



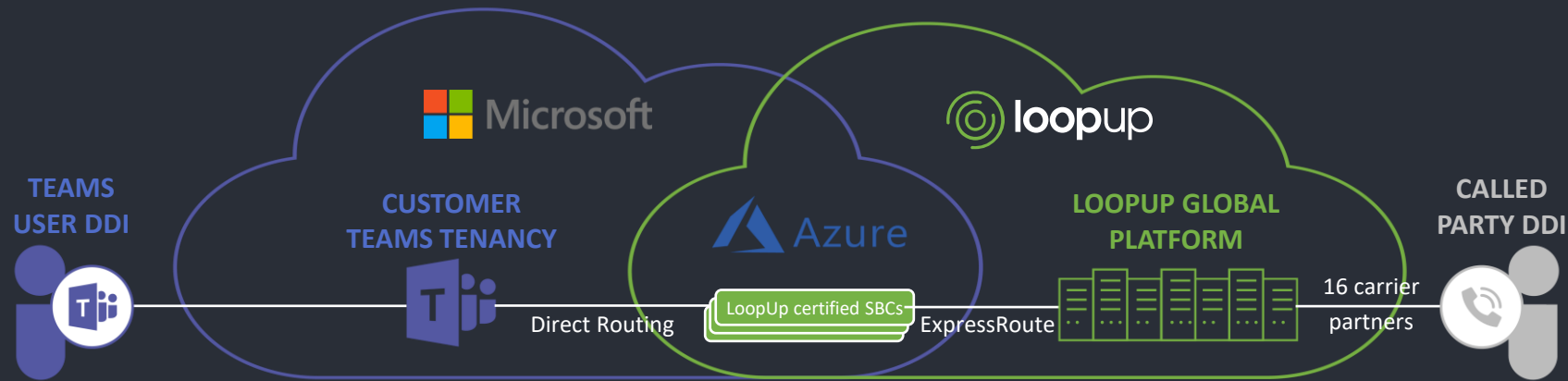
AZURE MARKETPLACE



# Introducing 'Direct Routing as a Service'



## Cloud telephony for Microsoft Teams



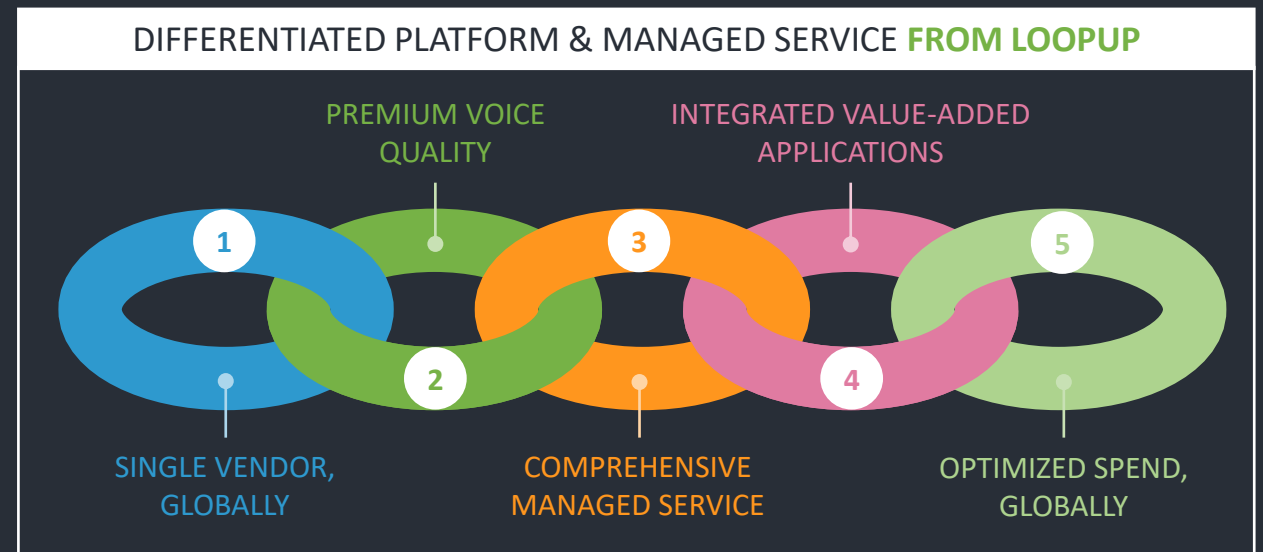
- **Making and receiving external phone calls from Microsoft Teams**
  - A unified end user experience – use Teams for all calls, internal and external
- **Using Teams app on any internet-connected device**
  - Your work DDI comes with you for home and hybrid working
- **Eliminate legacy PBXs from office premises**
  - Leverage Microsoft's cloud PBX, 'Phone System'
- **Consistent standards and processes**
  - Managed as a single implementation, globally

