CounterPath Bria Stretto Solution

Solution Brief

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Bria Stretto™ clients makes it easy to get your people talking

Introduction

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

Bria Stretto 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 and screen sharing, no matter where they happen to be (in the office, at home, on the road).

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

As a rule of thumb, for any business with 10 or more employees, softphones should be 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 Stretto to operate in any corporate environment – while keeping the network complexity hidden from employees. Bria Stretto is certified to interoperate with a broad range of VoIP platforms, including Cisco, Avaya, Mitel, BroadSoft and Asterisk – and includes enhanced feature support for BroadSoft and Asterisk environments.

Bria Stretto softphones are enterprise-grade, with a hard-earned reputation for offering the highest quality of any softphones on the market.

Core Features

All Bria Stretto 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 Stretto 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 Stretto mobile users are provided with access to CounterPath's Push Notification service, which is critical for reducing battery usage when the Bria Stretto 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 Stretto mobile softphones include support for active call handoff to/from WiFi and 3G/4G networks.

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Core Features Continued

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

And finally, all Bria Stretto softphones support Single Sign On (SSO) to enable employees to use their corporate password when launching Bria Stretto 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 Stretto offers a number of cloud-based services such as corporate directory, presence, messaging and screen sharing 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 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 Stretto, every employee automatically appears in a single corporate roster, 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.

Operational Excellence

Bria Stretto 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 Stretto 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 Stretto 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, Stretto can be used to flash cut all employees to the new network addressing scheme.

All Bria Stretto users are configured with Client Logging, 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 Stretto app. The IT administrator will immediately receive a detailed report that captures the user's softphone settings, network configuration and recent signaling flows.

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Operational Excellence Continued

Another powerful operational feature is User Experience Metrics (UEM), which provides management 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, Bria Stretto analytics is a must-have feature.

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

Product Comparison

There are significant differences between Bria Stretto and the Bria Retail desktop and mobile products sold via the CounterPath eStore and the Apple and Google app stores.

Bria Stretto is a centrally managed, enterprise-grade solution that has been purpose-built for CounterPath's channel partners, offering a fully partitioned environment that can be tailored to the needs of each individual enterprise. For example, each business is provided with their own unique domain name, regardless of their size.

Bria Stretto also includes a number of capabilities not available with CounterPath's Retail products, including advanced telephony features such as SMS interworking, Message Sync and Call Monitoring, sophisticated operational tools such as Client Logging, User Experience Metrics and Help Desk Assistant, and access to CounterPath's priority trouble ticketing system.

Bria Stretto also includes enhanced features for integrating with BroadSoft and Asterisk environments. For example, Bria Stretto includes support for BroadSoft's Network-based Call History, Network-based Contacts and integration with BroadSoft's Device Management System (DMS).

Licensing Options

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

While Bria Stretto can be licensed on a Per Device basis (for example, a medium sized enterprise can order 75 desktop licenses and 75 mobile licenses), most enterprises 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), Business Bundle (up to 4 devices per day, as well as cloud-based corporate roster, presence, messaging and screen sharing) and Collaboration Bundle (includes multi-party audio / video conferencing, with advanced screen sharing and messaging capabilities).

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Highlights

- CounterPath's Bria Stretto solution extends voice, video and secure messaging to all employees, across any device (Windows, Mac, iOS and Android) and over any network (WiFi, 3G, 4G).

- Based on CounterPath's enterprise-grade Bria Stretto softphones, delivering the highest quality of any softphone on the market.

- Centralized cloud-based management allows IT administrators to tailor Bria Stretto for any VoIP environment and to instantly deploy new features to all users.

- Compatible with VoIP infrastructure from the broadest range of vendors, including Cisco, Avaya, Mitel, BroadSoft and Asterisk. Includes enhanced features for integrating with BroadSoft and Asterisk environments.

- 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.

- 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.

- Single Sign On (SSO) to allow employees to use their corporate password when launching the Bria Stretto app for the first time.

- Optional cloud-based services such as corporate directory, presence, messaging and screen sharing; these services are hosted by CounterPath and thus do not incur any operational expenses.

- Automatic distribution of new software updates through multiple distribution channels, including Apple's App Store and Google Play.

- Advanced operational tools such as Client Logging, User Experience Metrics (UEM) and Help Desk Assistance, to allow Operations teams to measure voice quality and quickly resolve issues.

- Access to CounterPath's 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 and SRTP.

- Firewall traversal and compliance with the latest standards (ICE, STUN, & TURN).
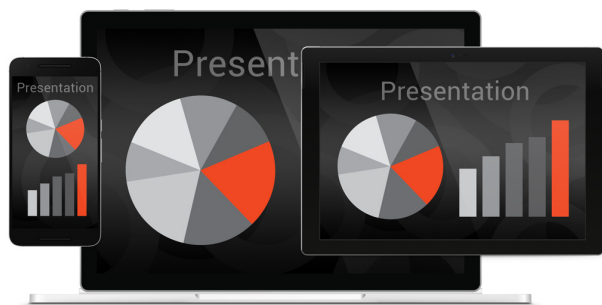
Where to Buy

For addition information on Bria Stretto, please contact your telephony reseller or visit the CounterPath website at counterpath.com/channel-partner-program

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