



**COUNTERPATH**



# Reseller Channel: Technology Sector

## Case Study

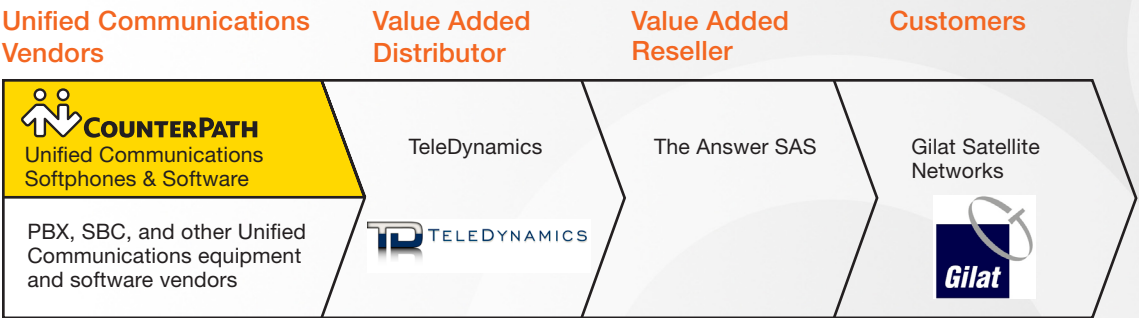
## Multi-National Satellite Corporation Uses Bria to Reduce Cost and Save Space

The Reseller Channel: TeleDynamics, The Answer SAS, and Their Customer Gilat



CounterPath has worked closely with Value Added Distributor (VAD) TeleDynamics based out of Austin TX. TeleDynamics is known as a wholesale supplier of IP-PBX and VoIP products. It has over 5,000 value added resellers within its network in North and South America. TeleDynamics assists resellers by developing new business opportunities and helping to close deals with its excellent customer service, expert product knowledge, and competitive pricing.

In this case, TeleDynamics worked with its reseller, The Answer SAS, to address the needs of Gilat Satellite Networks, a multi-national company.



### The Challenge

Gilat provides enterprises, service providers and operators with efficient and reliable satellite-based connectivity solutions. This includes cellular backhaul, banking, retail, e-government and rural communication networks. Gilat’s goal was to:

- Implement a new Unified Communications technology for all of its executives
- Provide a tool that increases productivity and improves responsiveness
- Reduce mobile calling and roaming costs as executives travel to different countries
- Save desk space
- Seamlessly integrate with its existing communications infrastructure

For TeleDynamics, CounterPath, and The Answer SAS as partners, the challenge was to deliver a robust and secure UC solution that could meet the cost savings and productivity goals of Gilat.

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## The Bria Solution

Together, TeleDynamics, CounterPath, and The Answer SAS collaborated to propose and deploy the Bria Unified Communications client solution for laptops and smartphones. The solution seamlessly ties into Gilat's existing premise-based Asterisk IP-PBX infrastructure. Bria's laptop UC clients complement Gilat's current large and antiquated desktop hard phones, providing an alternative that can help save desk space. In addition, Gilat has also deployed Bria for smartphones, providing yet another option for devices and mobility.

As an over the top solution, Bria helps Gilat's executives reduce their international mobile roaming and calling costs. All calls placed via Bria avoid exorbitant mobile international calling or local PSTN rates. Instead, Bria connects with Gilat's home Asterisk IP-PBX via Wi-Fi and the internet. As a result, they can use Gilat's more economical VoIP rates on their IP-PBX.

The customer had the option of deploying Bria's cloud-based Unified Communications-as-a-Service (UCaaS), but instead adopted for a premise based perpetual license deployment, which better suited their security and software maintenance requirements.



## The Key Take Away

Enterprises can deploy Bria UC clients within days, not weeks. Executives and employees have access to PBX business features (e.g. caller ID, conferencing, busy lamp, call transfers and dial by extension) anywhere there is access to the internet. Likewise, the IT team can remotely and securely perform Bria configuration changes and manage software updates on-the-fly through use of Bria's web portal.

