Alianza's PSTN Connectivity Suite
Full Cloud vs Be Your Own Carrier Comparison

Whatever cloudification level you're ready for, we have a solution. Gain the advantage of the cloud while retaining what matters most to you.

You don't need to sacrifice the core aspects of your ILEC business model to cloudify your network.

Alianza's data-driven, AI-powered cloud communications platform enables LECs to retain your telephone numbers and call flow ownership — business-critical for intercarrier compensation (ICC) and NECA compliance* — while leveraging the cloud replace the complexity of managing a multi-element hardware-centric model with a future-proof cloud-native platform.

* NECA compliance for each network configuration is dependent on review and approval by NECA.

Options at a Glance

Get all the cloud-native platform features you want with the PSTN services flexibility you need. From the PSTN to your customer, it all looks the same.

PSTN Services

Feature	Full Cloud	BeYOC
911	Alianza's platform is 100% compliant in the US for N11, 911, and 988.	Keep and maintain 911 routing and gain local and 911 survivability with CLOUDEDGE (optional).
CNAM and Directory Listing	Manage CNAM and directory listings with Alianza Carrier Services (ACS) or our Bring Your Own Carrier (BrYOC)* solution to retain your existing agreement.	CNAM and directory listings remain with LEC.
Telephone Numbers	Manage activation, reservation, termination, porting, inventory, and much more with Alianza's easy-to-use Admin Portal and external API endpoints.	Maintain ownership of your phone numbers, including reservation, termination, porting, inventory, long distance (LD) minutes, and rate center management.
CALEA	Alianza ensures lawful intercept and is fully compliant for CALEA requests.	Alianza ensures lawful intercept and is fully compliant for CALEA requests.

*Alianza's Bring Your Own Carrier (BrYOC) solution offers all the benefits of going full cloud while retaining the contract you currently have with your existing carrier, rather than leveraging Alianza's Carrier Services. Call control moves to the cloud while keeping the access components for NECA compliance and ICC eligibility. No change to your existing regulatory and NECA reporting obligations, and compliance for each network configuration is dependent on review and approval by NECA.

Alianza Carrier Services Benefits

Single Admin Portal interface and APIs for normalization of all underlying providers for number management.
- Expanded footprint and coverage for new and ported numbers.
- Automatic capacity planning and augments.
- Accelerated origination diversity and instant termination diversity.
- Consistent, nomadic 911 and N11 services regardless of underlying DID provider.
- Predictable process for any snapbacks, day-of cancels, and project ports via Alianza Local Number Portability (LNP) Helpdesk.
- Predictable cost point regardless of underlying provider.

Network Configuration

Feature	Full Cloud	BeYOC
CO Equipment	None. The entire voice network moves to the cloud.[1]	New media gateway installed to convert TDM trunks to SIP trunks.[2]
Call Termination and Switching	All moved to the cloud and managed in the Alianza Admin Portal.	Switching, call routing, number termination, and subscriber management remain with LEC.
PSTN Trunking	Trunking moves to the cloud through ACS or your own carrier agreement (BrYOC).	Keep and maintain your PSTN interconnections and carrier trunking.
VoIP Service Logic	Moves to the cloud.[3]	Moves to the cloud.[3]

[1] With retirement of equipment and legacy recovery mechanisms.
[2] Alianza connects media gateway to SIP trunks. The LEC is responsible for procuring, installing, and operating their gateways.
[3] Compliance for non-regulated services remains with LEC. Regulated service have oversight entities like Public Utility Commissions, state telecom bodies, and others that can dictate a lot of what the carrier can do/pricing etc.

CLOUDEDGE

What happens if there's a cut? You don't have to roll the dice with outages. Most users have mobile connectivity as a backup, but why risk it? In case of connectivity failure to Alianza's cloud communications platform, Aliana Edge provides emergency standalone (ESA) routing for local voice and 911 traffic by maintaining call routing and processing within your regional network. Local survivability provides both peace of mind and protection against sizable fines.

