LBiSat Case Study

Solutions

Cloud PBX

Vertical

Satellite-Based Telecommunications

Their Story

LBiSat Satellite is a leader in satellite communications with more than 30 years of experience delivering voice, data, video and media services for customers in over 100 countries around the world. Their outstanding 24 x 7 customer service and technical support enterprise enterprise class solutions.

Situation & Challenges

LBiSat provides complex network solutions via satellite for a wide variety of voice, video, and data applications. Applying in-depth expertise in engineering, project management, integration, and network services, LBiSat tailors each solution to meet specific customer requirements. With a full-service teleport in Utah and partner teleports in Maryland and Australia, LBiSat provides products and services, including a 24x7 Network Operations Center, to more than 100 countries around the world.

The company's satellite-based solutions are used primarily in locations where traditional terrestrial communications are not an option. Among its customers are government agencies, such as the U.S. Forest Service and USAID, and large corporations within the mining, oil, and gas industries. LBiSat can also provide a hosted service for telephone companies and internet providers.

Since latency is an issue for all satellite communications, LBiSat uses iDirect hub technology because ofits superior ability to support IP in a satellite environment. With this leading technology in place, LBiSat wanted to expand its VoIP services to include Class 5 functionality. **But it also needed to be able to do so without compromising the high quality its customers depend on.**

Overview

LBiSat has been a global provider of satellite-based telecommunications services to remote regions of the world for more than 25 years. In 1986, the company pioneered voice products using T1 lines. Since 1997, it has used the internet to offer basic "dial tone" satellite services to its growing customer list.

After an exhaustive search that led to Alianza's hosted VoIP platform, LBiSat added Class-5 type functionality to its voice services.

Alianza's fully integrated platform provides the high quality and lowlatency needed to communicate by satellite with remote sites. LBiSat can now leverage a broader range of IP telephony and voice applications – with no capital expenditure.

> ❝ Many of our customers are involved in emergency and disaster recovery efforts in remote areas. The nature of their work demands high-quality, low-latency VoIP services, which can be a challenge for satellite-based communications. Add to this agrowing need for service beyond the dial tone, and it's quite a challenge to find a single vendor who can do it all."
>
> — Mike Lyman, Director of Project Management, LBiSat

Solutions Componants at a Glance

Cloud PBX

- **What Is a Hosted PBX System?** A hosted PBX is a cloud-based, virtual phone system that delivers additional security, increased features, and eliminates the need for your customers to replace their costly in-office system in order to take advantage of newly available features as they are rolled out.

- **Cloud PBX Benefits.** With a hosted PBX system, capabilities are delivered remotely rather than through a copper-wire phone line, providing immense flexibility and brings all the benefits of the cloud — web scalability, unrivaled service agility and a pay-as-you-grow SaaS model — to your network.

In setting out to bring a hosted VoIP service portfolio to market LBiSat began evaluating partners that could deliver a complete solution. "We found one company that could make us E911 compliant, another that could get us DIDs at a decent rate, and yet another that could do the billing," said Lyman. "But Alianza was the only one that could provide exceptional voice quality, minimal latency and Class-5 type services on a single VoIP platform. **It was a one-stop-shop that enabled us to add a fully-functional voice offering to our satellite Internet service—with no capital expenditure."**

Alianza's award-winning platform includes all elements to deploy and manage VoIP services including a carrier-grade session border controller, softswitch, carrier interface, application server, billing support system and device provisioning.

It also features APIs and elegant web-based management portals that make the platform easy to operate. Alianza equips service providers with all the tools to build products, turn-up services, and provide customer care.

We've upgraded our hosted PBX IVR feature with the launch of Business Cloud Communications.

Feature-rich voice solution for business users with access features like auto-attendants, custom schedules, ring groups, voicemail-to-email, mobile applications, and more. Whether your customers simply need phone service or want to enhanced mobility and collaboration tools, **Business Cloud Communications does it all within three tiers of service: Standard, Advanced, and Pro.**

- **Scalability.** Add an extension or direct numbers in minutes. Cloud voice margins scale in-step with your customers' needs.

- **Desktop and Mobile Apps.** Your customers can utilize smartphones, tablets, and PCs — without moving to an all-IP system.

- **Instant Messaging.** Group and private chats and 1:1 messaging enable virtual workers to connect and engage more effectively.

- **Advanced Provisioning.** Within minutes of joining, an end user can get their own phone number, download the app, and sign in.

- **Meet Anywhere, On Any Device.** Host or present on any device with the Cymbus desktop and mobile app or a web browser.

Learn more about Business Cloud Communications →

Results

Since the launch of VoIP using Alianza's cloud communications platform, LBiSat is now able to offer complete data and voice communications solutions to customers.

LBiSat's largest voice customer provides services to offshore and onshore oil drilling rigs. Because this company is growing rapidly, it wanted to use a single platform for all satellite services, including VoIP communications. According to Lyman, **"This customer was extremely pleased with the quick implementation and quality of service of the Alianza VoIP platform. Now that it's a proven platform, they are adding 20 to 30 additional lines each week."**

LBiSat also provides mobile emergency response trailers to the U.S. Forest Service. With deployment of the Alianza voice platform, first responders now have satellite phone service over the Internet during natural disasters. "Making phone calls and faxing over the Internet is a huge logistical benefit," said Lyman. **"It should also save the Forest Service money, because we can start and stop service on a month-to-month basis using Alianza's cloud communications platform.** Instead of leasing a T1 line all year, they can initiate voice only during the fire season." LBiSat also provides the VoIP solution to telcos and broadband ISPs in remote places like Alaska. In addition to handling switching and call termination, Alianza's platform enables them to generate billing data for the carrier if required.

Partnering with Alianza for VoIP services has made LBiSat more competitive. According to Lyman, the following benefits positively impact the company's ability to expand business:

- **High Quality Voice.** Alianza's platform works with iDirect hub technology to shape packets so that latency is low and the quality of the voice call is consistently high.

- **Application Flexibility.** Alianza's API allows LBiSat to launch voice communications services quickly and because the Alianza platform uses SIP-based VoIP, it supports many types of phones and CPE. The cloud-based upgrade model also means innovation and new features are easily rolled-out to customers.

- **Pricing Advantages.** Alianza's success-based business model enables LBiSat to commercialize voice services without investing any up-front capital expenditures. Alianza's pricing model is based on a monthly fee per line/extension deployed and includes all end-user features.

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Alianza was the only vendor offering high-quality voice and a complete host of features all bundled into one."

— Mike Lyman, Director of Project Management, LBiSat
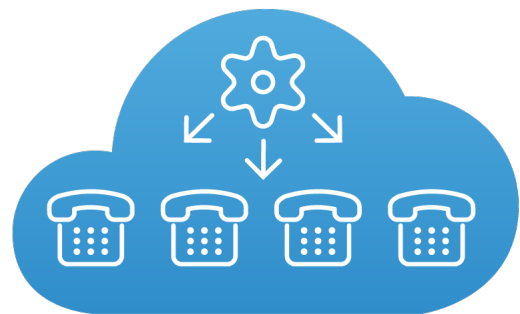
Get Started! Contact us today, and let's start a conversation.

Request a demo and learn how Alianza helps services providers address the evolving demands of business and residential customers with an easy to manage, easy to consume, and highly profitable platform.