

Life

Optus Cloud-UCX[®]

The cloud-based UCaaS solution
for service providers

OPTUS

Powered by
BroadSoft



The Optus Cloud-UCX[®] service

The fully-managed white-label Unified Communications as a Service (UCaaS) solution for service providers.

Using cloud-based infrastructure, the Cloud-UCX platform gives service providers the ability to offer their customers a fully integrated communications and collaboration solution.

It fosters improved business efficiency and productivity as well as reduced ongoing communication costs.

Optus is the first Australian tier-1 carrier to deploy BroadCloud, Broadsoft's flagship cloud-based Unified Communications & Collaboration (UC&C) platform.

Cloud-based technology

Businesses can now capitalise on the benefits of UC&C services simultaneously across multiple devices (for example, computers, tablets and smartphones).

It's all done via a single user-interface wherever internet access is available.

Industry leading UC&C Services include:

Instant messaging (IM)

Presence

Voice and video calling

Conferencing

File sharing

Desktop collaboration

My Room

Work from anywhere, any time.





Why Optus Cloud-UCX®?

Minimising upfront investment

Boost revenue from improved time-to-new service/market.



Lower operating complexity and costs

Cloud-based deployment of Optus Cloud-UCX allows service providers to avoid expensive infrastructure investments and opex intensive platform upgrades or patches. End users can easily shift from an on-premise PABX system to a 'pay as you go' service model for their UC and hosted telephony, allowing them to increase business efficiency and reduce opex.



White-label portals and APIs

Optus Cloud-UCX allows service providers to brand all portals to market the platform as their own.

Cloud-UCX caters for end to end ordering and provisioning using the Rialto service provider portal, as well as empowering end users/administrators of the service via the enterprise portal. Options for B2B solutions are catered for via access to APIs.



Provider privacy - multi-tenanted architecture

Each provider is uniquely segregated from other providers, maintaining privacy.



Hosted in high availability data centres

Optus Cloud-UCX is deployed on a 100% cloud-based carrier-grade network infrastructure. The infrastructure is secure and highly available from geo-redundant Equinix data centres.



Flexible deployment options

Flexible options for end user deployment; public (internet) based access to the Cloud-UCX platform; and private connectivity options such as IPVPN.



Expedited access to new unified communications and collaboration features and services

Stay ahead of the competition with the latest features and security updates. With Optus Cloud-UCX, service providers can capitalise on timely platform enhancements, ensuring they're able to leverage the most up to date feature capabilities in market.



Quality measurement capability – ExamiNet and PacketSmart

Leverage network diagnostic tool 'ExamiNet' to perform pre-qualification of end customer networks for UC&C suitability; **plus** leverage 'PacketSmart' technology for visibility and active monitoring of Quality of Service (QOS) of VoIP across the end customer LAN/WAN.



Tier 1 carrier services

Leverage Optus Wholesale's carrier grade voice network for connectivity to the PSTN network for Call Termination.

Source new 'Hosted Geographic Phone Numbers' from Optus directly or Port In existing Geographic Phone numbers utilising Optus' well-established LNP Process.

