BRAVO

Unified Communications & Smart Working

SELTA

SELTA BRAVO

BRAVO is a future-proof Unified Communication & Smart Working solution. New native modules manage UCC applications such as WebRTC videoconferencing and fixed/mobile services. BRAVO incorporates a dedicated cyber security layer and is a unique step ahead in making real the concept of customer-centricity. The customer becomes the center of BRAVO and gets a very efficient communication and management of tools and people on the network. BRAVO embraces all the benefits coming from UCC services managed from the center.

Overview

BRAVO is the new solution designed by Selta to respond to business organization's needs of boosting company productivity, gaining customer attention and retention, optimizing costs, making front-and back-office workers untied from their actual location and type of device, becoming always-on workers.

Employees on the move will be able to get in touch with customers, partners and colleagues; sales people will be able to formulate offers quickly and without position limits.

BRAVO is a flexible and complete UCC solution which architecture is based on the virtualization of IT resources.
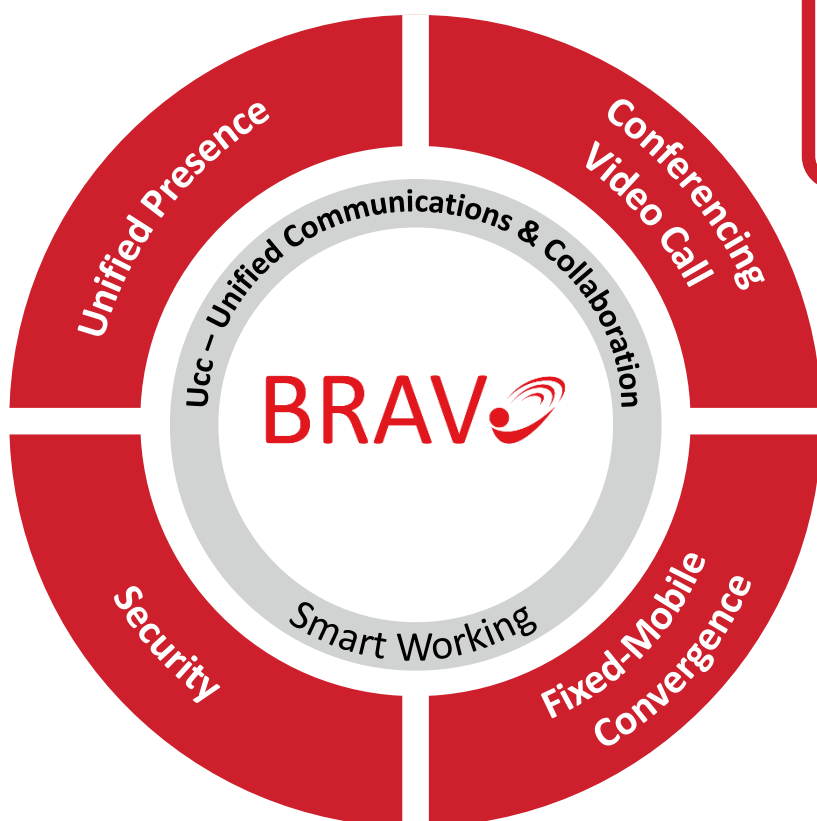
BRAVO can be implemented in different scenarios: it can be deployed in private organizations, both single and

