



# COUNTERPATH

## CASE STUDY

### LCB Solutions Easily Deploys White-Label Bria® Softphones to Enhance SMB Offerings and Increase Revenue



LCB solutions



## Synopsis

LCB Solutions recognized a need within their customer base to provide a standardized UC softphone client offering in order to remain competitive, and meet the modern UC expectations of today's SMB customer.

After evaluating various vendors, including Broadsoft UC One and Zoiper, LCB chose CounterPath to provide a fully customized and white-labeled version of Bria, a softphone that was already proven and well respected by many of LCB's customers and millions of users worldwide. As a result, LCB was able to drastically reduce the total time to market for this carrier-grade solution and compete on a whole new level.

Being able to provide one standardized UC solution compatible with any PBX, call platform, and SIP service created significant more market opportunity for LCB and allowed them to capture revenue that would have previously missed out on.

## Challenges

It was clear that LCB needed to adopt a UC client solution in order to remain competitive, but like many other service providers there was no shortage of projects and tasks for their engineering and support teams to work on. Developing a softphone would simply take too long and consume too many critical resources from LCB. Additionally, maintaining a softphone application, and keeping it up to date with the constant changes and updates to iOS, Android, Windows and Mac, would place significant strain on LCB's product team.

"We needed to get going with a solution for our customers, but the workload in building and maintaining a quality product would have a major impact to our business," said Luis Chavez, CEO of LCB Solutions Inc. "A number of the solutions we looked at were simply re-branded versions of existing mass-market softphones and didn't offer the level of customization, engineering support, updates and care that was needed."

## AT A GLANCE

### Situation

- Cloud-based VoIP service provider focused on SMBs in the USA and Latin America
- Based in California, USA

### Challenges

- Demand for a UC client as part of the LCB VoIP services offering
- Third party solutions were difficult to manage and led to missed opportunities to capture additional revenue for LCB
- Limited engineering resources for building and maintaining an in-house solution



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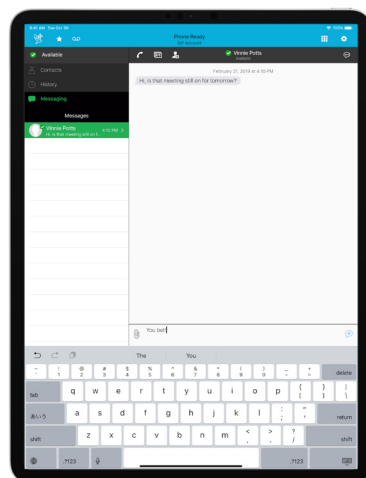
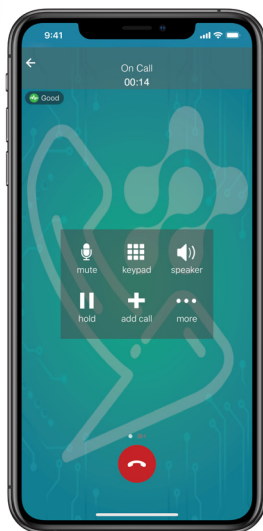
### LCB Solutions Easily Deploys White-Label Bria® Softphones to Enhance SMB Offerings and Increase Revenue

#### Solution Components

- CounterPath Bria® softphone - customized and white labelled
- CounterPath Stretto Platform™ Provisioning module
- CounterPath's Professional Engineering and Support Services
- LCB Solutions Hosted VoIP Platform

#### The Impact

- Competitive service offering that meets the growing demands of SMB customers
- Increased LCB's revenue from new products
- Rapid deployment and release to market thanks to CounterPath's engineering and support resources
- "Turn key" solution and fully bespoke, without placing strain on LCB business operations or support



#### The Solution

CounterPath Bria softphones were a proven solution that LCB knew would meet the needs of their customers today, and as the UC landscape continues to change. Coupled with the Stretto Platform, which is unique to CounterPath, LCB was able to deploy highly refined, self-configuring softphone clients.

With limited capacity to take on new projects, LCB relied on the CounterPath engineering team to white-labeling and customize the Bria clients. "CounterPath made me feel like their success was dependant on my success – a true partnership," continued Chavez. "They were the obvious choice in terms of quality and reputation, but the automation of Stretto and the level of care that went in to making sure we got everything right the first time really made all the difference for us."

A big factor in LCB's decision making was ensuring the solution they chose would not lead to an increase in support tickets, post-sales support, and any extra work for service delivery. Stretto Platform Provisioning allowed them to automate the delivery process from beginning to end, and presents their end users with a simplified set-up experience. New users receive a username and password in an email with a download link to the software. From the moment they sign in, Bria and Stretto take care of the rest, auto-configuring their SIP and messaging accounts, settings, contacts and more.



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#### Top Benefits

- Increased revenue for LCB with new product/service offerings
- Provides service differentiation against competition with easy to use softphone applications for customers
- White-labeled, customized softphone applications increase brand awareness for LCB
- Easy to deploy and manage, with no strain on LCB support or operations

#### Interested?

For more information,  
contact your CounterPath  
Sales Representative or email  
[sales@counterpath.com](mailto:sales@counterpath.com)

#### The Results

With the CounterPath solution, LCB was able to deploy a carrier-grade UC solution to their customers, allowing them to compete more effectively, capture additional revenue, and strengthen their product offering through a more modern and standardized UC approach. All without increasing the workload on their support teams or compromising on quality.

"It is rare that you can implement a product as integral to business strategy as this, without having to worry about it driving up your support tickets and consuming resources to manage," said Chavez. "CounterPath really went above and beyond for my business and will be a valued vendor for many years to come."

#### About LCB Solutions

For over 17 years, LCB Solutions has achieved remarkable success in providing full service communications to a broad range of organizations and delivering technology solutions that achieve more effective business communications. LCB offers voice, data and networking solutions for customers' growing demands. When businesses need power, flexibility, and affordability, LCB Solutions delivers.

#### About CounterPath

CounterPath is revolutionizing how people communicate in a BYOD and mobile workforce. Since 2002, its Unified Communication solutions have been recognized as an industry and user favorite. Its flagship Bria softphone suite of clients enable secure VoIP audio and video calling, messaging, presence, and collaboration tools across multiple devices and operating systems, including the flexibility to overlay market leading call servers. CounterPath's award winning solutions provide unparalleled enterprise UC and collaboration experiences for today's anytime, anywhere workers, while solving corporate network security challenges for IT administrators.

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