



CounterPath

an Alianza Company

Solution Brief

Bria Enterprise



Introduction

Bria Enterprise is CounterPath's off-the-shelf softphone solution for enterprise customers, to complement the organization's call server or VoIP service. Bria Enterprise combines CounterPath's award-winning Bria softphones for Windows, Mac, iOS and Android platforms with its cloud-hosted Stretto™ Platform services such as centralized provisioning, push notifications, and advanced analytics.

Bria Enterprise increases employee productivity and responsiveness, by transforming each employee's desktop, tablet and smart phone devices into an enterprise-grade softphone associated with their business number. Employees gain full access to voice, video, presence-enabled corporate directory, messaging, and chat rooms, no matter where they happen to be (in the office, at home, on the road).

Bria Enterprise softphones are centrally managed, which means that employees simply need to download the free Bria Enterprise app and log in with their corporate credentials, at which point they can immediately start communicating via voice, video or messaging.

Businesses with 10 or more employees should have their softphone solution centrally managed by the IT administrator via the cloud; forcing every employee to manually configure their apps with SIP credentials, firewall settings and codec preferences results in a less than optimal user experience and makes it challenging for IT administrators to rollout configuration changes across the user base.

The Stretto™ Platform provides control over hundreds of softphone settings, to tailor Bria Enterprise to operate in any corporate environment – while keeping the network complexity hidden from employees. Bria Enterprise is certified to interoperate with a broad range of VoIP platforms, including the majority of open source / Asterisk-based systems, as well as from traditional vendors such as Cisco / BroadSoft, Avaya and Mitel.

Bria Enterprise softphones are best-in-class, with a hard-earned reputation for offering the highest quality of any softphones on the market.



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Operational Excellence

Bria Enterprise has been developed for enterprise customers, both small and large. CounterPath's customer base includes small businesses with only a few employees, scaling up to global enterprises with thousands of users.

IT administrators can be confident that their employees are using the latest software release; this is especially important for Android and iOS users, as new operating system releases can have unintended impacts on the user's existing applications, often requiring immediate updates to their apps. Bria Enterprise apps are always up-to-date, as CounterPath is responsible for pushing out new releases through multiple distribution channels, including Apple's App Store and Google Play.

Bria Enterprise also allows IT Administrators to instantly deploy new features to all employees or can target changes to a specific subset of the employee population. For example, if an enterprise decides to rollout IPv6 within their corporate network, Provisioning can be used to flash cut all employees to the new network addressing scheme.

All Bria Enterprise users are configured with Softphone Troubleshooting Logs, allowing administrators to quickly pinpoint end user issues. For example, if an employee is experiencing a firewall connectivity issue when working from home, the employee can easily send a troubleshooting log from within the Bria Enterprise app. The IT administrator will immediately receive a detailed report that captures the user's softphone settings, network configuration and recent signaling flows.

Another powerful operational feature is Call Analytics which provides administrators with valuable insights into how the softphone app is performing in the field. Voice quality estimates are collected after each call and summarized into standard reports, along with consolidated user data such as device type, operating system version, USB headset model and statistics related to voice, video and messaging usage. For businesses where voice quality is critical, Call Analytics is a must-have feature.

And finally, Bria Enterprise includes Remote Debugging Tools, that allows an IT administrator to remotely access the employee's mobile softphone, to update specific settings and place test calls. This feature can only be enabled in real time with the user's consent.



Licensing Options

Bria Enterprise is offered as a subscription product that is renewable either on a monthly or annual basis. While the CounterPath Software-as-a-Service (SaaS) approach is aligned with industry best practices (for example, Microsoft Office 365), it also recognizes that Bria Enterprise is a cloud-based service that includes centralized provisioning and push notifications, as well as optional hosted services such as presence and messaging.

Bria Enterprise is licensed on a Per User basis. All licensing options entitle each employee to use up to 4 devices per day. Older devices can automatically be cleared after a 24 hour waiting period.

Bria Enterprise offers two licensing options: Basic Bundle and Standard Bundle (cloud-based corporate directory, messaging and presence).



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Highlights

- The Bria Enterprise solution extends single number reachability to all employees, across any device (Windows, Mac, iOS and Android) and over any network (WiFi, 3G, 4G).
- Leverages CounterPath Bria softphone applications, branded as Bria Enterprise, which deliver the highest quality of any softphone on the market.
- Augment service offerings with value-adding features including messaging and presence hosted by CounterPath.
- Centralized cloud-based management allows IT administrators to tailor Bria Enterprise for any VoIP environment and to instantly deploy new features to all users.
- Compatible with VoIP infrastructure from the majority of open source / Asterisk-based systems, as well as from traditional vendors such as Cisco, Avaya and Mitel.
- Includes standard telephony features such as Call Hold, Call Transfer and Voice Mail / Messaging Waiting Indicator, as well as business features such as Call Monitoring, Call Recording, Message Sync and Address Book integration.
- Consistent feature set and unified User Interface (UI) across multiple platforms (Windows, Mac, iOS, Android), to allow employees to seamlessly transition between devices.
- Other advanced features include Auto Answer / Remote Call Control for Contact Centres, and SMS integration for sending & receiving text messages to/from mobile networks.
- Single Sign On (SSO) to allow employees to use their corporate password when launching the Bria Enterprise app for the first time.
- Includes CounterPath's Push Notification service, to reduce mobile battery usage and decrease missed calls and messages. Also includes active call handoff to/from WiFi and 3G/4G networks.
- Automatic distribution of new software updates through multiple distribution channels, including Apple's App Store and Google Play.
- Advanced operational tools such as Softphone Troubleshooting Logs, Call Analytics, Remote Debugging Tools, to measure voice quality and quickly resolve issues.
- Access to the CounterPath priority trouble ticketing system.
- Support for multiple languages, including English, French, German, Spanish, Portuguese, Dutch, Italian, Japanese, Russian and Chinese.
- Enhanced security with signaling and media encryption via TLS, SRTP and HTTPS.
- Firewall traversal and compliance with the latest standards (ICE, STUN, & TURN).

Where to Buy

For additional information on Bria Enterprise, please contact your telephony reseller or visit the CounterPath website at www.counterpath.com/become-a-partner