$24K Penalty for 911 Outage
The FCC charged Frontier with failure to relay 911 calls during an outage. Gunshots vandalized their network, damaging fibers carrying backhaul traffic for other providers. Frontier worked with the impacted PSAPs to temporarily reroute traffic while the damaged sections of fiber were removed and replaced. Nevertheless, the alternate telephone numbers supplied by the PSAPs were also affected by the repair, **preventing Frontier from transmitting 911 calls for more than an hour, for which they were charged a $24,000 penalty.**

Source: Lexology - Telecom Alert: FCC Issues Notice for ASR Violations

Number Management

Feature	Full Cloud	BeYOC
Activation	The Alianza Admin Portal offers centralized management to add and activate telephone numbers.	The Alianza Admin Portal allows users to view telephone numbers with the portal; but not add or manage them.
Call Records	View in near real-time from Alianza's Admin Portal or download outbound call detail records, which include the origin, termination, length, and retail cost of each call, from the portal or via secure file transfer (SFTP).[4]	The Alianza Admin Portal allows users to view telephone numbers with the portal; but not add or manage them.
Ownership	Telephone number ownership moves to the cloud. Leverage Alianza Carrier Services (ACS) or our Bring Your Own Carrier (BrYOC)* solution to retain your existing carrier agreement.	Retain ownership of your media gateway and telephone numbers, including porting, reservation, and inventory.

[4] Media gateway generated CDRs are LEC-processed through Carrier Access Billing System (CABS).
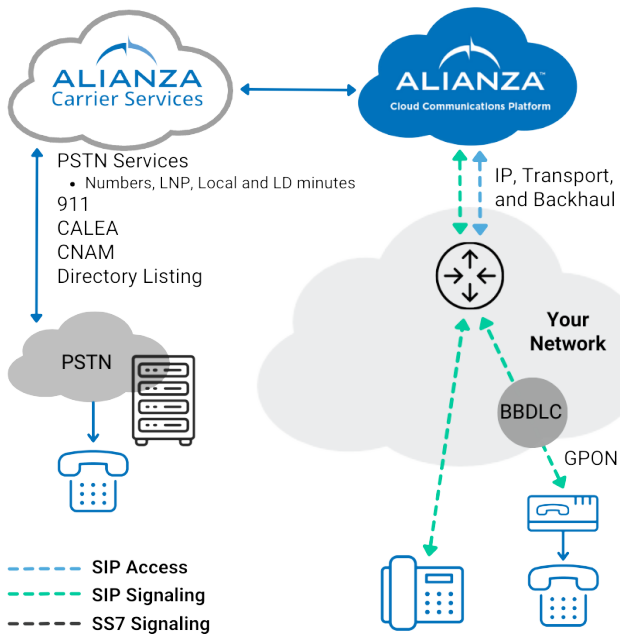
Voice Simplified

