CLOUD**EDGE**

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

Telco to Techco Transformation

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.

CLOUDG**EDGE** 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.

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

Protocol Translation

CLOUD**EDGE** supports a wide range of communication control protocols like H.248, MGCP (V1 and NCS), and SIP. Integrating CLOUD**EDGE** control with a variety of access and trunking gateways facilitates interoperability with legacy digital loop carrier (DLC) systems with both TR-008 (Modes 1 and 2) and GR-303.

The legacy interface capabilities enables the connectivity to move at the DS1 level or higher, rather than the subscriber cable pair — requiring less time, replacement equipment, and labor costs to accomplish.
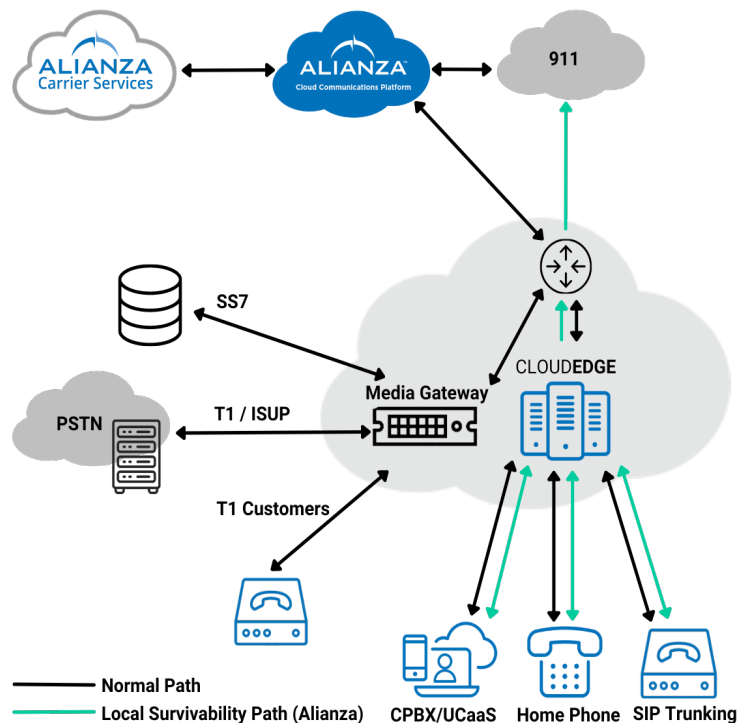
Emergency Standalone Services

We all understand the importance of redundant, dependable connections and the negative impact that unforeseen situations, like fiber cuts or bad weather, can have on a network. In the event of an outage, the CLOUD**EDGE** assumes control for subtending users and activates routing intelligence for local voice and 911 traffic for SIP and non-SIP endpoints to a service provider's trunking gateway or other directly connected emergency support center, giving your business the reliability and continuity your end-users expect.

> **"** CLOUD**EDGE** is pivotal for telcos like ours and fills a crucial gap in our cloud migration journey. We believe its innovative design to local survivability and 911 failover will maintain the highest standards of reliability and public safety."
>
> **Shawn Squires, Chief Technology Officer, Cochrane Co-op Telephone**

Mixed-Access Use Cases

The Alianza cloud communications platform provides access to a wide range of SIP enabled broadband digital loop carrier systems (BBDLC), phones, and fiber-to-the-home (FTTH) access devices. When paired with CLOUD**EDGE**, legacy copper access methods are no longer out of reach and service providers gain gateway control to support numerous access technologies, aside from the standard SIP devices. Call control using non-SIP protocols enables support for legacy digital loop carrier systems and a variety of non-SIP access gateways while simultaneously supporting traditional SIP services

What You Gain with Alianza

Telcos can now reap even greater advantages than their OTT competitors while retaining confidence in every connection through seamless emergency routing.

Consolidated Communications Network Operations

- **API Integration & Automation.** Connect your back-office systems to Alianza by leveraging our robust APIs. Remote provisioning and deployment, gives your IT and technical experts back precious time and removes several layers of engineering, administration, and software maintenance costs.

- **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.

- **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).

> **"** 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 CLOUD**EDGE** 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**

40-80%

Organizations can expect to see a 40–80% reduction in service delivery costs by moving to the cloud, but the greater saving is in the time and energy previously devoted to keeping the old system running

Source: McKinsey

Lower TCO

- **Lower TCO.** Consolidating communications services onto a single platform simplifies management tasks, streamlined operations, and billing processes, leading to increased efficiency and cost savings.

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

- **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).

Future-Ready Technology

- **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.

- **Pace of Innovation.** Alianza has four high-quality, high-velocity product releases per year. Whereas our competitors have only two (primarily fixing significant flaws without a focus on innovation).

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™