



Data Sheet

# Telecom Networks: Build vs. Buy

## A Guide for Greenfield Service Providers

For most communication service providers, voice services play a vital role in subscriber revenue. No matter what type of CSP you are – fiber ISP, WISP, ILEC/CLEC, satellite, MSP, or cable MSO – futureproof voice communication is critical for long-term success.

Alianza believes all voice and unified communications will evolve to cloud-based solutions over time. You might think selecting cloud communications from the start will be too complex or capital intensive.

**In reality, implementing a legacy switch system first and transitioning to a cloud communications platform later could cost your business more than you know.**

# Buy vs. Build Telecom Comparison

Alianza's business philosophy is fundamentally different than your old switch vendor's. Our cloud communications platform is free from costly mandatory maintenance contracts for security enhancements and more — **saving you tens of thousands in the long term.**

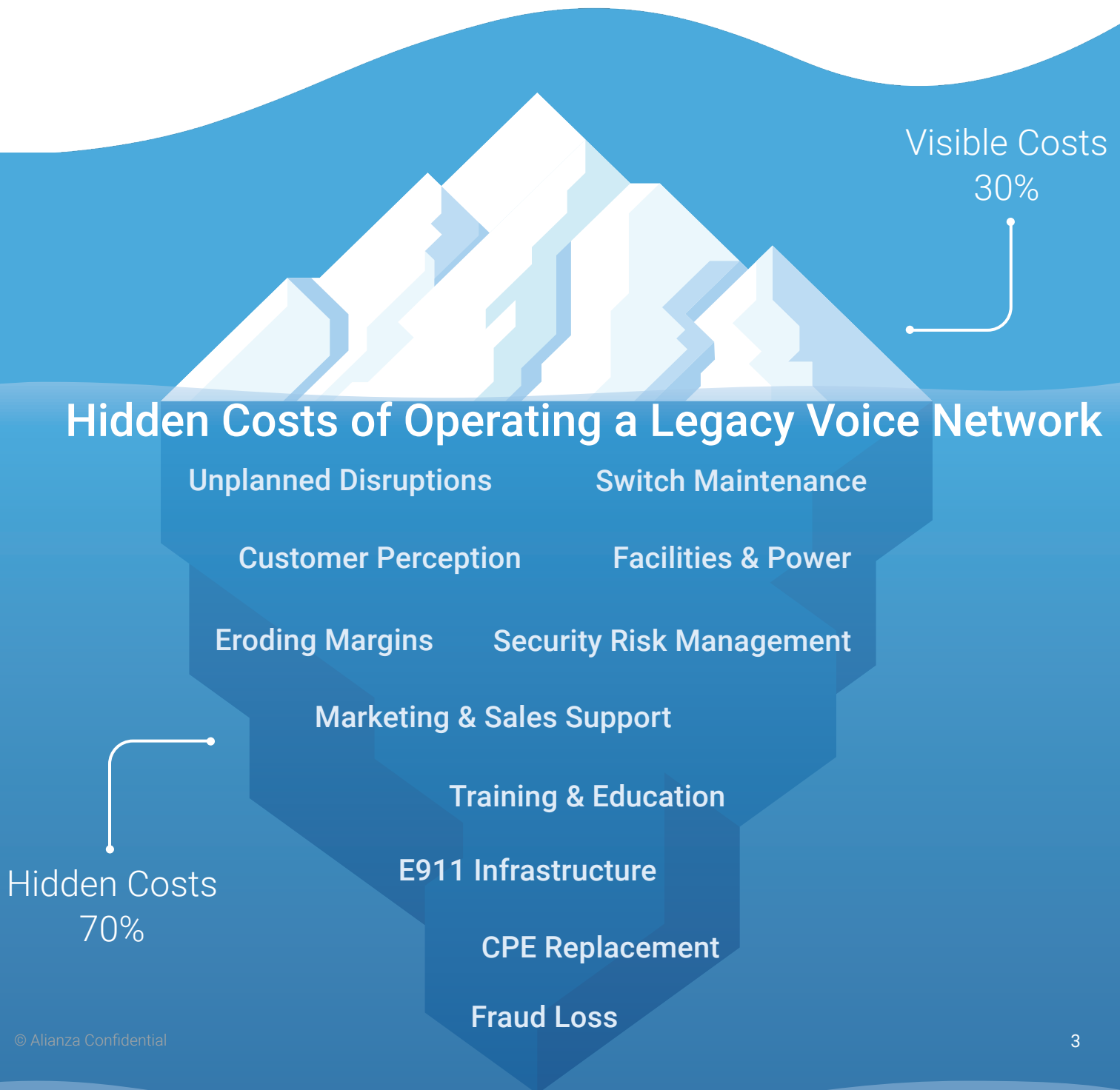
For a typical CSP, a cloud cost model delivers substantial OPEX savings and eliminates the CAPEX components such as on-premises equipment, truck rolls, device provisioning, emergency 911 (E911) infrastructure, and much more.

