Managed Services for Unified Communications Providers

For Network Edge Orchestration

Overview

The more crowded and competitive the Unified Communications market becomes, the more important it is for service providers to innovate and differentiate from the pack. However, one of the biggest challenges to new product development is service delivery. As all service providers know, a new product that is poorly delivered and supported will likely fail and cause significant customer confidence issues.

Ribbon Communications addresses many of these delivery and support issues with Network Edge Orchestration. It's a hybrid cloud/edge solution that combines the EdgeView Service Control Center with EdgeMarc Intelligent Edge devices, providing security, service monitoring, problem resolution, and quality-optimized voice and video traffic. Thanks to Network Edge Orchestration, service providers can eliminate many of the challenges that hold UC solutions back.

However, overcoming technical challenges with Network Edge Orchestration is only part of the equation. Many times you need skilled resources that can turn up customers efficiently and solve their issues when they come up. Resources that know the technical aspects of service delivery and can readily support your customers. Not having these resources can slow your time to market and limit your growth.

Ribbon Communications' Managed Services can fill the operational execution gap.

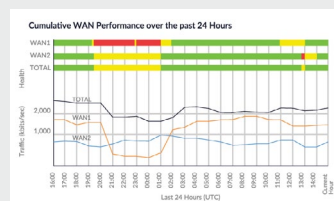## Spotting Operational Roadblocks in Time to Market

Even when there's a strong business case for a new UC service, providers face many challenges when launching products. While a customer sees a clean, streamlined service offering, service providers know there are plenty of moving parts behind the scenes. Regardless of the product, time to market depends on service providers having tactical plans in place to execute each of the following operational tasks:

- Tier 1, Tier 2, and Tier 3 customer care and technical support

- Remote support of EdgeMarc Intelligent Edge installation and turn-up

- EdgeView Service Control Center hosting and management

- On-site support for your high-touch customers

- Third-Party Support for IP endpoints or other customer premises devices

- Testing and Certification of customized configurations (especially for SIP trunking)

EdgeMarc Intelligent Edges offer:

- Automated Detection
- Service Quality Monitoring
- Proactive Troubleshooting
- Fault Tolerance
- Interoperability

The EdgeView SCC is used for:

- Provisioning and Managing Intelligent Edges
- Monitoring and Alerting
- Troubleshooting and Issue Remediation
- Reporting and Analysis

Data Sheet

In addition to these tasks, service providers must also consider the degree to which technical training and engineering expertise will be needed. For each new UC offering, there will be varying degrees of difficulty for fulfilling operational tasks.

In some cases, a new product will exceed the technical expertise of internal teams. This can cause problems at with Tier 1 and Tier 2 support, on-site support, and turn-up. In other cases, interoperability can be a challenge, making testing and certification a bigger roadblock to delivery. Regardless, each operational challenge can (and often does) add weeks and months to scaling your offer.

The key is identifying where you are resource deficient and deciding how to fulfill the business function. Even though every service provider will face a unique situation, Ribbon Communications' Managed Services can fill the operational gaps that hold back time to market and scaling your UC offer.

A New Take on "Build, Operate, Transfer"

Ribbon Communications Managed Services isn't a cookie-cutter approach to service delivery. Instead, we work with your internal groups, gain the understand the overall process, and partner with you on the operational tasks that need to be done.

Over our nearly 15 years in helping deliver business VoIP services, we've seen just about every service provider challenge that one can come across. With Managed Services, we bring in that expertise to streamline the steps to get new products and services to market quickly and make them scale when they do.

Rather than offering a one-size-fits-all service, we know that each service provider comes with unique talent, expertise, experience, and capabilities internally. If all you're missing is the staff to cover the time commitments for a call-center, we can provide the resources that can resolve your customers' issues on the first call over 70% of the time.

Most "build, operate, transfer" services come with a timetable—they get you up and running quickly and then transfer skills to your internal team. Because every service provider has unique challenges, we'll work with you to come up with an approach that fits your timeline and needs.

The Ribbon Communications' Managed Services offering is built with flexibility in mind. Get in touch with us to see which operational tasks we can streamline to get your product to market faster.

About Ribbon

Ribbon Communications (Nasdaq: RBBN) delivers communications software, IP and optical networking solutions to service providers, enterprises and critical infrastructure sectors globally. We engage deeply with our customers, helping them modernize their networks for improved competitive positioning and business outcomes in today's smart, always-on and data-hungry world. Our innovative, end-to-end solutions portfolio delivers unparalleled scale, performance, and agility, including core to edge software-centric solutions, cloud-native offers, leading-edge security and analytics tools, along with IP and optical networking solutions for 5G. We maintain a keen focus on our commitments to Environmental, Social and Governance (ESG) matters, offering an annual Sustainability Report to our stakeholders. To learn more about Ribbon, please visit rbbn.com.

Contact Us   We are here to help. Let us know if you are interested in a quote or if you have any questions.

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