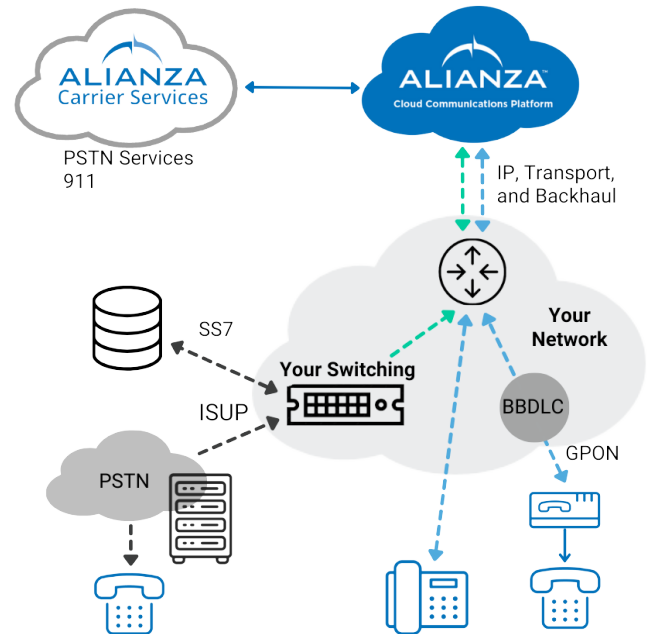| Feature	Full Cloud	BeYOC
Integrations	Connect your back-office systems to Alianza by leveraging our robust APIs – including pre-built integrations with Azotel, GLDS, NISC's iVUE Connect, and others.	Connect your current operational and business support systems (OSS/BSS) integrations with Alianza with our flexible APIs.
Operations	Cloud provisioning, upgrades, security, enhancements, and maintenance — it's all covered.	Maintain accountability for onsite TDM gateways, call routing and translations, and monitoring.
Provisioning	Leverage Alianza's external APIs to integrate the provisioning process and implement additional system integrations (optional).	The level of integration into ancillary services like LNP, CNAM, and Director Listing storage is carrier dependent.
Regulation and Compliance	Alianza supports all regulatory requirements for PSTN endpoints in the US and Canada, including: • E911 (Kari's Law and RAY BAUM's Act) • STIR/SHAKEN • Robocall Mitigation • 988 National Suicide Prevention	No change to your existing regulatory and reporting obligations. Your network stays in the call flow, so you retain crucial ICC and NECA revenue while gaining the operational simplification benefits of the cloud that weren't possible before.

Full Cloud Enhanced 911

Alianza supports all regulatory requirements required to PSTN service to the US and Canada located end points.

- **Direct-Dial 911.** All devices configured and provisioned by Alianza are routed directly to emergency services when either "911" or "9911" is dialed.
- **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.
- **Emergency Location.** The physical address assigned to a phone number allows emergency services to precisely identify a caller's location, so emergency responders know where to go.
- **Emergency Notifications.** When a 911 call is made from a device on the account, an email and/or SMS notification is sent to an on-site location, so staff knows to prepare for the arrival of first responders.

Full Cloud Communications Platform

PSTN Services
- Numbers, LNP, Local and LD minutes
911
CALEA
CNAM
Directory Listing

IP, Transport, and Backhaul

PSTN

Your Network

BBDLC

GPON

- - - - - SIP Access
- - - - - SIP Signaling
- - - - - SS7 Signaling

Be Your Own Carrier

PSTN Services
911

IP, Transport, and Backhaul

SS7

Your Switching

ISUP

PSTN

Your Network

BBDLC

GPON

NECA Status Quo
No change to your Operating Company Number (OCN), service provider ID (SPID), or the way you interact with NECA.

What You Gain with Alianza

Regardless of what PSTN connectivity option works for your business, the benefits of moving to the cloud are more lucrative than you may realize.

Administration & Management

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.

Simplify Operations. Automation, like remote provisioning and deployment, gives your IT and technical experts back precious time and removes several layers including engineering, administration, and software maintenance costs.

Technology & Platform

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.

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.

Certified Device List. Our extensive list of Platform Certified devices which have been fully vetted to provide the best functionality and interoperability with our cloud communications platform, but they aren't your only option. We want you to choose the best devices for your customers.

Speed to Market. Go to market quickly with remote deployment and provisioning — regardless of your customers' locations, devices, or infrastructures.

Revenue Boosts

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

Reduced OPEX. Save on switching maintenance by decommissioning expensive, legacy equipment, such as TDM central office switches.

Reduced CAPEX. Avoid new switching hardware CAPEX. 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).

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.

Functionality

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.

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

Feature-Rich. Over 100+ features including fraud protection, blocked robocalls, unlimited calls, and an intuitive end user portal where users can control their own settings for call waiting, call forwarding, call screening, routing schedules, and more.