## Voice Network Costs at a Glance

<b>CAPEX COSTS</b> On-Premises Equipment & Beyond	<b>OPEX COSTS</b> Aging Workforce & Parts Scarcity	<b>NETWORK EXPENSES</b> Management, Maintenance, & More
<ul style="list-style-type: none"> <li>• CALEA software</li> <li>• E911 infrastructure</li> <li>• Element management system</li> <li>• Fraud protection system</li> <li>• Hardware costs for server/storage</li> <li>• LCR/ILD management</li> <li>• LEC trunking costs</li> <li>• Media gateways</li> <li>• Media server</li> <li>• Mediation/ rating engine</li> <li>• Network monitoring software</li> <li>• SBCs (iSBC, aSBC, LBs)</li> <li>• SS7 networking (SSPs, STPs, SCPs, etc.)</li> <li>• Voice CPE/device provisioning</li> <li>• VoIP application server</li> </ul>	<ul style="list-style-type: none"> <li>• Switch maintenance</li> <li>• SBC maintenance</li> <li>• Maintenance and support for all hardware and software</li> <li>• Data center space and power</li> <li>• Growth initiatives:                             <ul style="list-style-type: none"> <li>o Voice translations, routing, fraud protection system</li> <li>o Tier 3 NOC support</li> <li>o Voice engineering</li> <li>o Finance/Voice Access Management</li> <li>o Vendor management</li> <li>o CLEC legal/regulatory compliance</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Directory listings</li> <li>• E911 network and data</li> <li>• Fraud loss</li> <li>• LD MOU termination</li> <li>• LEC trunking</li> <li>• Local MOU reciprocal comp termination (net of reciprocal comp)</li> <li>• SS7 service provider charges</li> <li>• Supporting databases and subscriptions (LERG, GIS)</li> <li>• Third party LNP services</li> <li>• TN hosting</li> <li>• Voice transport circuits</li> </ul>

# The Costs of *Not* Choosing the Cloud

Operating or building your own network is like an iceberg in that there are a significant number of hidden costs beneath the surface. **The most obvious, visible costs** – like vendor hardware maintenance, session border controllers (SBCs), and other voice network expenses like caller name ID (CNAM), signaling system No. 7 (SS7), and local number portability (LNP) – **are only the tip of the iceberg.** Other hidden costs include ongoing expenses for engineering and IT staff, costs associated with keeping the network compliant with regulations, space and power for the data center, annual fraud loss, and more.





# The Economics Couldn't Be Clearer

## Easy to Manage, Easy to Consume, and Highly Profitable

### 40–80% Reduction

Organizations can expect to see a **40–80% reduction in service delivery costs** by moving to the cloud, but the greater savings is in the time and energy previously devoted to keeping the old system running.<sup>vi</sup>

### 5x Faster

CSPs embracing digital transformation are **growing revenue 5X faster** than CSPs that aren't.<sup>v</sup>



# Choose Cloud from the Get-Go

## Your Success Is Our Success

Alianza is the only true cloud-native, carrier-grade, full-stack communications platform built specifically for service providers, and it include everything you need to be competitive and accelerate revenue in a competitive market.

- ✓ **Platform Differentiation.** Our cloud-based alternatives to perpetual, premise-based solutions like Cisco, Microsoft, and Ribbon enable agility, faster innovation, and the ability to compete with OTT providers.
- ✓ **No Customer Conflict.** We don't compete with our customers for residential, SMB, or enterprise business. Rather, we offer full stack cloud solutions for you to offer directly to your customers.
- ✓ **Enablement Support.** Fast-track your marketing activities and activate your sales team with training and ready-to-use customer facing materials. We deploy resources to aid your competitive analyses and go-to-market strategies.
- ✓ **Self-Managed Solution.** Software updates and maintenance are automatically distributed, which lowers your operating costs and the number of skilled employees your business needs to maintain.
- ✓ **Remote Deployment.** Services are deployed remotely, which saves precious IT resource strain, reduces costs, and creates uniformity across user interfaces. As a result, users get up and running sooner.
- ✓ **Flexibility and Integration.** It's not viable to rapidly build all your infrastructure at once. Our platform integrates with SBCs, PBXs, VoIP switches, and more to provide long-term viability.

### Let's Talk

We'll show you why 200+ communication service providers have chosen, and thrived, with Alianza's cloud communications platform.

Find Out More [→](#)