Bring Your Own Carrier (BrYOC)

All the cloud-native platform capabilities you want, plus
the contract you have with your existing carrier.

Cloud technology is ubiquitous, and many providers in the telecommunications industry have embraced its flexibility and economies of scale. From voice offerings to teleconferencing software, **industry giants like AT&T, Verizon, and Lumen are slowly but steadily ditching physical equipment in favor of cloud-based solutions,** as failing to keep up with a fast-moving industry is a problem from which some CSPs may never financially recover. Moving to the cloud is one of the surest ways to avoid this outcome. Cloud voice and unified communications is the future, and Alianza is leading the charge. With our service-provider-built solutions, your business gets to retain all the PSTN connectivity functionality you rely on while taking full advantage of Alianza's data-driven, AI-powered, cloud communications platform.

What You Keep with BrYOC

Administration & Management

Call Detailed Records. View CDRs for inbound traffic via Alianza and outbound traffic via your carrier.

Telephone Numbers. Retain ownership of your phone numbers, including inventory, reservations, terminations, porting, long distance (LD) minutes, and rate center management.

Functionality

Calling Line ID Delivery. The caller's name (CNAM) is displayed on the device of the called party through your current carrier services.

Directory Listing. Directory and 411 listings and privacy options are set and managed with your carrier.

Technology & Platform

PSTN. Keep your existing carrier agreement, which establishes SIP signaled trunks to Alianza's geo-diverse data centers and leverage your voice network assets to provide PSTN connectivity to Alianza-powered endpoints.

Call Termination and Switching. Keep and maintain your signaling system 7 (SS7) architecture, including ISUP and TCAP functions, via your current Class 4 softswitch or gateway, such as Telco Bridges.

Technical Support

Tier 1 and 2. You are responsible for making changes to end user services through the Alianza Admin Portal on behalf of your customers. Additionally, your support agents will document, troubleshoot, and resolve any basic account and voice issues that may arise.
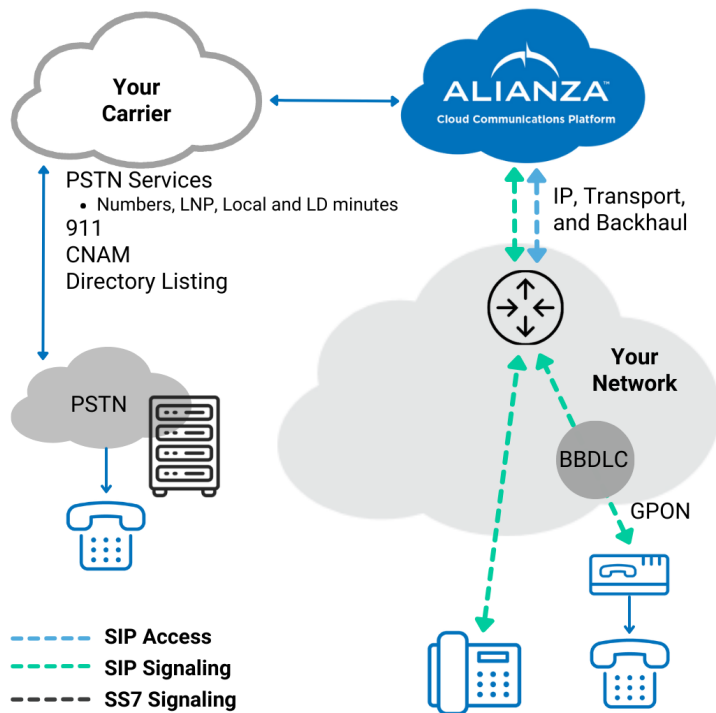
- Service provider's Class 4 switching infrastructure and media gateway maintains SS7 links, ISUP, and TCAP functions.

- API integration is available for Alianza Carrier Services partners carrier partners who are Alianza integrated.

CLOUDEDGE

Pair our BrYOC solution with CLOUDEDGED, our **local survivability and 911 failover/ emergency standalone (ESA)** routing for local voice traffic for both SIP and non-SIP endpoints in case of connectivity failure to Alianza's cloud communications

What You Gain with Alianza

Administration & Management

Admin Portal. Create, manage, and edit new and existing customer accounts, product offerings, user permissions, device inventory, and more.

Simplify Operations. 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.

Fast-Track Marketing. Our extensive market-ready sales and marketing enablement materials help to reduce your customer acquisition and asset development costs to increase your speed to market.

Provisioning. Use Alianza's carrier integration with Lumen, or our external APIs, to complete any software development needed for a flawless connection. (Optional)

Functionality

Strong, Sustainable Margins. Monthly costs that scale in-step with customer needs mean your growth and margins stay in sync and your capital can be used for expanding your network, not maintaining it.

Feature-Rich. Alianza offers 100+ features including fraud protection, blocked robocalls, and an intuitive Voice Portal that gives end users control over call waiting, schedules, forwarding, and more.

Predictable Product Releases. Alianza has four high-quality, high-velocity product releases per year, whereas our competitors release only two (mainly fixing significant flaws and not innovating).

Technology & Platform

Cloud-Native Platform. Our resilient, elastic, and agile cloud infrastructure lets you seize market opportunities and adapt to changing user needs across devices and locations.

Customizable Interoperability. Integrated workflows are easier to consume, sell, manage, support, and bill. Connect your back-office systems to Alianza with our integrations to Azotel, GLDS, and NISC's iVUE Connect.

Compliance. Alianza's platform is 100% compliant in the US for N11, 911, and 988.

