Products and Service Offerings for the Ribbon Partner Community

Ribbon Communications is a combination of companies – GENBAND, Sonus, and Edgewater – that power many of the world's leading service provider and enterprise communications environments. Built on world-class technology and intellectual property, the company's cloud-native solutions deliver intelligent and secure real-time communications solutions for the cloud, network and enterprise edge.

Ribbon's portfolio supports the System Integrator, Managed Service Provider, or Value-added Reseller in delivering solutions to their customer. From session border controllers that secure and manage voice networks, to Kandy, Ribbon's private label platform for Unified Communications, SIP Trunking, and CPaaS[1], Ribbon has the best-in-industry components to help your customers thrive. Below are the key products utilized by the Ribbon partner community to craft solutions for their customers.

Solutions for Microsoft Teams

Ribbon has the largest portfolio of session border controllers (SBCs) certified for Direct Routing for Microsoft Teams. Ribbon SBCs are flexible enough to support small businesses and large, global enterprises. They have a versatile applications solution module, providing connection to the Microsoft Phone System, Active Directory integration, and branch survivability. In addition to hardware-centric solutions, Ribbon's virtual SBC, SWe Lite, (available in the Azure Marketplace) is a cost-efficient solution for securing real-time communications.

Ribbon SBCs (SBC 1000, SBC 2000, SBC 5400) also provide enterprises with legacy voice infrastructure connectivity, supporting any-to-any connections between FXS, FXO, BRI, PRI, and SIP endpoints or devices. Ribbon SBCs help enterprises reduce communications costs, enable Unified Communications (UC), and protect their networks against malicious attacks.

As a Gold Communications Partner, Ribbon works with Microsoft to certify our SBC portfolio for Microsoft Phone System Direct Routing and Skype for Business. The same experts that provide network functions to some of the world's largest communications service providers help your enterprise to secure communications in Microsoft Teams. Ribbon solutions securely connect Teams to local endpoints and domestic calling plans, route local calls, and provide survivability to branch offices in the event of a WAN disruption.

Kandy Business and Kandy CPaaS – Private Label Unified Communications

Kandy delivers carrier-class cloud PBX and Unified Communications with all the features demanding organizations expect. Services such as instant messaging, mobile apps, and video conferencing are all part of the Kandy solution set you can offer to your customers.

Kandy provides partners everything they need to get a UC offer into market, including:

- Administration, ordering, provisioning, and end-user access through feature-rich, partner-branded, portal – providing easier service deployment and customer self-service
- A suite of UC clients for desktop, tablets, smartphones, and the web – giving users the flexibility to communicate from virtually anywhere and from any device.
- Geographically redundant and site resilient with a world-wide footprint – enabling you to deliver a consistent feature set regardless of geography
- Voice termination and local dial tone service in major markets around the globe (or you can provide using your existing infrastructure)


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[1] Communications Platform as a Service, a methodology for integrating communications (voice, video, SMS, chat) into business processes.

Kandy Business takes all the guesswork away by offering a cost- effective, pay-as-you-grow service. It doesn't skimp on quality or features; it won't hurt the bottom line and it will continue to deliver innovative services year after year. Kandy is scalable from the smallest of small businesses up to large, multi-national enterprises. Reference accounts closed by Ribbon partners include the operations of a large US city, a major auto parts retailer, and a global rental car organization.

Kandy CPaaS, on the other hand, enables you to integrate voice, video, and chat into business processes. This provides the end customer additional ways to engage, leading to higher customer satisfaction and revenue.

Two examples of Kandy CPaaS are Visual Attendant and Live Support.

- **Visual Attendant** provides a way for an organization to add click-to-call menus to any website. End users can contact the appropriate person or department by rapidly navigating a menu tree, selecting the right department or resource, clicking to start a phone call from the web browser. Users reach the employee or department's phone without having to leave the company's website or traverse a labyrinth of auto attendant prompts; VA eliminates IVR frustration and enhancing customer satisfaction.

- With **Live Support**, enterprises can provide an interactive customer service/support experience directly from their website. As with Visual Attendant, end users can rapidly select a department or topic to seamlessly route them to a customer service/support agent. The agent and the user interact via web services (WebRTC) to start a text chat, voice or video call (1-way or 2-way) as well as exchange files or share the agent's screen.
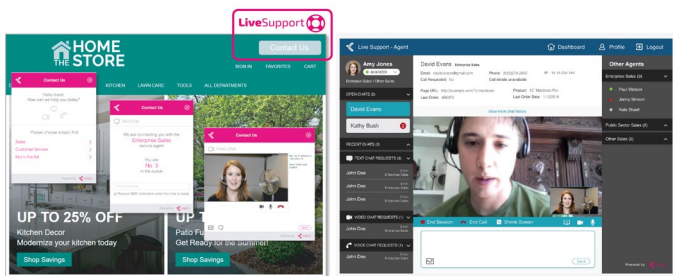
Edge Solutions – Secure and Monitor the Network Edge

Deploying cloud-based voice services – Hosted PBX, UC as a Service, or SIP trunking – require a firm operational plan to be successful. Without the ability to successfully scale installations and solve customer issues quickly, UC offers will struggle to gain traction.

