



Serving the Small Business Customer

Solution Brief

Introduction

There has never been a better time to offer a cloud-based product such as Unified Communications as a Service (UCaaS), particularly those targeting the small-to-mid-sized business (SMB). Many of these SMBs have yet to make the move to UC, creating a large target market. SMBs also value the UC features that make their business more productive and prefer the pay-as-you-go pricing model instead of paying all upfront for premises-based hardware. For SMBs, UCaaS is the right product at the right time.

However, service providers recognize that supporting the SMB market segment can be challenging. First, consider the overall economics of a typical SMB customer. For a small customer (5-10 UCaaS seats), a service provider might only be generating \$200 - \$300 of revenue per month. Any service delivery issues that require extensive troubleshooting or truck rolls can quickly make SMB customers unprofitable. Second, SMB network environments can be unpredictable, requiring LAN adjustments or new wiring to make it voice capable. Lastly, this is a market that has many competitors vying for the same customer. The product offer must not only be full featured, but also be delivered by a provider known for its quality service offerings and commitment to customer support.

Ribbon's Solutions Targeting Small Business

Ribbon's product portfolio – built around the EdgeMarc Intelligent Edge™ device and the cloud-based EdgeView Service Control Center (SCC) – is designed to support the small business customer. Providers have deployed hundreds of thousands of Intelligent Edge™ devices at small businesses, successfully managing security and service quality for their customers.

Intelligence at the Edge

The EdgeMarc Intelligent Edge™ is a powerful device optimized for small business implementations. Its small form factor can be installed anywhere, either by the service provider or as a customer self-install. It provides a variety of options depending on your customer needs, including FXO and FXS analog ports and 12 fully managed Power over Ethernet connections. The 2900-series devices provide a flexible and secure platform for service delivery and ongoing service quality management.

Think of an EdgeMarc Intelligent Edge™ as a firewall specifically designed for your voice over IP implementation. While a traditional firewall is designed to secure data traffic, it's not optimized to meet the needs of real-time communications. An EdgeMarc Intelligent Edge™ will more effectively manage this real-time traffic, while hiding the customer's voice network from intruders.



	EdgeMarc 2900e/ EdgeMarc 2900a	EdgeMarc 2900e PoE/ EdgeMarc 2900a PoE
WAN Interfaces		
Ethernet	2	2
Optical	2	2
LAN Interfaces		
10/100/1000 Ethernet	4	12
Powered Ethernet Ports	0	12
TDM Interfaces		
FXO	0/2	0/2
FXS	0/6	0/6
Capabilities		
Concurrent Calls Capacity	300/100	300/100
Max Throughput	1 Gbps	1 Gbps

Other benefits of the EdgeMarc Intelligent Edge™ include:



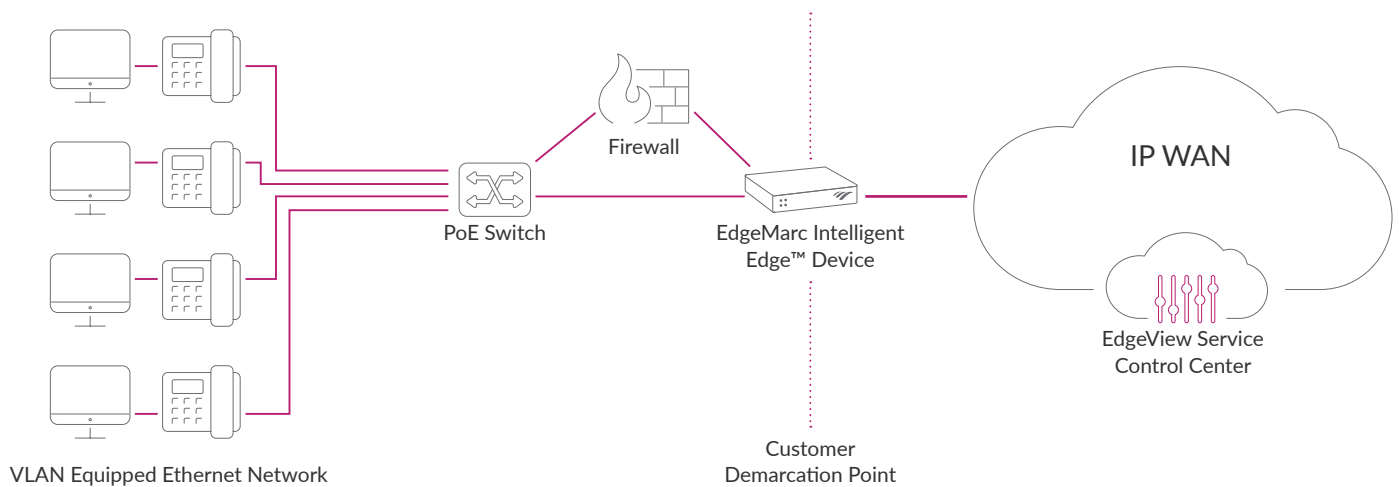
Quality of Service: Assign priorities to all voice and application layer traffic traversing the WAN and prioritize accordingly.



Business Continuity: The EdgeMarc Intelligent Edge™ works to keep services operational in the case of degradation or failure. WAN Link Redundancy enables failover to a 2nd WAN connection should the primary become compromised. Survivability provides for fail-over to analog trunks in an outage and limited PBX functions.



Service Management: An EdgeMarc Intelligent Edge™ is your eyes and ears at the edge of your network. It provides detailed call statistics on every call. It gives you a topology of the customer's LAN infrastructure and detailed baseline at the time of installation, enabling you to monitor changes effectively.



Overall Customer Management

The EdgeView SCC provides you the platform for managing your small business customers. This easy-to-use yet powerful platform works in tandem with your network of EdgeMarc Intelligent Edges™, enabling you to monitor your overall network environment and drill into detailed information and troubleshooting tools should a problem arise. EdgeView SCC can also kick off enhanced tools should it sense a problem, enabling you to solve customer issues proactively.

EdgeView SCC is also your management tool for EdgeMarc Intelligent Edges™, enabling you to push upgrades, security patches, or new features easily across your entire network. Granular control of EdgeMarc Intelligent Edge™ feature settings can be accomplished through EdgeView SCC.

Support for the Small Business

In summary, service providers targeting the small business face a growing yet competitive market with challenging economics. Solutions from Ribbon can help you:

- Secure you and your customer's network
- Provide quality of service as well as business continuity capabilities
- Recognize and solve service issues more readily, leading to reduced customer care costs and higher renewals