For operators and channel partners, Bria offers a cost-effective business model for provisioning and managing UC endpoints that avoids the hassle of investing in static premise-based hardware or fixed telephony devices. In the case of satellite company Gilat, their IT staff adopted a technology strategy that allows them to grow their Unified Communications program while they leverage their legacy infrastructure.

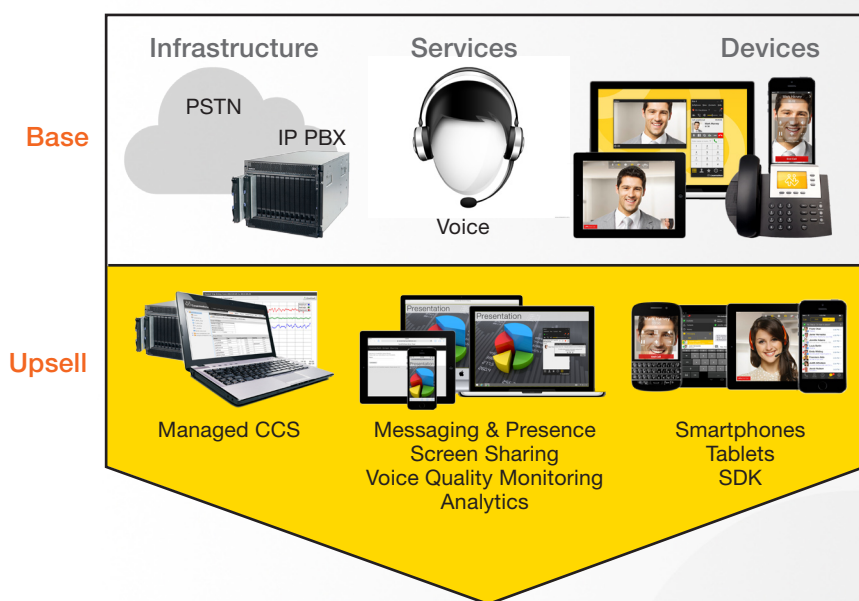
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## Results and Future Opportunities

Overall, the Bria UC clients enhanced Gilat's executives' global mobility and productivity, while saving considerable money. On average, there is a 70% savings by deploying a UC software solution.

Gilat found the Bria solution easily integrated with their existing PBX system. So easily, in fact, that they are now rolling out Bria to other employees and adding additional UC clients. The bottom-line: TeleDynamics and its resellers saved their customer money and time by adding secure mobile UC clients to their daily workflow business process.

### Bria Unified Communications as a Service Business Model



*In this case, the customer undertook the management and provisioning of the solution. However, there is a larger and more expansive revenue opportunity for channel partners to manage Unified Communications as a Service and monetize additional elements (messaging, presence, screen sharing, voice quality monitoring, and analytics).*

*Using Bria's Client Configuration Server (CCS) operators can benefit from the Bria business model and generate revenue from value-added services. With a few configuration changes, operators can push and enable new Unified Communications services from the CCS. Because it is software-based, Bria is expanding to many types of devices (laptops, smartphones, tablets) and has a rich roadmap of features and services that will increase upselling and revenue.*

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## About CounterPath

CounterPath Corporation is one of the leading UC software solutions providers, which helps businesses manage bottom-line costs by reducing CapX and operational expenses (e.g. hard phones, hosted audio/video conferencing, mobile roaming, etc.). Bria Perpetual and UCaaS offering combine the Bria suite of softphone clients for laptops, smartphones and tablets with CounterPath's cloud-hosted or premise-deployed Client Configuration Server (CCS). Using a hosted, "software as a service" or perpetual software license business model, telecommunications channel partners can easily combine or sell Bria UCaaS side-by-side with their existing IP-PBX and SBC solutions, and provide their commercial customers with a secure cost-effective system for access, monitoring, distributing and managing desktop and mobile UC endpoints, hassle free. Workforce productivity, flexibility and mobility are also greatly improved as employees are able to place or receive calls anytime and from anywhere using a variety of familiar devices and platforms.

### Contact CounterPath

phone: +1.877.818.3777

email: [sales@counterpath.com](mailto:sales@counterpath.com)