To face this challenge, service providers need to rapidly acquire or build a POTS replacement solution.

Alternate Solutions Challenges

Historically, certain applications including security alarms, gate access, and fax lines have run more effectively on legacy analog lines, which customers still need; however, unified communications solutions do not work well with analog devices.

- **Carrier or Private Fiber.** Only cost effective for high bandwidth or performance requirements.
- **Cellular.** Not applicable for remote locations, areas with unreliable signals, or locations with specific security requirements.
- **Private Wireless Networks (PWN).** Fiber is not feasible for all rural areas, and alternative options could not meet large providers bandwidth or latency performance standards.
- **IP-based DSL or Cable.** Feasible only where available and if it meets service security requirements.

Why Providers Need an Immediate Plan

According to the Federal Communications Commission (FCC), there are still more than **36 million POTS lines** in the United States and the average cost for a line is \$65 per month.¹

Avoid Impending Revenue Loss

Only a few years ago, **AT&T was losing revenue on legacy voice POTS lines** at 13% year over year (YoY). In addition, the business segment has experienced a 36% drop in revenue in the last four years.²

Rising Costs for Providers

POTS lines experienced a 27% price increase from 2005 to 2020 while wireless **costs simultaneously dropped by 50%**. Migrating customers to Managed Specialty removes the cost intensive POTS elements, resulting in instant cost savings.³

¹ Retrieved 20 October 2021 from US Securities & Exchange Commission – Form 10-K

² Retrieved 20 October 2021 from US Securities & Exchange Commission – Form 10-K

³ Retrieved 20 October 2021 from BLS Beta Labs – PPI Industry Data

Managed Specialty Lines is uniquely positioned to support the growing demand for a fully managed, next-gen network alternative to high-cost, copper-based services and aging infrastructure."

- John Condenzio, Chief Revenue Officer, Albion Ventures



Introducing Managed Specialty Lines

Managed Specialty Lines, Alianza's newest cloud solution, offers a new way for telecom providers to offer their customers a secure, redundant, reliable, and digital cloud line without a cost and time prohibitive rip and replace. With carrier-grade cloud technology, service providers can lower costs, enhance reliability, and ability to easily convert analog lines to digital lines. Virtually every hardline connection your business has can now be replaced with a singular solution.

Alianza's Managed Specialty Lines provides an agile, futureproof, and cost-effective alternative solution for services providers to address the market and **regulatory changes that are forcing end user customers off of traditional legacy POTs lines.**

Top Benefits for Service Providers



Futureproofed. Alianza's carrier-grade cloud solution allows service providers to leverage next-gen technology with lower costs, enhanced reliability, and simplified migration to digital lines while continuing to support analog lines for alarm, fax, elevator, modem data, and more.



Cost Reduction. The turnkey nature of the Alianza's solution avoids large capital investments and eliminates unpredicted costs for ongoing maintenance, IT staffing, and training. In addition, our flexible pricing model delivers an immediate return on investment (ROI). With per-site pricing, customers achieve greater savings for multi-line sites.



Simplified Operations and Management. Service providers do not need to further upgrade technology because it lives in the cloud. Critical systems are monitored and managed, so there are no additional resources needed on the service provider side.



Strong, Sustainable Margins. Monthly costs scale with customer needs so growth and margins are in sync.



Flexibility. Service providers can easily adapt to and support changing business needs as they occur. As your customers' needs continue to evolve, the environment can be modified using the secure online portal which can be accessed virtually most anywhere.

27%

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POTS Replacement Made Easy & Affordable

Developed with integration partner [Albion Ventures](#) and device provisioning partner [10T Solutions](#), Alianza's cloud-native, end-to-end POTS replacement solution includes:

