

BRIA & FREEPBX SOLUTION BRIEF

Enterprise OTT Communication Solutions for FreePBX Customers

CounterPath and Sangoma have worked behind the scenes to make it easier for managers of FreePBX systems to connect to CounterPath's Cloud Solutions for Bria Unified Communications softphone clients. The Bria and FreePBX solution enables enterprise IT administrators to add Bria smartphone, tablet and desktop softphone clients to their FreePBX telephony platform, and easily manage and provision the clients using the FreePBX User Management portal which interfaces with CounterPath's Stretto™ server platform.

COUNTERPATH CLOUD SOLUTIONS OVERVIEW

CounterPath Cloud Solutions combine the Bria Stretto™ client suite for desktops, smartphones and tablets with CounterPath's cloud-hosted Stretto Platform™ Provisioning Module. Using a hosted "software as a service" business model, enterprises can easily and efficiently deploy a cost effective system for procuring, distributing, provisioning and managing Bria Stretto™ clients from the cloud.

The Bria Stretto clients in CounterPath's Cloud Solutions are always up-to-date with the most current release and available through multiple distribution channels, such as iTunes, Google Play, BlackBerry App World, or direct download links. Bria Stretto offers the highest-quality VoIP communications, delivered in an intuitive user interface, and include premium features such as video calling, messaging and presence and advanced audio and video codecs, where available.

The Stretto Platform Provisioning Module provides customers with an easy-to-use system to provision, upgrade and manage Bria Stretto clients through either the Stretto™ Admin web interface or an API. Most softphone settings, outside of some user preferences, are hidden; instead the softphone relies on the Provisioning Module to provision these settings remotely. This enables administrators to centrally manage all of their communications across all device platforms, turning your workspace into a dynamic, multi-functional, collaborative environment.

SOFTPHONE CLIENT FEATURES

Cloud Solutions softphones are branded as Bria Stretto™ and contain the same features as our retail clients, including premium content like video calls, messaging and presence, and advanced audio and video codecs where available. They are supported on Windows and Mac desktop and laptops; iPhone, Android and BlackBerry 10 smartphones; and iPad and Android tablets.



Highlights

- Advanced user interface makes it easy to navigate contacts, favorites, call history and dial pad with a single click
- Make and receive voice calls with ability to hold, transfer and forward them
- Support for voicemail with Message Waiting Indicator
- Make and receive video calls*
- See other users' presence status and set/display your own*
- Send instant messages to users and groups, including support for XMPP and Jabber*
- Manage, sort and filter contacts with support for contact avatars
- Add a new contact during a call, or from a received, dialed or missed call
- Employ "Do not Disturb" function for calls and messages
- Advanced security with signalling and media encryption via TLS and SRTP
- Firewall traversal and compliance with the latest standards (ICE, STUN, & TURN)
- And more!

For full details on the various Cloud Solution clients, please visit the CounterPath website at www.counterpath.com/softphone-clients and note that all premium feature content is included in the Stretto™ versions of the clients.



*Not currently available in BlackBerry client



STRETTO PROVISIONING MODULE FEATURES

CounterPath's cloud-hosted Provisioning Module is a carrier-grade platform that enables enterprises, operators and telecommunication channel partners to deploy a Unified Communications solution with ease and efficiency, with no investment in hardware, space, power or bandwidth. CounterPath manages all of the complexities involved in a Provisioning Module deployment, enabling customers to simply manage their softphone clients in the cloud.

Simplify UC Client Softphone Administration

Softphone client deployment and management can be a difficult, time-consuming process for IT and operations staff. Current coping mechanisms range from deploying IT staff to manually install and configure endpoints on individual end users' devices, to building your own internal provisioning server.

CounterPath's cloud-hosted Provisioning Module streamlines the process by allowing administrators to remotely manage all softphone clients 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 an administrator requires adds or changes to their Bria softphone clients or client groups, they can use the Stretto™ Admin web interface to make those changes within the cloud. Bria Stretto™ clients check in with the hosted infrastructure to receive their initial configuration, as well as receive notifications of any available updates.

Stretto™ Admin Web Interface

Each administrator for a customer's cloud-hosted Provisioning Module has web-based access to use the Provisioning Module through the Stretto™ Admin web interface. The interface enables administrators to setup the structure of the profiles and templates, as well as add, modify, and delete users. It also provides access to basic reporting tools, which enable administrators to easily review subscriber base activity with respect to softphone configuration and usage.

For more information on the cloud-hosted Provisioning Module, please visit the Stretto Platform™ page at www.counterpath.com/stretto. Please note that some modules (e.g. Help Desk Assistant, User Experience Metrics) are not currently available for Cloud Solutions customers.

BENEFITS FOR ENTERPRISES

- **Start Communicating Quickly.** With provisioning centrally managed by your IT department on the cloud-hosted Provisioning Module, end users simply login with a username and password to start making calls and sending messages.
- **Limited Upfront Investment.** CounterPath is responsible for the purchasing, setup and hosting of all of the hardware, space, power and bandwidth for the Provisioning Module deployment. Customers simply purchase a series of Bria Stretto™ clients on a subscription basis to distribute to end users.
- **Instant Mobility.** Extending telecommunication services across mobile devices is a critical requirement for businesses today. With CounterPath Cloud Solutions, customers have access to an easy-to-deploy, cross-device mobility solution that has been integrated into the FreePBX platform.
- **Free Up Resources.** Cloud-hosted provisioning tools enable IT and operations staff to quickly deploy a scalable, secure UC client solution with minimal effort.
- **Access to Latest Features and Updates.** Bria Stretto™ client updates are automatically made available as new versions are released.

WHERE TO BUY

For more information on the Bria & FreePBX solution, visit the FreePBX Wiki at <http://wiki.freepbx.org/display/F2/Bria+Cloud+Solutions>. To purchase, visit the CounterPath online store at <https://secure.counterpath.com/Store/CounterPath/BriaCloud.aspx>.