# LoopUp's differentiated value proposition



## Overcoming industry limitations

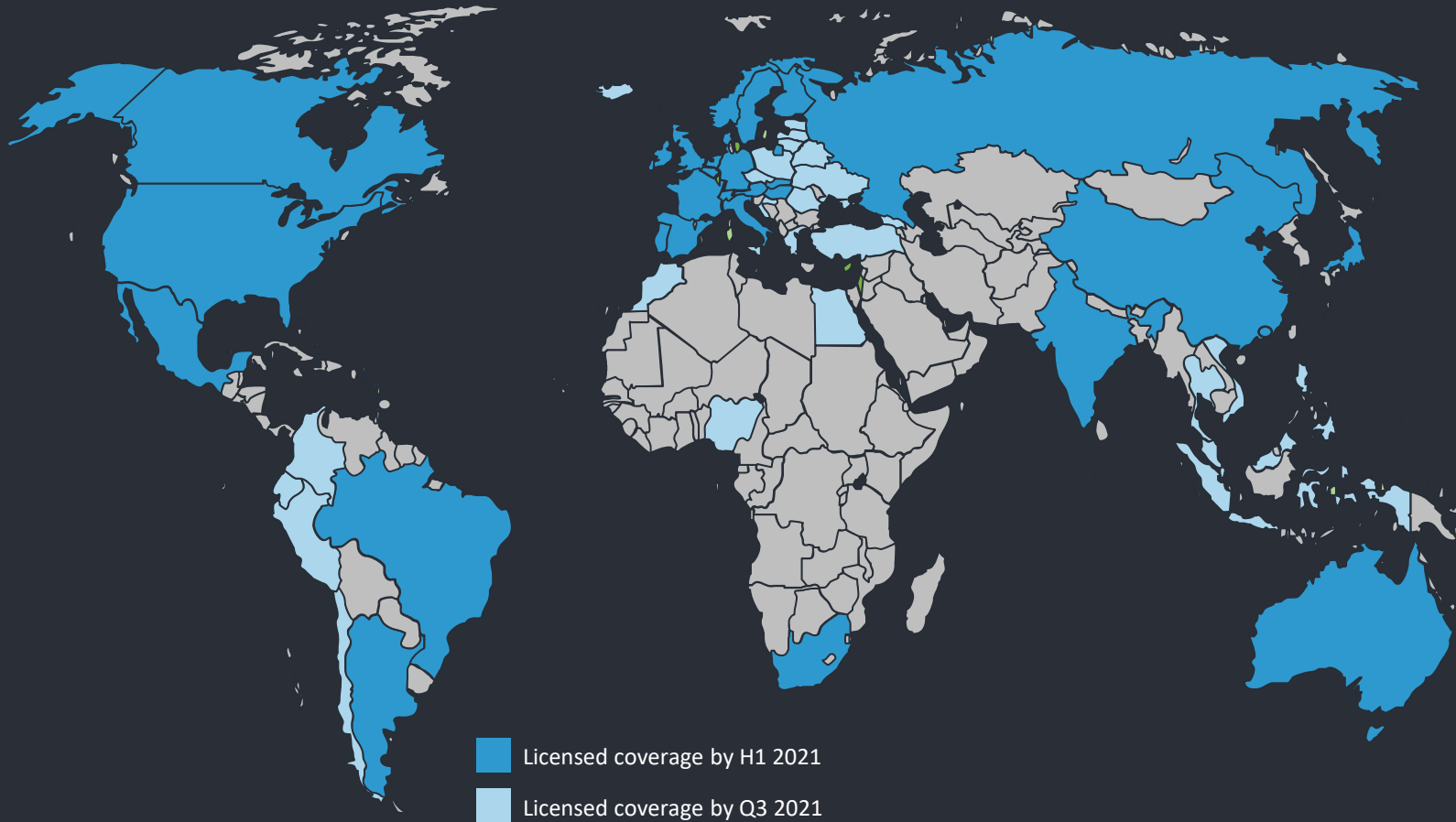
- In principle, cloud telephony can be delivered globally
  - !! But in practise, most service providers are only licensed to sell in limited country markets
  - !! And most carriers are strong and cost-effective regionally rather than globally
- There are plenty of voice carriers and plenty of Microsoft specialist houses
  - !! But few companies combine both
- Most providers offer some sort of bundled pricing
  - !! But bundles tend to be domestic and cannot be pooled across global billing entities