Service Provider data center scenario (public cloud). Whatever the architecture is, the platform provides multimedia convergent services through a simple UX-grade interface and an easy integration with third parties solutions and network's devices. BRAVO is based on standard protocols and open standard servers like Linux-server. BRAVO is based on VMware and RedHat virtualization infrastructures. The easy integration is one of the most important platform strengths because it allows the customer to protect existing investments or maintain internal processes when implemented through specific applications.
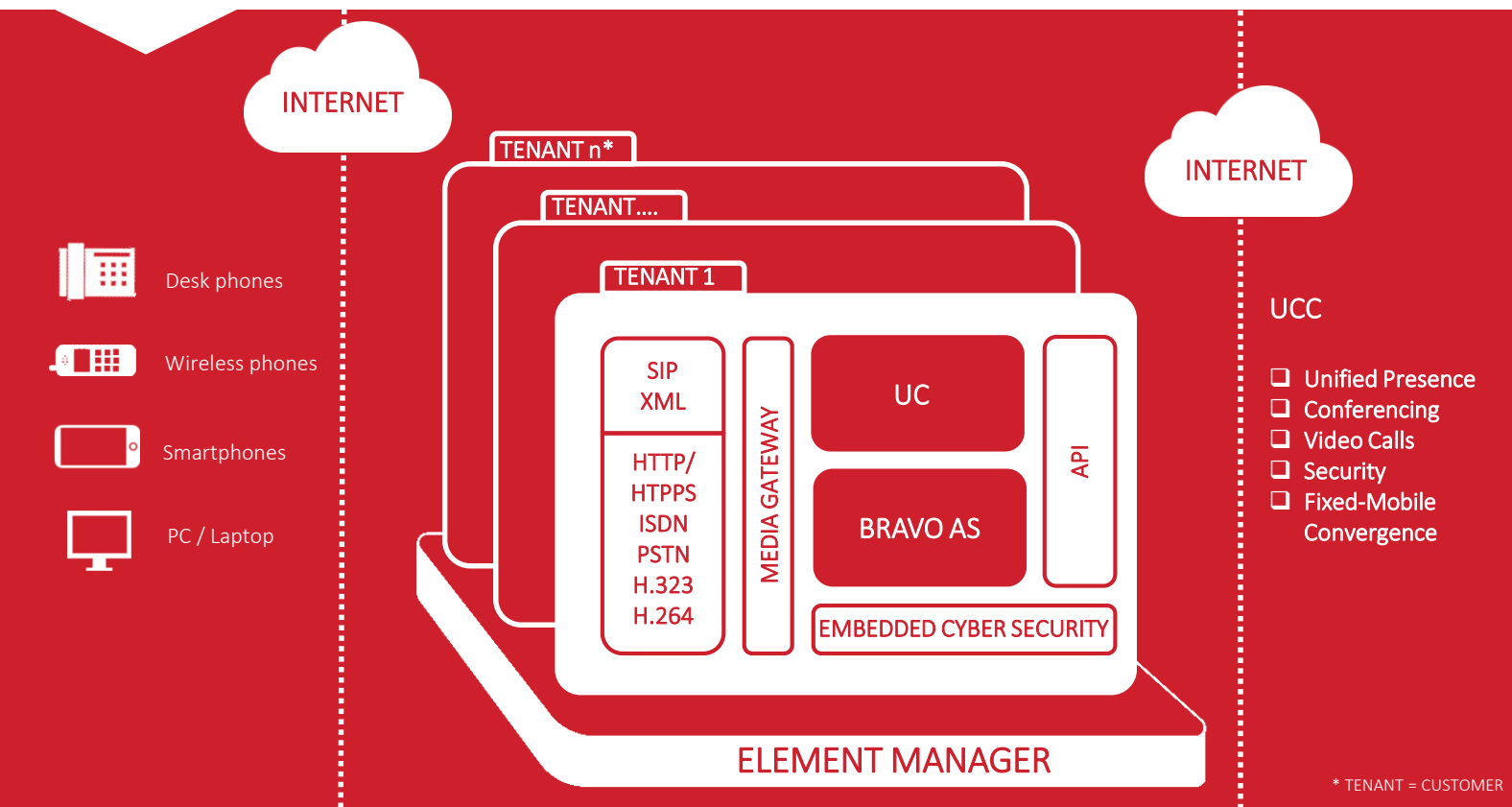
BRAVO is a multi-tenant solution able to support the Carrier/Service Provider and distribution business model, serving multiple customers with a best-of-breed optimized IT resources allocation granting very high quality services.

Key benefits of BRAVO services:

- Central communication and management of network devices
- On-premise and cloud multi-tenant architecture
- Fast and simple deployment
- Costs optimization
- Vertical market applications
- Customer engagement
- Flexible business model
- Grow as you need
- Workforce ubiquity
- Team engagement

UCC, on-premise and cloud multi-tenant architecture

INTERNET

Desk phones

Wireless phones

Smartphones

PC / Laptop

TENANT n*

TENANT....

TENANT 1

SIP
XML

HTTP/
HTPPS
ISDN
PSTN
H.323
H.264

MEDIA GATEWAY

UC

BRAVO AS

API

EMBEDDED CYBER SECURITY

ELEMENT MANAGER

INTERNET

UCC

- ❑ Unified Presence
- ❑ Conferencing
- ❑ Video Calls
- ❑ Security
- ❑ Fixed-Mobile Convergence

* TENANT = CUSTOMER

A choise between CLOUD and ON-PREMISE architecture

Multi-tenant **BRAVO** architecture brings efficiency and sustainable scalability with a dramatic reduction in costs and complexity. **BRAVO** allows to bring software upgrades simultaneously to all tenants (customers) where needed. In a **data center scenarios**, multitenancy is a fondamental of cloud based services because it allows to share IT resources cost-effectively and securely among multiple applications and businesses.

BRAVO solution is highly scalable and flexible being modular and based on a virtualized model able to optimize resources and manage them in real-time mode.
In **on-premise implementations**, **BRAVO** significantly reduce costs while improving quality and time needed to bring IT environments into services with a **central efficient management.**

Legacy Systems Integration

BRAVO can be implemented as an upgrade of SELTA SAMIP/SAMubycom enabling new services such as mobile app communications. BRAVO can be also deployed in scenarios in which SAMIP gateway is implemented to ensure legacy voice services.

Smart Working:

It's a new way of working able to enhance organization's productivity, in terms of process and people agility. UCC and Fixed/Mobile technologies allow to implement the Smart Office.

UCC Features

- **Unified Messaging**
  Computer (CTI) integration for fax, sms, voicemail
- **Unified Presence**
  One presence / One number for all devices (all ringing)
- **LDAP integration**
  Common address book (Exchange, Office 365)
- **Call Services (on all devices)**
  Basic services (reservation, hold, transfer, call pickup), voicemail, common calls register
- **Conferencing**
- **Video Calls**
- **Fixed-Mobile convergence**
  - VoIP calls on Android / iOS / native clients both smartphone
  - Active call transfer to any personal device upon a click
  - Remote caller ID display
  - WLAN to GSM manual handover
  - Video call H.264
- **Real-time collaboration**
- **Multichannel web call center**
- **Back to back services**

Platform Specs

- Linux-based Servers
- Apache http/https Web Servers
- Hot Redundancy/Disaster Recovery Plan
- Embedded Cyber Security
- Dynamic Licensing management

Third parties certified integrations

redhat.
READY
ISV PARTNER

vmware PARTNER
TECHNOLOGY ALLIANCE

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