Ribbon's combined solution of EdgeMarc Intelligent Edge devices and the EdgeView Service Control Center enable partners to support large scale deployments and effectively manage those deployments on an ongoing basis. EdgeMarc devices deployed at each location provide Quality of Service management, SIP security, and business continuity, as well as detailed performance data on every SIP session. EdgeView takes this data and aggregates it across the entire network, giving you a single pane of glass view on how your deployments are performing.
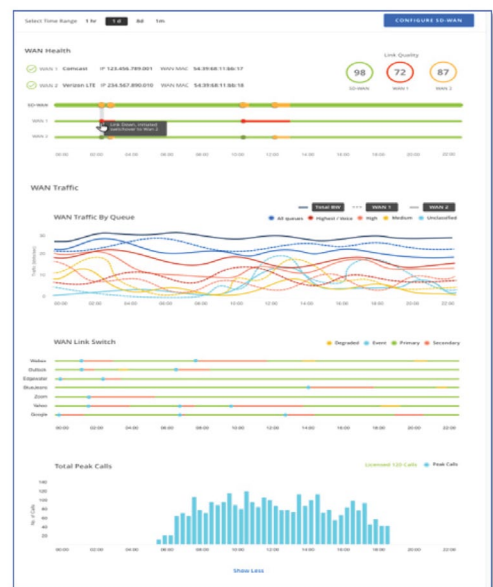
EdgeMarc Intelligent Edge devices are ideally suited for cloud-based communications (Hosted PBX, UCaaS) and SIP Trunking applications. The portfolio supports bi-directional data rates up to 1 Gbps and up to 2,000 concurrent calls. The portfolio supports legacy functions including Primary Rate Interface (PRI), T1/E1, FXO/FXS, and Power over Ethernet (PoE). All EdgeMarcs are equipped with multiple WAN connections, enabling WAN failover and business continuity. Ribbon SD-WAN enables application priority across multiple WAN connections as well as active SIP failover (call sessions stay active during a transition from one WAN connection to the next).

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EdgeView provides service providers a centralized interface to manage service quality. It collects granular data on SIP sessions as well as overall data network performance. EdgeView can help with both reactive and proactive problem solving. Reactively, EdgeView gives technicians a detailed view both inside the customer's LAN and the WAN environment, providing them the tools they need to solve issues without site visits or engineering intervention. Proactively, EdgeView is continually looking for potential issues that could impact performance. When performance thresholds are exceeded, EdgeView kicks off advanced analytics, many times solving issues before the customer even knows.
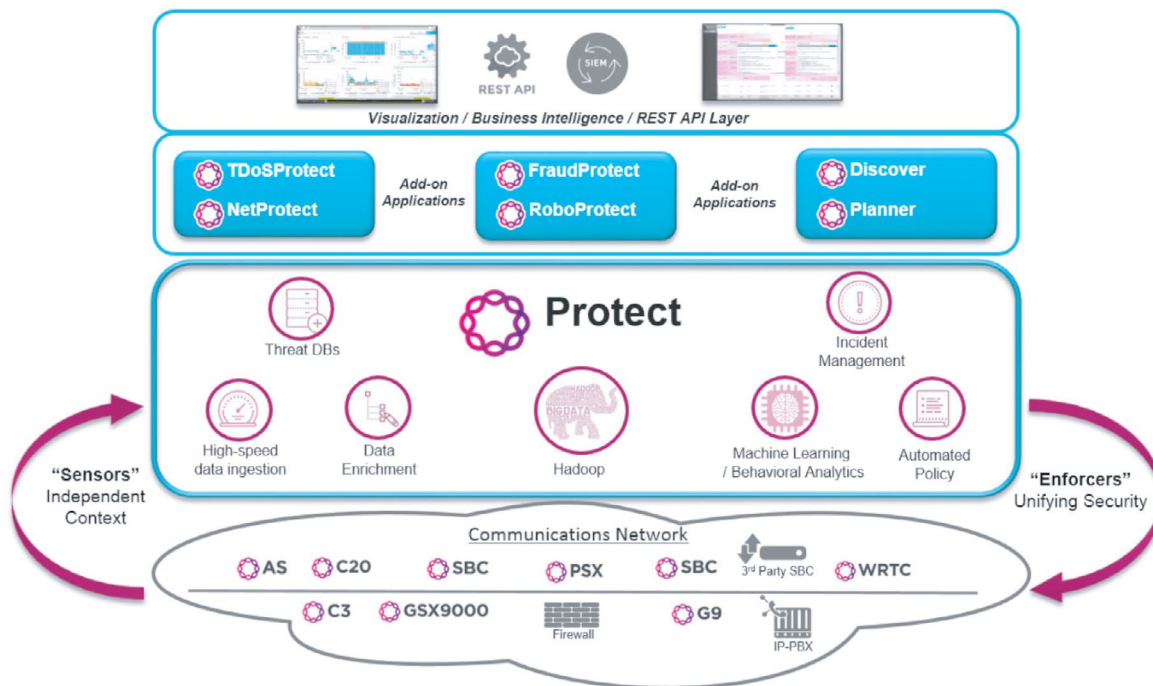
Ribbon Protect, Part of the Ribbon Analytics Platform

The Ribbon Protect analytics platform and applications empower your customers to respond to cyberattacks, fraud, and network operational issues on their network efficiently and more intelligently. Ribbon Protect is a virtualized solution that quickly and easily integrates with your existing RTC network investments.

The Ribbon Protect platform receives information from various network elements – such as Ribbon SBCs and other 3rd party communication network devices - which is then parsed and analyzed for various RTC security breaches and service quality issues.

The Ribbon Protect platform also allows you to view end-to-end call flows, diagnose service quality issues, and make automated security enforcement decisions based on quantitative real-time communications (RTC) network information. These decisions can then be pushed to any "enforcer" anywhere in the network. Ribbon Protect provides the centralized and single view of the end-to-end network which is critical in RTC cybersecurity threat detection, fraud management and network operations.

Ribbon has dedicated channel partner team, supporting everything from co-marketing to deal management and closure. Learn more about our partner programs by visiting ribboncommunications.com/partners or contacting us at partners@rbbn.com.

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