



**COUNTERPATH**



# Bria Software as a Service (SaaS) Solution Brief

# Bria Software as a Service (SaaS)

Enabling Desktop and Mobile Communications from the Cloud

## Introduction to Bria SaaS

Bria Software as a Service (SaaS) combines the Bria suite of softphone clients for smartphones, tablets and laptops with CounterPath's cloud-hosted Client Configuration Server (CCS). Using a hosted, "software as a service" business model, telecommunications channel partners can easily combine Bria SaaS with their existing solutions, and provide their commercial customers with a cost-effective system for procuring, distributing and managing desktop and mobile softphone endpoints.

The Bria softphone clients in the Bria SaaS solution are always-updated and available through multiple distribution channels, such as iTunes, Google Play, BlackBerry App World, or direct download links. Bria softphone clients offer the highest-quality VoIP communications, delivered in an intuitive user interface, and include premium features such as video calls, messaging and presence and advanced audio codecs. CounterPath's cloud-hosted CCS provides channel partners and their customers with an easy-to-use system to distribute, provision, upgrade and manage the Bria clients through either a web administration portal or API. Bria softphone clients can be seamlessly deployed with minimal risk, and administrators have complete control over which features can be enabled or disabled, as well as the flexibility to expand or shrink their user base quickly and efficiently.



The "software as a service" business model enables channel partners to bundle softphone service to boost the market effectiveness of existing PBX, messaging, and video bundles. With affordable recurring pricing, channel partners can offer a lower upfront cost of adding mobility to a customer's telecommunications package. Customers will see a lower total cost of ownership with Bria SaaS, as well as a boost to employee productivity and better control over their overall mobile spending.

## Benefits for Channel Partners

- **Instant Mobility Offering** - Extending telecommunication services across mobile devices is a critical requirement for businesses today. With Bria SaaS, channel partners can provide customers with an easy-to-deploy, cross-device mobility solution that will work with existing PBX, messaging, and video systems.
- **Penetrate and Upsell Accounts** - Bria SaaS can bolt onto any PBX system, even one you did not originally sell. Channel partners can gain a foothold in an account and upsell with this unique, high value service.
- **Limited Upfront Investment** - CounterPath manages the purchasing, setup and hosting of all of the hardware, space, power and bandwidth for the CCS deployment. Channel partners simply purchase a series of softphone clients on a subscription basis to resell to customers.
- **Free Up Resources** - CounterPath's Hosted CCS reduces the burden of setting-up the initial infrastructure and main group configurations within the CCS – CounterPath does all the work!
- **Carrier-Grade QoS** - With five-nines (99.999%) reliability, CounterPath ensures the Hosted CCS is highly available and manages all platform monitoring on your behalf.

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### Bria Softphone Clients

CounterPath's Bria softphone suite is comprised of best in class desktop and mobile softphones for Mac and Windows, as well as iOS, BlackBerry and Android platforms. Bria SaaS gives channel partners access to premium versions of Bria for distribution to their customers – with the ability to manage features using the Hosted CCS.

#### Bria Desktop for CCS

Available for Mac and Windows, Bria 3 is a highly interoperable desktop softphone that facilitates voice and HD video calls over IP, as well as Instant Messaging and presence management.

#### Bria for Desktop Features

- Multiple account integration including local or company directories, Microsoft Outlook®, XMPP, XCap or WebDav servers
- Intuitive contact-centric user interface provides more ways to make, receive and manage calls and IMs
- Make voice and video conference calls
- Instant messaging and presence with support for SIP SIMPLE and XMPP
- Workgroup capabilities – Busy Lamp Field (BLF) and Bridge Line Appearance (BLA)
- Company chat rooms – for online conferences and meetings
- And more!

For full details on Bria for desktop, please visit the CounterPath website at [www.counterpath.com/bria](http://www.counterpath.com/bria)



#### Bria Mobile for CCS

With applications for smartphones and tablets, the Bria mobile suite of softphones is fully interoperable with Bria for desktop and contain many of the same features for voice and video\* calling as well as messaging\*, presence\* and advanced audio codecs.

#### The Bria mobile suite includes the following softphone applications:

- Bria Android Edition
- Bria Android Tablet Edition
- Bria BlackBerry Edition
- Bria iPad Edition
- Bria iPhone Edition

#### Bria for Mobile Features

- Seamless integration with CounterPath's desktop softphones
- One-touch access to dial pad, contacts, call history and more, based on the device's native design
- Intuitive in-call management options such as add call, mute, hold and speakerphone
- Multiple call support with ability to split, merge and transfer calls
- Multitasking support for background operation while using other applications on your device
- Advanced HD audio codecs including G.722, OPUS\* and SILK\*
- Enhanced security and encryption with TLS and SRTP
- And more!

For more information on the features of the Bria mobile suite, please visit the CounterPath website at [www.counterpath.com/softphone-products](http://www.counterpath.com/softphone-products)

\* Will be available in future releases of Bria BlackBerry Edition

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## Hosted Client Configuration Server (CCS)

CounterPath's Hosted Client Configuration Server (CCS) is a carrier-grade platform that enables channel partners to distribute and deploy a softphone solution with ease and efficiency with no investment in hardware, space, power or bandwidth. CounterPath manages all of the complexities involved in a CCS deployment, enabling customers to simply manage their endpoints in the Hosted CCS cloud.

### Simplify Softphone Administration

Softphone deployment and management can be a difficult, time-consuming process for IT and operations staff. Current coping mechanisms range from immense screenshot loaded documents, to parading IT staff around the office to manually install and configure endpoints on individual users' devices, to building your own internal provisioning server.

CounterPath's Hosted CCS streamlines the process by allowing administrators to remotely manage all softphone endpoints within an organization. End users simply install their softphone client, login and then forget their phones are managed – administrators can push updates and upgrades easily and efficiently with zero impact or down time to the end users.

### Hosting Within the Cloud

When a CounterPath CCS administrator requires adds or changes to their Bria softphone clients or client groups, they can use the CCS' web management interface or contact CounterPath to make those changes within the cloud. Bria softphone clients check in with the hosted infrastructure to receive their initial configuration and updates, as well as receive notifications of any available upgrades.

### Web Admin Portal Access

Each administrator for a customer's Hosted CCS has both web-based and API access to the CSS for machine-to-machine operations. This enables administrators to use the web interface to setup the structure of the profiles and templates, while a customer's provisioning and other systems can use the API to add, modify, and delete users as they are provisioned in the operator or enterprise's own systems.

### Analytics and Reports

Administrators can create customized reports for the softphone clients they manage. This includes reports for device tracking, codec usage, voice quality and user activity. For the device tracking report, data can be displayed for the number of softphone clients by platform type, version, device OS version and device type. Reports can be viewed from the CCS or exported to a CSV file.



### Where to Buy

For more information or to purchase CounterPath's Bria SaaS solution, please contact your CounterPath sales representative or email [sales@counterpath.com](mailto:sales@counterpath.com)

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