



# MOVE YOUR VOICE TO THE CLOUD

Cloud voice platforms enable cable providers to boost voice profitability and rapidly launch new services.

## **You built big business on voice. We help to make it more profitable.**

Voice remains an essential service for cable MSOs. But you need to rein in voice infrastructure and operational costs and quickly get to market with new business services. Continuing to leverage VoIP 1.0 softswitches and old-school white label programs is fraught with risk with end-of-life equipment, crushing operational complexity, and slow or zero feature development.

Alianza's Cloud Voice Platform provides a comprehensive, tightly integrated VoIP solution that is easy to manage and provides a success-based SaaS business model to maximize margins and reduce risks for residential and business services. With our cloud, your voice becomes an app over your broadband networks without requiring the cumbersome infrastructure.

## **KEY FEATURES**

- Elastic NFV technology core for scale and agility
- Intuitive web Admin Portal
- REST APIs for back-office integration and process automation
- Active-active architecture to assure service availability
- Operational tools for lifecycle management of services and subscribers
- Customizable feature-set to support residential and business services
- Integrated carrier services management
- VoIP delivery over any network to any device including extending services to mobile and WiFi

## CLOUD DELIVERS SUPERIOR COST & OPERATING MODEL FOR VOICE SERVICES EVOLUTION

	Softswitch VoIP 1.0	NFV VoIP	Cloud Voice Platform (Hosted NFV VoIP)
CAPEX	Depreciated or CAPEX hit	CAPEX network hit	None
OPEX	Fixed + variable	Fixed + variable	Success-based
Facilities Cost	10-25% space/power savings	>25% space/power savings	100% savings
Service Agility	Slow Near end-of-life	Fast	Fastest
Operating Model	Complex	More complex	Simple
Maturity/Readiness	Past peak/Near end-of-life	Immature	Ready

### Cable Voice Transformation

Change is coming; current market dynamics and aging VoIP 1.0 solutions demand it. You need service agility, better margins, and a streamlined operational model. And you need it today. NFV technology is key, but you need more.

Alianza's Cloud Voice Platform is specifically designed to help cable providers reduce cost of ownership, provide better service agility and build a high-margin, low-risk business case for VoIP and UC.

### Powerful Use Cases

Our Cloud Voice Platform is a great enabler of cable growth strategies and cost reduction initiatives. While the fixed voice is mature and flat-to-declining in aggregate, at \$75 billion in revenue in North America (2014), there are pockets of new revenue opportunity and a broad opportunity to simplify operations and maximize margins for existing services.

Your next-generation voice network belongs in the cloud.

### Save up to 50% on your total cost of ownership



#### New Revenue

- 1 Launch new business services
- 2 Expand to new markets
- 3 Add Wireless VoIP



#### Cost Reduction

- 1 VoIP 1.0 & IMS replacement
- 2 Consolidate on universal platform

**Read More in this eBook**  
**Cable VoIP: Voice Moves to the Cloud**  
[info.alianza.com/cable-voip](http://info.alianza.com/cable-voip)



Contact Alianza and request a demo today  
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