# Single vendor, globally



Fully licensed telecommunications service provision in >60 countries



## DIFFERENTIATED REGULATORY COVERAGE

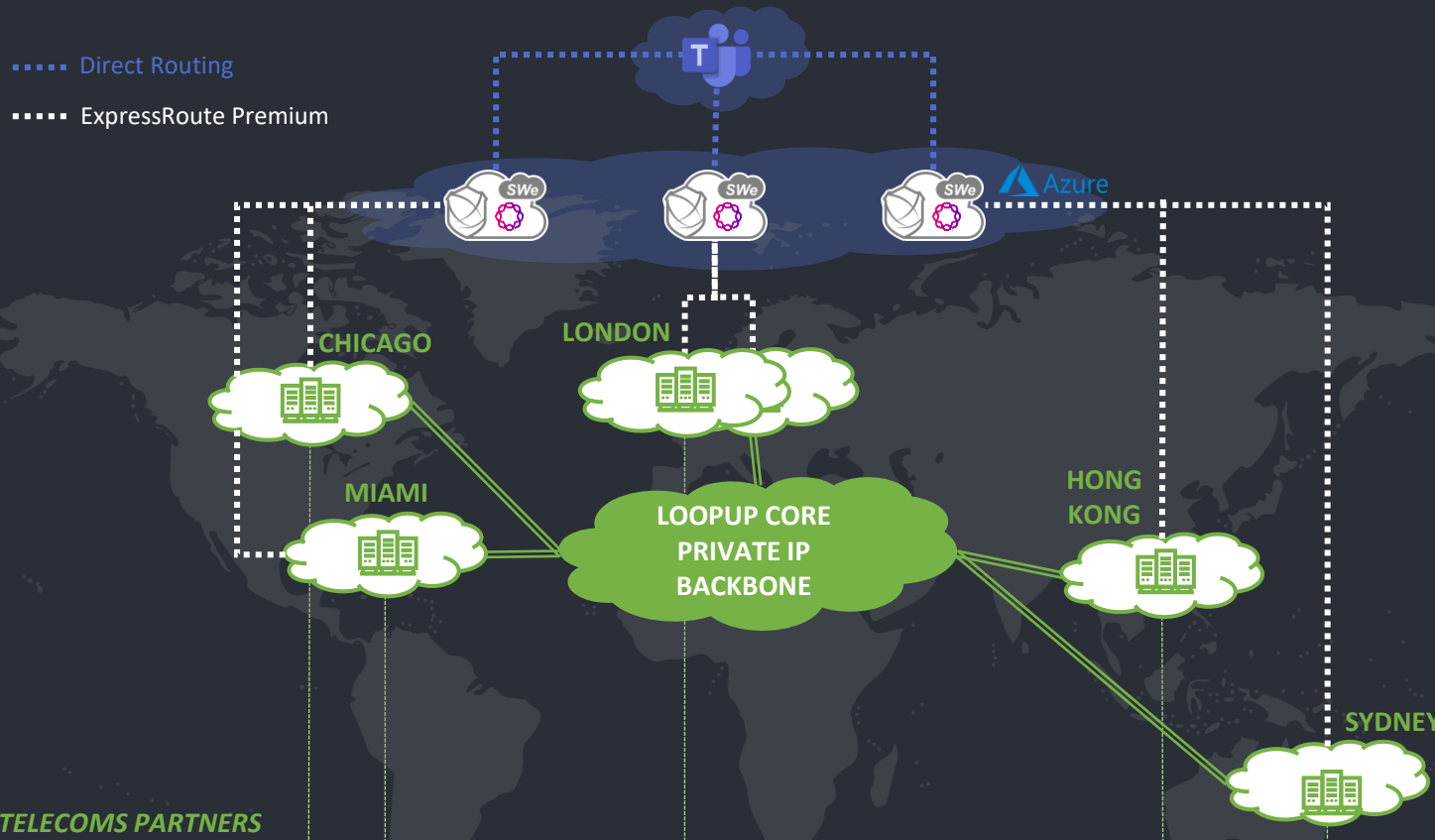
- Unlike UC, Cloud Telephony is a regulated activity in nearly all country jurisdictions
- LoopUp is differentiated through the extent of our formal licensed and regulated geographic coverage
- We offer full PSTN replacement:
  - DDI number ranges and porting (where permitted)
  - Domestic CLI pass-through
  - Dynamic E911 routing / emergency services support
- Progressive program to add countries according to customer needs (and support local SBCs in countries where regulated status is prohibited)

