



## Solution Brief | Bria Enterprise



### Introduction

Bria Enterprise is CounterPath's off-the-shelf softphone solution for enterprise customers, to complement the enterprise's existing VoIP service. Bria Enterprise combines CounterPath's award-winning Bria softphones for Windows, Mac, iOS and Android platforms with its cloud-hosted Stretto™ Platform services such as centralized provisioning, push notifications, advanced analytics, and collaboration.

Bria Enterprise increases employee productivity and responsiveness, by transforming each employee's desktop, tablet and smart phone devices into an enterprise-grade softphone associated with their business number. Employees gain full access to voice, video, presence-enabled corporate directory, messaging, screen sharing and collaboration no matter where they happen to be (in the office, at home, on the road).

Bria Enterprise softphones are centrally managed, which means that employees simply need to download the free Bria Enterprise app and log in with their corporate credentials, at which point they can immediately start communicating via voice, video or messaging.

Businesses with 10 or more employees should have their softphone solution centrally managed by the IT administrator via the cloud; forcing every employee to manually configure their apps with SIP credentials, firewall settings and codec preferences results in a less than optimal user experience and makes it challenging for IT administrators to rollout configuration changes across the user base.

The Stretto™ Platform provides control over hundreds of softphone settings, to tailor Bria Enterprise to operate in any corporate environment – while keeping the network complexity hidden from employees. Bria Enterprise is certified to interoperate with a broad range of VoIP platforms, including the majority of open source / Asterisk-based systems, as well as from traditional vendors such as Cisco / BroadSoft, Avaya and Mitel.

Bria Enterprise softphones are best-in-class, with a hard-earned reputation for offering the highest quality of any softphones on the market.



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### Core Features

All Bria Enterprise softphones share the same unified User Interface (UI) regardless of platform (Windows, Mac, iOS, Android), with a common set of features, to allow employees to seamlessly transition between devices for all their communications needs.

In addition to standard telephony features such as Call Hold, Call Transfer and Messaging Waiting Indicator, Bria Enterprise supports advanced business features such as Call Monitoring, Call Recording and Address Book integration. Other valuable features include Auto Answer / Remote Call Control (for Contact Centre environments), Microsoft Office integration (allows Windows users to initiate audio, video and messaging sessions from within Microsoft apps such as Outlook) and SMS integration (facilitates sending & receiving text messages to/from mobile networks).

All Bria Enterprise mobile users are provided with access to CounterPath's Push Notification service, which is critical for reducing battery usage when the Bria Enterprise app is in the background. CounterPath's Push service ensures that the user is always reachable for incoming calls and messages, over any network, by leveraging Google and Apple's global Push Notification infrastructure. Furthermore, Bria Enterprise mobile softphones include support for active call handoff to/from WiFi and 3G/4G networks.

Bria Enterprise also provides IT administrators with the ability to configure customized web tabs, to seamlessly display web-based content within the softphone app, giving the appearance that the app has been purpose-built for that enterprise.

All Bria Enterprise softphones include advanced wideband audio codecs including G.722 and Opus, in addition to narrowband codecs such as G.711, G.729 and SILK. High Definition (HD) video codecs such as H.264 and VP8 are also included in the base offering, at no extra charge.

All Bria Enterprise softphones are supported in multiple languages, including English, French, German, Spanish, Portuguese, Dutch, Italian, Japanese, Russian and Chinese.

And finally, all Bria Enterprise softphones support Single Sign On (SSO) to enable employees to use their corporate password when launching Bria Enterprise for the first time. When Single Sign On is enabled, CounterPath's hosted Stretto™ Platform sends a LDAP query to the enterprise's directory server, to validate the employee's credentials.



### Advanced Cloud Services

While CounterPath does not provide the VoIP service itself (this is typically provided via the enterprise's PBX or by a hosted VoIP provider), Bria Enterprise offers a number of cloud-based services such as corporate directory, presence, messaging, screen sharing and video-conferencing / collaboration to complement the core VoIP service. These services are hosted by CounterPath and as such, do not incur any operational expenses, nor do they require any additional configuration effort, as they are enabled through the use of preconfigured provisioning templates & profiles. Many of these services are regionally hosted to reduce latency and improve resiliency.

Many businesses rely on an ad-hoc mix of consumer messaging systems, such as WhatsApp, Facebook Messenger, iMessage, WeChat, and Skype, with different apps used depending on the contact. With Bria Enterprise, every employee automatically appears in a single corporate directory, with full Presence status (including available, busy, on the phone and idle states) and secure 1:1 and group Instant Messaging (IM), synchronized across all of the user's devices. If an employee starts a messaging session on their iPhone, that same IM session can be continued on their desktop softphone; the employee's message history is instantly replicated across all their devices. Similarly, the user's Call History is synchronized across all devices.



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### Operational Excellence

Bria Enterprise has been developed for enterprise customers, both small and large. CounterPath's customer base includes small businesses with only a few employees, scaling up to global enterprises with thousands of users.