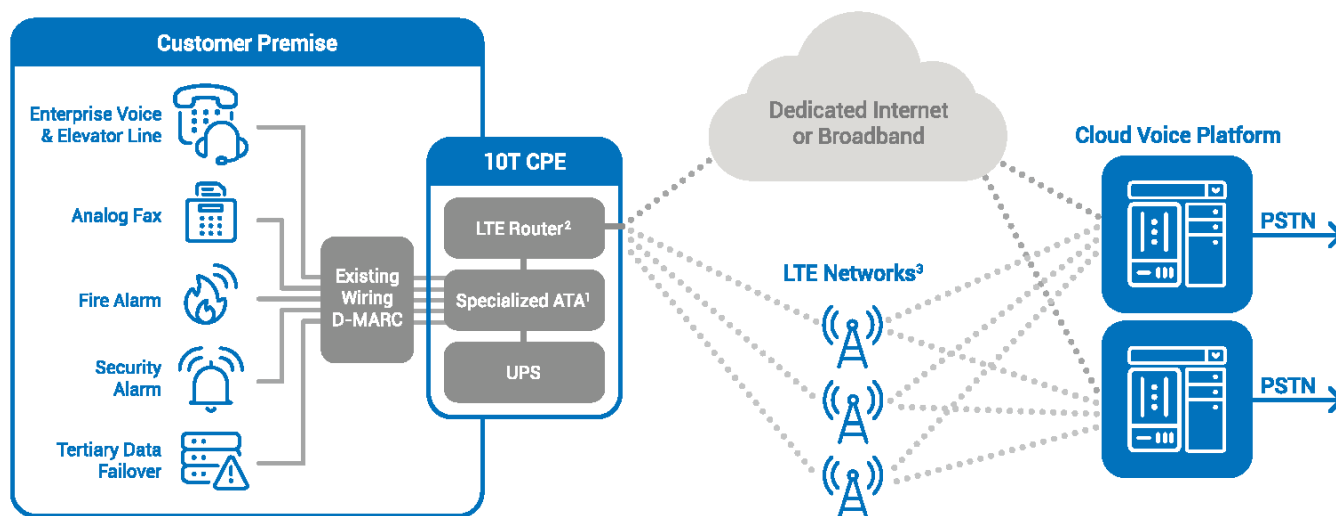
- **Equipment.** All CPE hardware is provided, including LTE router, ATA, UPS, and backup cellular connectivity for always-on visibility.
- **Installation.** Custom installation and coordination with local guidelines and specialty vendors, including provisioning, installation, call control, and PSTN connectivity.
- **Management.** Proven multi-box solution that provides better quality and easier management than other single box solutions, backed by availability SLAs of 99.99%.
- **Support.** Unified, reliable alerts and alarm reporting. Plus, manage only one vendor for applications, network, and support.

Countless Applications

Managed Specialty Lines is single solution technology that can replace virtually any hard-line including:

- 911 or emergency lines
- Fire and burglar alarms
- Gate access
- Point-of-aale
- Meters
- Fax lines
- Alarms
- Panic buttons
- Remote access to a legacy PBX
- Remote site failovers
- Credit card machines and ATM's
- Modems for remote access
- Lead number, circuits/lines at SMB and smaller enterprise branch sites

POTS Replacement in Action



1. UL Listed 2. UL Listed, Single SIM with automatic failover between three carriers 3. Three Networks included (VZ, ATT, T-Mob)

How We Stack Up Against Competitors

- **Superior Solution.** 10T multi-box devices are fully modular with built-in redundancy, removable components, scalability, and the latest chip sets.
- **Decreased Latency.** Unlike single box solutions that create an additional step in call processing, with Managed Specialty Lines, it's all done in the multi-box. Dynamic cloud-based architecture with no throttling and supports high calls per second.
- **5G Connectivity.** Competing solutions have older technology that aren't 5G capable. With the 10T router, you can connect to the best network available regardless of its location.
- **Customization.** Managed Specialty Lines is a turnkey solution, but customization may be available on request.
- **Integration.** Software on the gateway interfaces with Alianza platform.

Key Components at a Glance

Program Management and Technical Support

- Detailed and enhanced site surveys
- RF Sweep, LTE coverage, and systems placement report
- On-premises demarc extension wiring and cabling
- System demarcation relocation
- Internal high gain antenna installations
- External donor antenna installations

Provisioning

- CPE fulfillment, including staging, warehousing, and shipping
- CPE pre-configuration
- Order processing
- Professional installation
- Service activation
- Consolidated billing for LTE service plan, monitoring, professional services, field install, support, and device procurement

Monitoring and Service Management

- ATA and router device monitoring
- Usage polling and data reports
- Proactive notification
- RMA, warranty, and break/fix management
- Remote technical installation support
- Router systems support

Additional Specifications & Functionality

- The ATA Gateway is a specially designed device that runs a customized Linux core.
- Programmed to support obscure protocols — such as Contact ID, SIA, 4+2, Modem III, V.21, V.27, RPS, Compass, etc. — that are needed to support fire panels and most other specialty lines, including legacy modems.
- The ATA Gateway connects to the 10T Router (another device) and creates inbound and outbound sessions directly between the specialty line and our private internet cloud without requiring special VLANs.
- The solution can use DIA/BB for primary internet and auto-switchover to cellular when DIA/BB is down.
- Multi-carrier — single module/SIM.
- Dynamic best network selection algorithms to ensure connectivity no matter where the POTS lines are placed.
- Multi-processor, high memory.
- Most industrial protocols.
- Docker, Python, Azure IoT.
- 10T 5G LTE router includes 5 Ethernet Ports.
- High-speed LAN networking.
- Gigabit Wi-Fi 1200M, 2.4G and 5G.
- Redundant design and multiple link backups.
- Uninterruptible power supply (UPS).
- Multiple dynamic routing protocols.
- High security through onboard VPN support.



Get Started! Contact us today, and let's chat.

Alianza empowers service providers to rapidly create and deploy high-value communication offerings to address the evolving demands of business and residential customers with an easy to manage, easy to consume, and highly profitable platform.