



CLOUDEDGE

An access control solution that opens a new path for telecommunications service providers (telcos) to migrate legacy voice to a cloud-based system.

We Invest in the Future . . . And That's You.

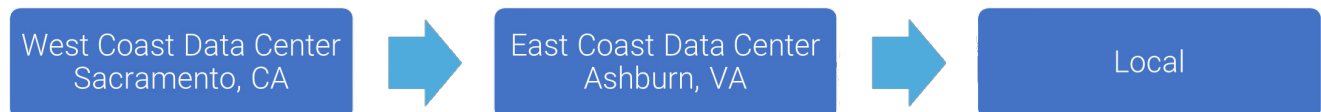
For many telcos, the transition to the cloud has been hindered by the absence of robust access control solutions. TDM and legacy offerings have provided a safety net in emergencies but lacked the unparalleled flexibility, scalability, and innovation of cloud-based systems. In a fast-moving industry where voice-enabled cloud technology is the norm rather than the exception, **telcos have had to choose between safeguarding network reliability and continuity or migrating to the cloud in order to achieve the advantages their over-the-top (OTT) competitors have enjoyed for years** – radically simplified operations, boosted revenue, an infusion of innovation, and a lower total cost of ownership (TCO).

CLOUDEDGE offers the best of both worlds, bridging sustainability for local voice and 911 traffic (traditionally confined to on-premises products or ones built solely for enterprise customers) with Alianza's data-driven, AI-powered, cloud communications platform for service providers.

Local Survivability

We all understand the importance of redundant, reliable connections and the negative impact that unforeseen situations, like fiber cuts or bad weather, can have on a network. In the event of lost connectivity to Alianza, local survivability ensures uninterrupted communication services by maintaining call routing and processing within your regional network, giving your business the reliability and continuity your end-users expect.

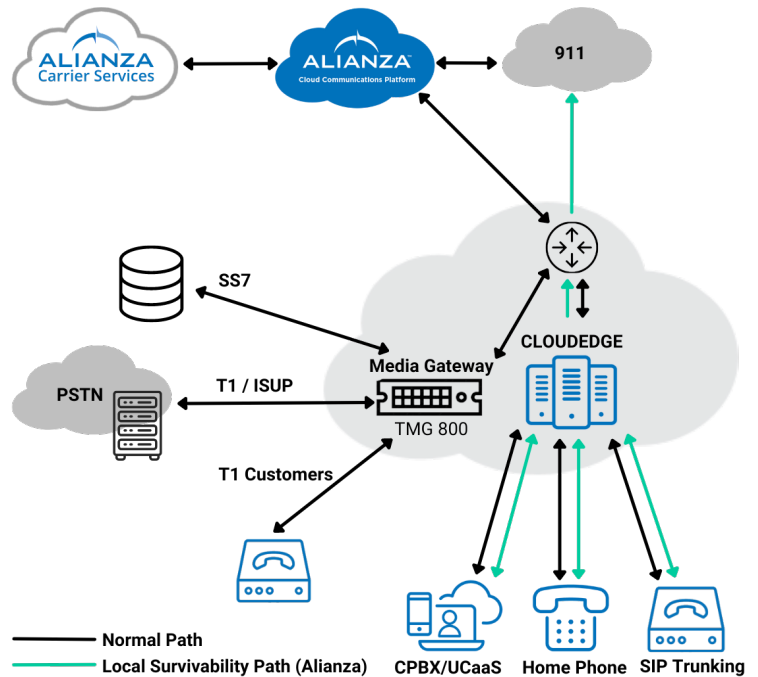
During an outage, no action from you or your end customers is required to enable local survivability; **the failover process is seamless and automatic.**



The CLOUDEDGE provides emergency standalone (ESA) routing for local voice and 911 traffic for both SIP and non-SIP endpoints in case of connectivity failure to Alianza's cloud communications platform.

911 Failover

Compliance is important to protect people. And non-compliance carries with it fines. You don't have to roll the dice. If your landline network goes down, most users probably have mobile phone service to rely on, but why risk it? In an emergency, every moment counts. In the event of an outage, the CLOUDEDGE assumes control for subtending users and **activates routing intelligence for 911** redirects to a service provider's trunking gateway or other directly connected emergency support center.



