

BUSINESS CLOUD COMMUNICATIONS



Alianza's Cloud Communications Platform powers Business Lines, Cloud PBX/UCaaS and SIP Trunks

Alianza's Cloud Communications Platform enables service providers to address the growing demand for VoIP services and cloud communications. Using Alianza's software-as-a-service solution, service providers can deliver a complete suite of business communication services—Business Lines, Cloud PBX and SIP trunks—that help companies grow and reduce communications costs.

It provides the flexibility to meet a wide range of requirements based on SMB verticals, preferences and readiness for the cloud. Alianza's solution also enables service providers to serve a single business account with multiple VoIP solutions.

BUSINESS LINES

Some businesses want straightforward phone service without being required to a move to an all-IP systems. Alianza enables service providers to address small office needs with connectivity to analog key systems and phones. Alianza's Business Lines solution includes telephone numbers, hunt groups, call screening, call forwarding, voicemail, and call control features to deliver a complete solution for small businesses.

CLOUD PBX/UCaaS

Businesses of many sizes are looking to stop running phone systems in favor of more cost-effective cloud-based IP PBX solutions. According to Frost & Sullivan, North America's installed base of cloud PBX users is projected to reach 67.8 million in 2023—more than double the number in 2019—and serve 44% of all business users that year.

Alianza addresses this growing revenue opportunity for service providers with a robust and flexible solution featuring support for branch offices and remote employees, auto-attendant, extension-to-extension dialing, customizable calling plans, and other advanced call handling features. The Cloud Communications Platform is compatible with an extensive and growing list of IP phones.

Alianza's solution is built with mobility and unified communications in mind. Using softclients, service providers can extend the business identity and features to other devices—including smartphones, tablets, and PCs.

Key Features

- Complete VoIP SaaS solution for service providers
- Hosted and trunking solutions
- Easy-to-use Admin Portal
- Brandable end-user portal
- Integrated with carrier services for LNP, 911, and local/LD calling
- Device provisioning




Benefits

- Rapid time to market
- Continuous innovation and frequent releases
- No capital expenditures, success-based business model
- Control over product definition, reporting and customer care

SIP TRUNKS

According to the Eastern Management Group, the SIP trunking market is valued at more than \$14 billion in revenue globally and sales will reach \$22 billion in 2024. Alianza's SIP Trunk solution allows service providers to address the demand for IP connectivity for on-premise IP PBX and UC systems and eliminate costly and static T1 and PRI connections. It also supports legacy PBXs with a media gateway at the customer site.

Alianza's SIP trunks are flexible and easy to manage. They can be configured for customers ranging in size from a single call per trunk to many hundreds of simultaneous calls. Adjusting call capacity is easy and can be configured in real-time.

	 BUSINESS LINES	 CLOUD PBX	 SIP TRUNKS
COMMERCIAL SITUATION	<ul style="list-style-type: none"> • Small business/retail shops/service companies • Established locations • Single site office 	<ul style="list-style-type: none"> • Wide range of verticals and sizes • New office/business • Single or multi-site • Remote employees 	<ul style="list-style-type: none"> • SMB retains call control on premises with PBX or IP PBX and needs PSTN connectivity • IT support on site
SOLUTION	<ul style="list-style-type: none"> • Telephone number(s) • Local/long distance calling • Line-based • Voicemail (optional) • Hunt groups (optional) • Typically 2-5 lines 	<ul style="list-style-type: none"> • Telephone number(s) • Local/long distance calling • User-based • Full cloud UC feature set • Voicemail • IVR/Auto-Attendant • Scales from 2 to 100s of lines 	<ul style="list-style-type: none"> • Telephone number(s) • Local/long distance calling • Flexible, IP-based trunk • PSTN connectivity • Scales from 1 to 100s of simultaneous calls
DEVICES	<ul style="list-style-type: none"> • ATA/eMTA • Analog phones/key system 	<ul style="list-style-type: none"> • Broadband router • IP phones • ATA/eMTA for fax/point of sale 	<ul style="list-style-type: none"> • ATA/gateway or router • IP or legacy PBX