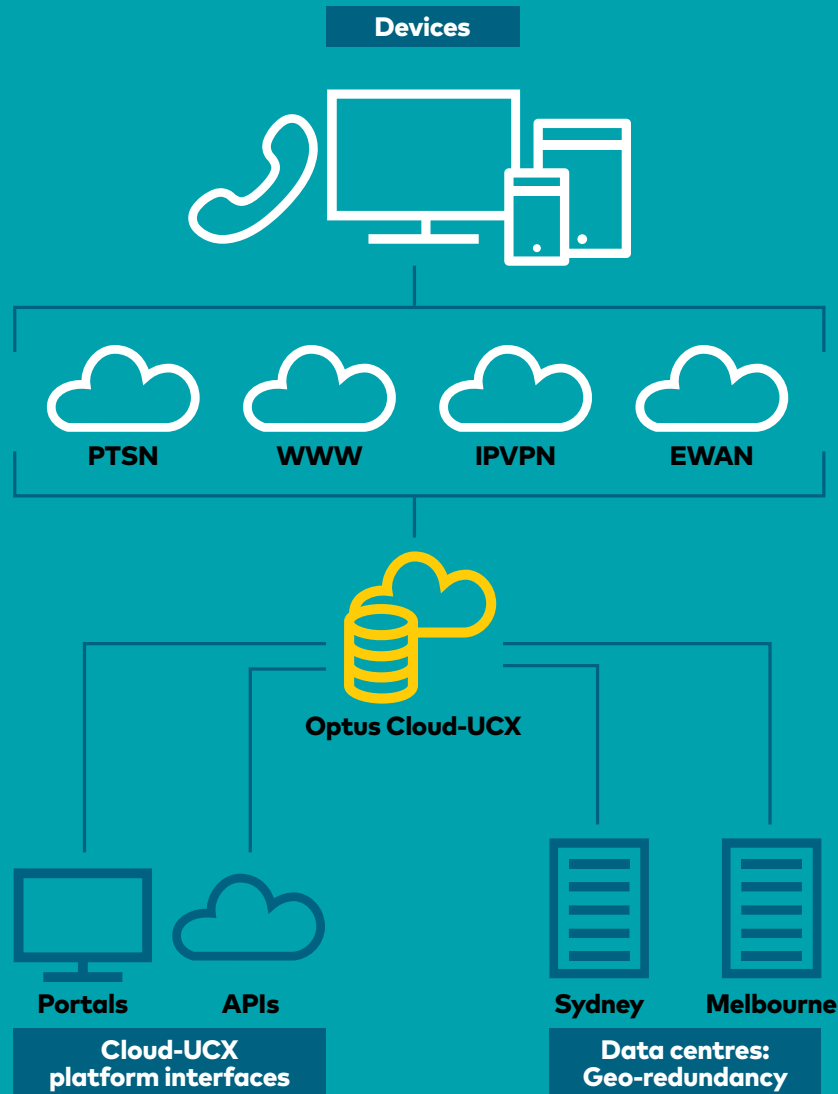


Go-to-market training and support

Access to ongoing 'go-to-market' training and collateral, as well as templates for quick end user solutions.



How Cloud-UCX[®] works



Optus Cloud-UCX enables service providers to develop white-label UC&C product solutions for end customers.

Cloud-UCX is a powerful platform that allows the service provider to implement industry leading UC&C Services including; instant messaging (IM), presence, voice and video calling, conferencing, file sharing, desktop collaboration, My Room and Broadsoft Hub.

The Cloud-UCX platform is the foundation of the solution; it is deployed in geographically redundant cloud-based servers in Sydney and Melbourne.

Cloud-UCX can be accessed via the native user portals and also caters for API based interfaces for Service Providers seeking a B2B solution.

The Cloud-UCX platform hosts the UC&C feature capability. End customers can connect through to the platform via both public (WWW) and private (IPVPN, WAN) based connectivity solutions.

Finally, end customers can use a variety of devices in order to leverage the feature capability of the platform; IP–desktop phones, mobile devices, tablets and laptop/desktop computers can all be used to make and receive phone calls, coordinate conferences (audio, video, desktop sharing etc.) and facilitate cross-business collaboration using instant messaging and presence.



Our commitment

Wholesale

We are investing for the future. Optus Wholesale is a key division of Optus. We focus on evolving the wholesale sector in Australia, supporting and partnering with our customers for mutual success and growth.

Our investment in new products and solutions development keeps our partners competitive in an ever changing information and communications market.

Customer service

We build long-term relationships with our partners. Optus Wholesale offers partners tailored support with readily available escalation points. Each partner is managed by a team of dedicated account managers and customer marketing experts to service all of their technical, support and commercial requirements.

For more information talk to an Optus Cloud-UCX Account Manager.

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Partner with Optus | optus.com.au/wholesale