



COUNTERPATH

Channel Partner

Bria Stretto vs Bria Retail

Feature Comparison	Bria Retail	Bria Stretto
Voice and Video		
Voice and Video calling	●	●
Premium audio and video codecs, including HD Voice and Video (up to 1080p)	●	●
Standard telephony features such as Call Transfer, 3 Way Calling and Voice Mail / Messaging Waiting Indicator	●	●
Specialized features including Call Monitoring*, Remote Control of Auto Answer, Enabling/Disabling Call Recording (for Contact Centers), and SMS* capability for sending & receiving text messages to/mobile networks <small>*requires specific network support</small>		●
Core Enterprise Features		
Partitioned environment to allow resellers to tailor the softphone solution for each enterprise customer; for example, each business is provided with their own unique domain name, regardless of their size		●
Single Sign On (SSO) to allow employees to use their corporate password when launching their softphone app for the first time		●
Corporate Directory Integration with customer's Active Directory server	●	●
Encrypted communications (signaling, media)	●	●
Push Notification service, to reduce mobile battery usage and decrease missed calls. Also includes active call handoff to/from WiFi and 3G/4G networks	●	●
Advanced Unified Communications (UC) Features		
CounterPath's hosted Messaging, Presence and Corporate Roster service		●
CounterPath's hosted Screen Sharing service		●
IT Management & Operations		
Centralized cloud-based management to ensure that employees are not exposed to SIP settings, firewall configuration and codec preferences		●
Direct access to Stretto provisioning system, for fine-tuned softphone provisioning		●
Client Logging to enable users to send troubleshooting logs that capture the softphone settings, network configuration and signaling flows so that the IT admin can quickly pinpoint and resolve end user issues		●
Advanced analytics, including voice quality estimates, consolidated user data (e.g. device type, operating system version, USB headset model) and voice, video and messaging usage statistics		●
Help Desk Assistant to enable IT admins to remotely access employee's mobile softphone (with their consent), to remotely update specific settings and place test calls		●
Integration & Interoperability		
Microsoft Office integration (Windows)	●	●
Salesforce integration	Extra Charge	●
Address Book integration with local contacts (iOS, Android, Windows, Mac)	●	●
Integration with 3rd party CRM systems (via Desktop API)	●	●
Softphone compatibility with the broadest range of VoIP gear, including Cisco, Avaya, Mitel, BroadSoft and Asterisk	●	●
Advanced support for Asterisk-based platforms e.g. ability to manage separate SIP URLs for each device belonging to a given user (most SIP servers allow each user to re-use the same SIP URL for multiple devices)		●
Ability to connect to 3rd Party Messaging (XMPP) services	●	●



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Feature Comparison Continued	Bria Retail	Bria Stretto
End User Experience		
Consistent feature set and unified User Interface (UI) across multiple platforms (Windows, Mac, iOS, Android), to allow employees to seamlessly transition between devices	●	●
Softphone support for multiple languages, including English, French, German, Spanish, Portuguese, Dutch, Italian, Japanese, Russian and Chinese	●	●
Fully customizable softphone, including customer logo and feature selection		
Customized web tabs, to allow end customers to provision & display their own graphical content within specific areas of the softphone User Interface		
Technical Support		
Access to CounterPath's priority trouble ticketing system		●
Technical support during local business hours in local language		●
Licensing & Payment Options		
Licensed for commercial use	●	●
Inclusion of new software updates at no extra charge		●
Per User licensing options, provides significant ease of management and savings for employees with softphones on 2 or more devices		●
Flexible corporate payment options (e.g. credit card, wire transfer)		●

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