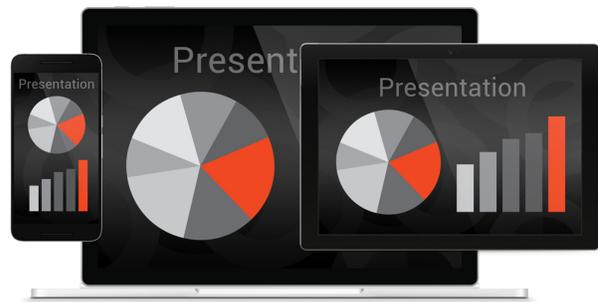
IT administrators can be confident that their employees are using the latest software release; this is especially important for Android and iOS users, as new operating system releases can have unintended impacts on the user's existing applications, often requiring immediate updates to their apps. Bria Enterprise apps are always up-to-date, as CounterPath is responsible for pushing out new releases through multiple distribution channels, including Apple's App Store and Google Play.

Bria Enterprise also allows IT Administrators to instantly deploy new features to all employees or can target changes to a specific subset of the employee population. For example, if an enterprise decides to rollout IPv6 within their corporate network, Provisioning can be used to flash cut all employees to the new network addressing scheme.

All Bria Enterprise users are configured with Softphone Troubleshooting Logs, allowing administrators to quickly pinpoint end user issues. For example, if an employee is experiencing a firewall connectivity issue when working from home, the employee can easily send a troubleshooting log from within the Bria Enterprise app. The IT administrator will immediately receive a detailed report that captures the user's softphone settings, network configuration and recent signaling flows.

Another powerful operational feature is Call Analytics which provides administrators with valuable insights into how the softphone app is performing in the field. Voice quality estimates are collected after each call and summarized into standard reports, along with consolidated user data such as device type, operating system version, USB headset model and statistics related to voice, video and messaging usage. For businesses where voice quality is critical, Call Analytics is a must-have feature.

And finally, Bria Enterprise includes Remote Debugging Tools, that allows an IT administrator to remotely access the employee's mobile softphone, to update specific settings and place test calls. This feature can only be enabled in real time with the user's consent.



### Licensing Options

Bria Enterprise is offered as a subscription product that is renewable on an annual basis. While the CounterPath Software-as-a-Service (SaaS) approach is aligned with industry best practices (for example, Microsoft Office 365), it also recognizes that Bria Enterprise is a cloud-based service that includes centralized provisioning and push notifications, as well as optional hosted services such as presence, messaging, screen sharing, and collaboration.

While Bria Enterprise can be licensed on a Per Device basis (for example, a medium sized enterprise can order 75 desktop licenses and 75 mobile licenses), most businesses prefer Per User licenses that entitle each employee to use softphones on all their devices. Per User licenses are easier to manage and provide more value by extending the enterprise's communications infrastructure to every employee, across any device and over any network.

Per User licensing options include Basic Bundle (entitles each employee to use up to 4 devices per day) and Business Bundle (up to 4 devices per day, as well as cloud-based corporate directory, presence, messaging and collaboration, which includes video conferencing with up to 200 participants, screen sharing and web-based guest access).





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### Highlights

- The Bria Enterprise Solution extends single number reachability to all employees, across any device (Windows, Mac, iOS and Android) and over any network (WiFi, 3G, 4G).
- Leverages CounterPath Bria softphone applications, branded as Bria Enterprise, which deliver the highest quality of any softphone on the market.
- Augment service offerings with value-adding features including messaging and presence, video conferencing / collaboration, and screen sharing, hosted by CounterPath.
- Centralized cloud-based management allows IT administrators to tailor Bria Enterprise for any VoIP environment and to instantly deploy new features to all users.
- Compatible with VoIP infrastructure from the majority of open source / Asterisk-based systems, as well as from traditional vendors such as Cisco, Avaya and Mitel.
- Includes standard telephony features such as Call Hold, Call Transfer and Voice Mail / Messaging Waiting Indicator, as well as business features such as Call Monitoring, Call Recording, Message Sync and Address Book integration.
- Consistent feature set and unified User Interface (UI) across multiple platforms (Windows, Mac, iOS, Android), to allow employees to seamlessly transition between devices.
- Other advanced features include Microsoft Office integration (Windows), Auto Answer / Remote Call Control for Contact Centres, and SMS integration for sending & receiving text messages to/from mobile networks.
- Single Sign On (SSO) to allow employees to use their corporate password when launching the Bria Enterprise app for the first time.
- Includes CounterPath's Push Notification service, to reduce mobile battery usage and decrease missed calls and messages. Also includes active call handoff to/from WiFi and 3G/4G networks.
- Automatic distribution of new software updates through multiple distribution channels, including Apple's App Store and Google Play.
- Advanced operational tools such as Softphone Troubleshooting Logs, Call Analytics, Remote Debugging Tools, to measure voice quality and quickly resolve issues.
- Access to the CounterPath priority trouble ticketing system.
- Support for multiple languages, including English, French, German, Spanish, Portuguese, Dutch, Italian, Japanese, Russian and Chinese.
- Enhanced security with signaling and media encryption via TLS, SRTP and HTTPS.
- Firewall traversal and compliance with the latest standards (ICE, STUN, & TURN).

### Where to Buy

For additional information on Bria Enterprise, please contact your telephony reseller or visit the CounterPath website at [www.counterpath.com/become-a-partner](http://www.counterpath.com/become-a-partner)