Technical Support

Tier 3 and 4. As your partner in cloud communications, Alianza will provide Tier 3 and 4 support directly to your Tier 2 representatives. We are responsible for troubleshooting, diagnosing, resolving, and resolving advanced and complex issues within Alianza's cloud communications platform when necessary.
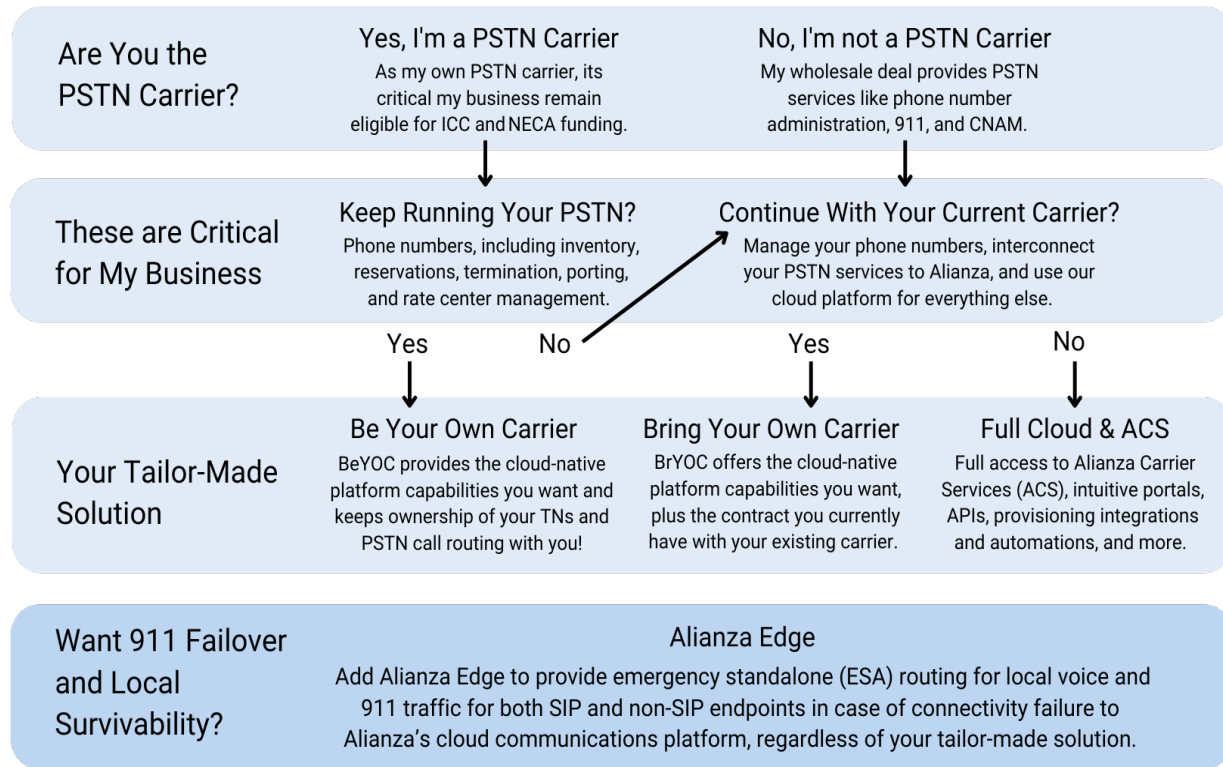
* NECA compliance for each network configuration is dependent on review and approval by NECA.

Why Alianza

Get Alianza's cloud communications platform capabilities without switching your carrier.

Using Alianza's Bring Your Own Carrier solutions lets you maintain full control over number administration while reaping the benefits of a flexible, cloud-native system. At the same time, moving call control to the cloud better positions your business for a rapidly changing market in which voice-enabled cloud technology is the standard rather than the exception. Being ready for the future doesn't mean losing out on modern benefits, which is why Alianza continuously innovates and develops for service providers to meet the growing needs of voice communications in the 21st century.

Are You a CLEC or LEC? Discover if BrYOC Is Right for You.

Are You the PSTN Carrier?	**Yes, I'm a PSTN Carrier** As my own PSTN carrier, its critical my business remain eligible for ICC and NECA funding.	**No, I'm not a PSTN Carrier** My wholesale deal provides PSTN services like phone number administration, 911, and CNAM.

These are Critical for My Business	**Keep Running Your PSTN?** Phone numbers, including inventory, reservations, termination, porting, and rate center management.	**Continue With Your Current Carrier?** Manage your phone numbers, interconnect your PSTN services to Alianza, and use our cloud platform for everything else.

Yes　　　No　　　　Yes　　　　No

Your Tailor-Made Solution	**Be Your Own Carrier** BeYOC provides the cloud-native platform capabilities you want and keeps ownership of your TNs and PSTN call routing with you!	**Bring Your Own Carrier** BrYOC offers the cloud-native platform capabilities you want, plus the contract you currently have with your existing carrier.	**Full Cloud & ACS** Full access to Alianza Carrier Services (ACS), intuitive portals, APIs, provisioning integrations and automations, and more.

Want 911 Failover and Local Survivability?	**Alianza Edge** Add Alianza Edge to provide 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, regardless of your tailor-made solution.

Do you have a current carrier agreement with Bandwidth or Lumen? They are recommended PSTN providers whose agreements would provide your telephone number administration and PSTN services that interconnect to the Alianza communications platform.

Is your wholesale deal with another carrier? Not an issue. They will supply you with trunking for outgoing calls only. To get more competitive international rates than those supplied by an integrated carrier, you would specify which calls should be routed via this carrier gateway.

Taking the plunge into cloud doesn't mean marching blindly into unknown territory. It is possible to embrace change while holding onto tradition, and Alianza's Bring Your Own Carrier solution can help you walk the fine line between both.

ALIANZA™

Discover how service providers leverage our platform to innovate and address the evolving demands of business and residential customers with an easy to manage, easy to consume, and highlight profitable platform.