Alianza's Enhanced 911

In addition to 911 failover, our platform also supports these features:

- ✓ **Next-Gen 911.** When a 911 call is placed, the calling phone number's dispatchable location is sent to the public service answering point (PSAP). The dispatchable location also includes the floor, room number, or other information needed to identify the caller's location.
- ✓ **Pre-Configured.** All devices configured and provisioned by Alianza will dial emergency services directly when either "911" or "9911" is dialed.
- ✓ **End User Management.** Users can adjust their E911 address in the Voice Portal without contacting you.
- ✓ **Emergency Notifications.** When a call to 911 is placed from any number on the MLTS, an Emergency Call Notification (email and/or SMS text message) is sent to designated recipients so they can be made aware of the situation, provide any immediate assistance, and prepare for the arrival of first responders.
- ✓ **Multi-Device Support.** The 911 callback number and address are configured independently for each device line. Additionally, the same E911 address can be assigned to multiple devices.
- ✓ **Continual Updates and Innovation.** States and counties are changing to different interfaces and technologies. We provide a future-proofed solution that manages the complexities of 911 system updates and ongoing compliance requirements.

Telco to Techco Transformation

Reap even greater advantages than your OTT competitors while retaining confidence in every connection through seamless emergency routing.

With the shift to a cloud-native platform, voice becomes an application on a broadband network, enabling telcos to simplify operations and accelerate growth. CLOUDEDGE's addresses the evolving needs of telcos while retaining the confidence in every connection:



Simplified Operations. API and automation, like remote provisioning and deployment, gives your IT and technical experts back precious time and removes several layers of engineering, administration, and software maintenance costs.



Boosted Revenue. Monthly costs scale in-step with customer needs, so your growth and margins stay in sync and your capital can be used for expanding your network, not maintaining it.



Pace of Innovation. Alianza remains committed to driving innovation and empowering telcos to thrive in an increasingly digital world. Unlike our competitors, who only have two releases a year (mainly fixing significant flaws without a focus on innovation), Alianza has four high-quality, high-velocity product releases per year.



Lower TCO. Consolidating control of all voice and communications services onto a single platform simplifies management tasks, streamlined operations, and enhances billing processes, leading to increased efficiency and cost savings.

What You Gain with Alianza

Number Management

- **Activation.** Add and activate phone numbers in the Alianza Admin Portal.
- **Carrier Functionality.** Your numbers are hosted through API integration, providing CNAM, Directory Listing, and E911.
- **Call Processing.** Gain centralized management and enable telephone numbers within Alianza's easy-to-use Admin Portal or external API endpoints.
- **Feature-Rich.** Alianza offers 100+ features including fraud protection, blocked robocalls, unlimited calling* and an intuitive Voice Portal where end users have control over call waiting, schedules, forwarding, call screening, and more.

As a leading global provider of trusted emergency response solutions, Intrado understands the critical importance of seamless emergency services for communication service providers. We believe CLOUDEDGE will have a **significant impact, empowering telcos to confidently transition to the cloud while ensuring uninterrupted access to critical emergency services.**"

Matt Carter, Chief Executive Officer, Intrado



Financial Boosters

- **Strong, Sustainable Margins.** Monthly costs that scale in-step with customer needs means your growth and margins stay in sync.
- **Reduced OPEX.** Save on switching maintenance by decommissioning expensive, legacy equipment such as TDM central office switches.
- **Low Upfront Costs.** Since Alianza manages the hardware and software required for the softswitch, you don't have to make a significant upfront investment (unless you want to).

“ The safety of our customers is paramount, and we are happy to work with a company like Alianza that not only shares that concern but that dedicates research and development resources to ensure we can quickly and easily meet important, evolving E911 regulations while meeting their other business critical communications needs.”

Monroe Johnson, Chief Technology Officer, Ciello



Simplified Customer Experience

- **Call Records.** Streamline user billing for outbound calls by viewing and downloading real-time call history details (including origin, termination, length, and retail cost) in the Alianza Admin Portal or via secure file transfer (SFTP).*
- **End-User Experience.** Your customers gain increased reliability and security without any experience disruptions. From the PSTN to your customer, it all looks the same.
- **Integrations.** Connect your back-office systems to Alianza by leveraging our robust APIs – including pre-built integrations with Azotel, GLDS, and NISC’s iVUE Connect and others.
- **Operational Simplicity.** No change to your Operating Company Number (OCN) and service provider ID (SPID) or disruption to the way you interact with NECA.
- **Provisioning.** Leverage Alianza’s external APIs to integrate the provisioning process and implement additional system integrations (optional).
- **STIR/SHAKEN.** Alianza is compliant with VoIP STIR/SHAKEN caller ID authentication regulations in both the US (TRACED Act) and Canada (CRTC).

*Media gateway generated CDRs are ILEC-processed through Carrier Access Billing System (CABS).



Scan and let's start a conversation.

Alianza empowers service providers to rapidly create and deploy high-value 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.



© Alianza 2023. Alianza and associated logo is a trademark of Alianza, Inc. Other names may be trademarks of their respective owners. The content in this document is for informational purposes only and is subject to change by Alianza without notice. Alianza assumes no liability resulting from technical or editorial errors or omissions, or for any damages resulting from the use of this information. 04/2024