Cloud2Edge Complete

A Better Way to Manage Your Network

Overview

As communication networks and the products delivered upon them become more and more complex, service providers are seeking ways to stay ahead of the challenges. Ribbon's suite of services, called Network Edge Orchestration, can undoubtedly help with managing that complexity. Among other things, the insights derived from Network Edge Orchestration can drive down customer issues leading to reduced support costs and lower customer churn.

Another major transformation is how businesses have transitioned away from the classic "build/operate/manage" technology acquisition model to a pay-as-you-go, cloud-based model. This model, known most predominantly as Software-as-a-Service (SaaS), allows technology buyers to acquire business applications in a flexible, low commitment fashion. Responding to this transformation, Ribbon has introduced Cloud2Edge Complete, the SaaS buying model for Network Edge Orchestration.

> **Cloud2Edge Complete** is a subscription-based offering that bundles all Network Edge Orchestration tools and services at a low, predictable monthly price. By eliminating large Cap-Ex investments and cost variability in concurrent call counts, Cloud2Edge delivers the latest and greatest capabilities in an economical and scalable way.

With Cloud2Edge Complete, service providers can enjoy:

- **A SaaS-based pricing approach.** Cloud2Edge builds all Network Edge Orchestration components to the monthly subscription fee (excluding the hardware costs).
- **Flat rate pricing, regardless of the site size.** Have a site with 5 phones or 500? It's the same monthly price! Pricing is based on the number of sites, not the number of calls per site.
- **Reduced pricing for EdgeMarc Intelligent Edge devices.** Since concurrent call licenses are priced into the Cloud2Edge subscription, not the hardware, device pricing is significantly reduced.

What is Included in Cloud2Edge Complete?

EdgeView Service Control Center
The central interface for Network Edge Orchestration offers visibility at the network edge to IP endpoints on the customer premises. Integrating with EdgeMarc Intelligent Edge devices, the EdgeView aggregates voice, video, and data metrics into a single, easy-to-use platform. EdgeView provides troubleshooting tools and analytics that increase customer satisfaction through faster problem diagnosis and resolution. Other tools such as event-based triggers kick off enhanced analytics that can help solve vexing service quality issues.

Cloud-based EdgeView Service Control Center provisions, configures, and manages edge solutions.

EdgeView Service Control Center

Intelligent Edge solutions actively monitor, secure and optimize service quality.

EdgeMarc Intelligent Edge

EdgeMarc Intelligent Edge

EdgeMarc Intelligent Edge

Unlimited Usage (Concurrent Calls)

With Cloud2Edge, pricing is based on the number of EdgeMarc Intelligent Edge devices in service, independent of the number of concurrent calls that traverse the network. Whether a site has 5 or 500 phones, Cloud2Edge customers pay a single, flat rate per device. This is very different than "perpetual" licensed EdgeMarcs, which are purchased with a discrete number of concurrent calls. With Cloud2Edge, the guessing game of sizing an EdgeMarc to a particular customer installation is eliminated.

Premium Technical Support

All Cloud2Edge Complete subscribers receive premium technical support. This gives you 24-7 access to Ribbon's technical support team as well as all software and feature upgrades as they are released. You'll always have access to the latest and greatest capabilities that Ribbon has to offer.

A Fit for Both Large and Small Service Providers

Cap-Ex pricing can be a barrier for many service providers, generally due to the large upfront expenditures that can be difficult to justify economically. Instead of making the investments to help your business perform better, cost constraints drive some providers to do without.

Cloud2Edge Complete drives out high dollar investments. Pricing is per site, per month, independent of the size of site. You pay only for what you are using. As you add customers, you add additional Cloud2Edge sites to your subscription. No stranded assets, no inventory holding costs—Cloud2Edge grows as your business grows.

Additionally, Ribbon has a network for Cloud2Edge partners, called "Universal." Universal partners manage the EdgeView hosting environment as well as provide you hands-on support in getting you up and running. Some even have bundled offers that include the EdgeMarc device in the subscription.

ribbon

Support for Existing Ribbon Customers

Existing Ribbon customers with currently fielded EdgeMarcs can be converted into the Cloud2Edge Complete environment to gain access to all Network Edge Orchestration tools as well as to reduce expenses. These legacy devices qualify for a reduced subscription price (as the device was purchased with a higher cost perpetual license). In addition, if you didn't have EdgeView in the past, you can use it for all your devices—legacy and new.

More Information

Let Ribbon demonstrate how Cloud2Edge Complete complements your network management infrastructure and improves your service offerings. We've helped hundreds of service providers gain a complete view of their customer's communications networks as well as improving security, visibility, and service quality.

Becoming a Cloud2Edge Universal Partner

Cloud2Edge Universal is a program enabling business partners to market and sell Ribbon solutions. Through this program, Universal partners receive the services and support to offer Cloud2Edge as their own SaaS product. This provides Universal partners an attractive revenue stream that can be bundled with other complementary services such as wholesale VoIP products, business services, or equipment distribution.

The requirements are straightforward. Participants host and manage EdgeView in their data center and provide first line customer support to those that they sign up. Universal partners also have the advantage of marketing to existing customers and monetizing the service as a "managed voice quality" add-on.

Including Cloud2Edge Universal in a product portfolio or line card offers another way to capitalize on the explosive growth of services like Hosted PBX and Unified Communications as a Service.

About Ribbon Communications

Ribbon is a company with two decades of leadership in real-time communications. Built on world-class technology and intellectual property, Ribbon delivers intelligent, secure, embedded real-time communications for today's world. The company transforms fixed, mobile and enterprise networks from legacy environments to secure IP and cloud-based architectures, enabling highly productive communications for consumers and businesses. With locations in 28 countries around the globe, Ribbon's innovative, market-leading portfolio empowers service providers and enterprises with rapid service creation in a fully virtualized environment. The company's Kandy Communications Platform as a Service (CPaaS) delivers a comprehensive set of advanced embedded communications capabilities that enable this transformation.

To learn more visit RibbonCommunications.com

ribbon