[5] Minutes are pooled across your organization's account, and available minutes 'reset' each billing cycle. Each line is provided 1,000 minutes per month. For example, if you have 10 active lines, the combined total minutes available to all lines would be 10,000 minutes/month.
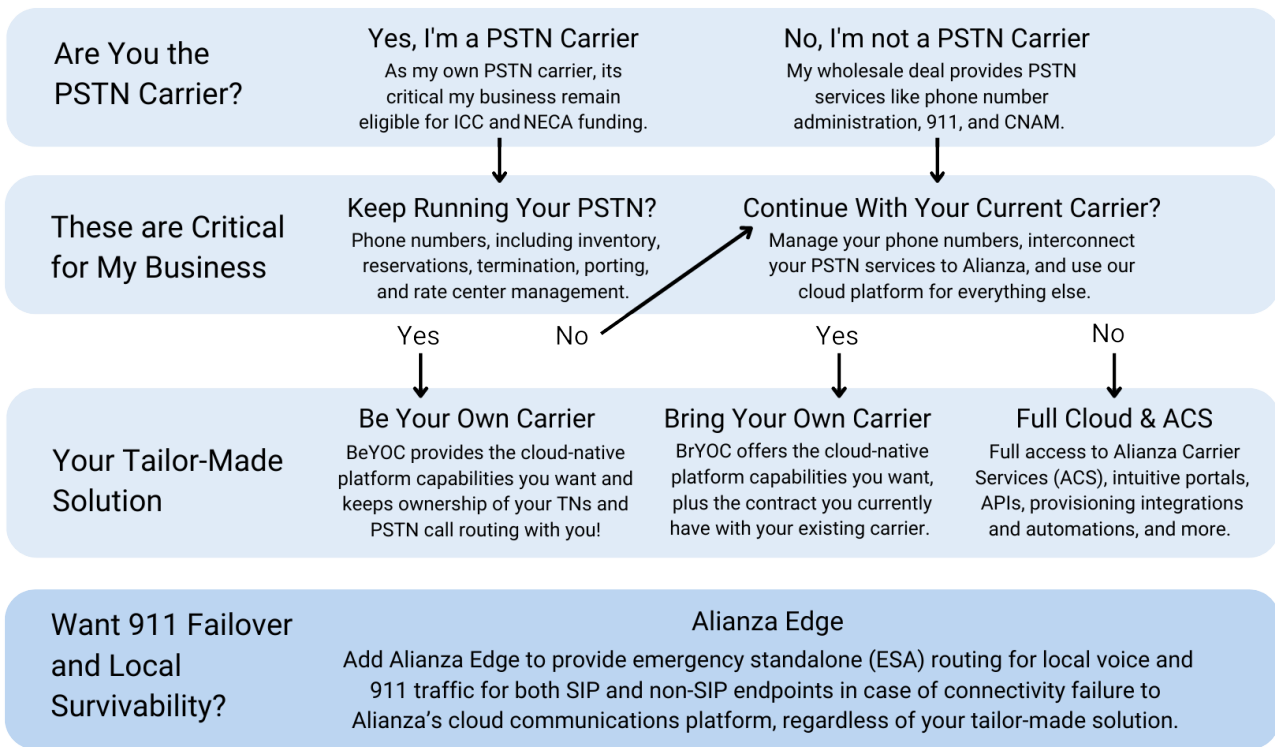
The Future is Cloudy but not Unclear

Continuing to leverage TDM technology doesn't mean losing out on modern benefits.

For most service providers, the idea of getting the most out of their voice network assets goes hand-in-hand with toughing it out on legacy premises-based solutions. But in this competitive market, avoiding a cloud transition will result in unacceptable losses in take-rates and revenue growth — at a time when businesses can least afford it.

With Alianza's PSTN Connectivity Suite, you can choose the level of cloud transformation that is best for your business. Whether you choose to go full cloud or bring your own telephone numbers or carrier agreements, you'll have the flexibility you need to move to the cloud on your terms.

Discover if Full Cloud or Be Your Own Carrier 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.

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.