

ALIANZA AT A GLANCE



Alianza's award-winning hosted voice platform enables WiMAX service providers to quickly add a fully functional voice offering to their broadband service - with no capital expenditure. Alianza offers both residential and business-class features. All core platform components are unified into a single interface, providing a seamless back-office experience. Competitive products are cobbled together using disparate 3rd party components; Alianza's proprietary technology, built from the ground up, provides a cost effective and customizable platform for each service provider. Alianza's customers increase market share and margin by deploying a fully integrated, white label voice solution.

THE ALIANZA PLATFORM FOR WIMAX SERVICE PROVIDERS

The Alianza Platform is robust, fully functional and fully integrated. The platform is built on a Service-Oriented Architecture (SOA) capable of supporting a multi-tenant environment and has five key components:

- The Foundation is a hosted, fully integrated IP-based voice platform delivered via SaaS. Its six components are a carrier-grade session border controller, soft switch, carrier interface, virtual PBX, billing support system, and a device provisioning module.
- Logic Layer integrates the independent components of the foundation and provides an interface between the foundation and AMP and ATAC.
- Application Programming Interface (API) is the development platform for creating value-added, Web-based services to extend and enhance voice services running on the Alianza Platform.
- Account Management Portal (AMP) gives end-users the ability to manage their personalized account by retrieving valuable reports and information.
- Alianza Tools & Administrative Center (ATAC) is a complete back-office management system that includes staging management, administrative tools, help desk, and a reporting interface.

COMPANY HISTORY

Brian Beutler and Scott Bell founded the company in 2003 with funding from vSpring Capital and University Venture Fund. At its inception, Alianza was a service provider, offering VoIP solutions to small-to-medium businesses. Alianza then spent several years acquiring code and developing its own hosted voice platform. The company is now focusing primarily on partnering with WiMAX service providers that want to quickly launch a hosted VoIP platform without capital expenditure.

MANAGEMENT TEAM

- Brian Beutler, CEO and Co-Founder
- Scott Bell, CTO and Co-Founder
- Russ Warner, VP Sales
- Maile Keone, VP Marketing
- Steven Jones, VP Products and Business Development
- Clint Peck, VP IT Operations
- David Catale, Controller

CORPORATE HEADQUARTERS

333 South 520 West, Suite 350, Lindon, Utah 84042 USA
Phone: (801) 802-6400 Toll-Free: (800) 400-3992 Fax: (801) 772-2076 www.alianza.com

CONTACT INFORMATION

Valerie Chereskin
Chereskin Communications
valerie@chereskincomm.com
(760) 942-3116

Maile Keone
Alianza, Inc.
mkeone@alianza.com
(801) 802-6454