**GLOBALY COMPLIANT AND  
ASSURED CONTINUITY OF SERVICE**

# Premium call quality



## Highest quality routing across of multiple regionally-strong carriers



### HIGHEST QUALITY ROUTING

- Primary global datacenters in secure, resilient tier-3 facilities
  - All interconnected over private global IP backbone
  - Redundant, dual diversely-routed fibre from GTT
- Interconnections with **16 carefully-selected tier-1 carriers**
  - Spearline audio quality PESQ scoring on all routings
  - Real-time carrier switchover/redundancy
- 'ExpressRoute Premium' connections between:
  - Dialogic SBC pairs at each LoopUp datacenter and virtual Ribbon 5K Swe SBCs high availability pairs in Azure

Reliable, resilient call quality

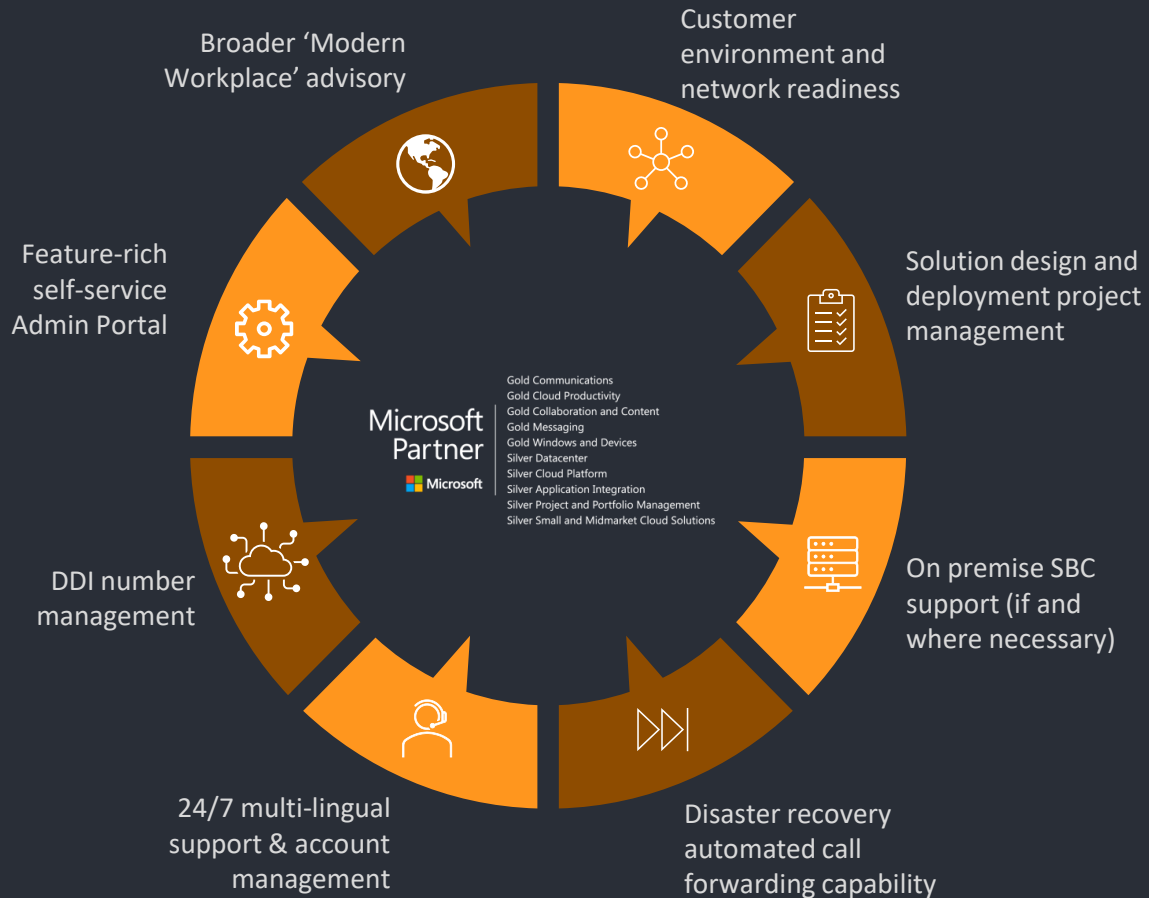
#### TELECOMS PARTNERS



# Comprehensive managed service



## Combining technology and expertise, globally



## DEEP DOMAIN EXPERTISE

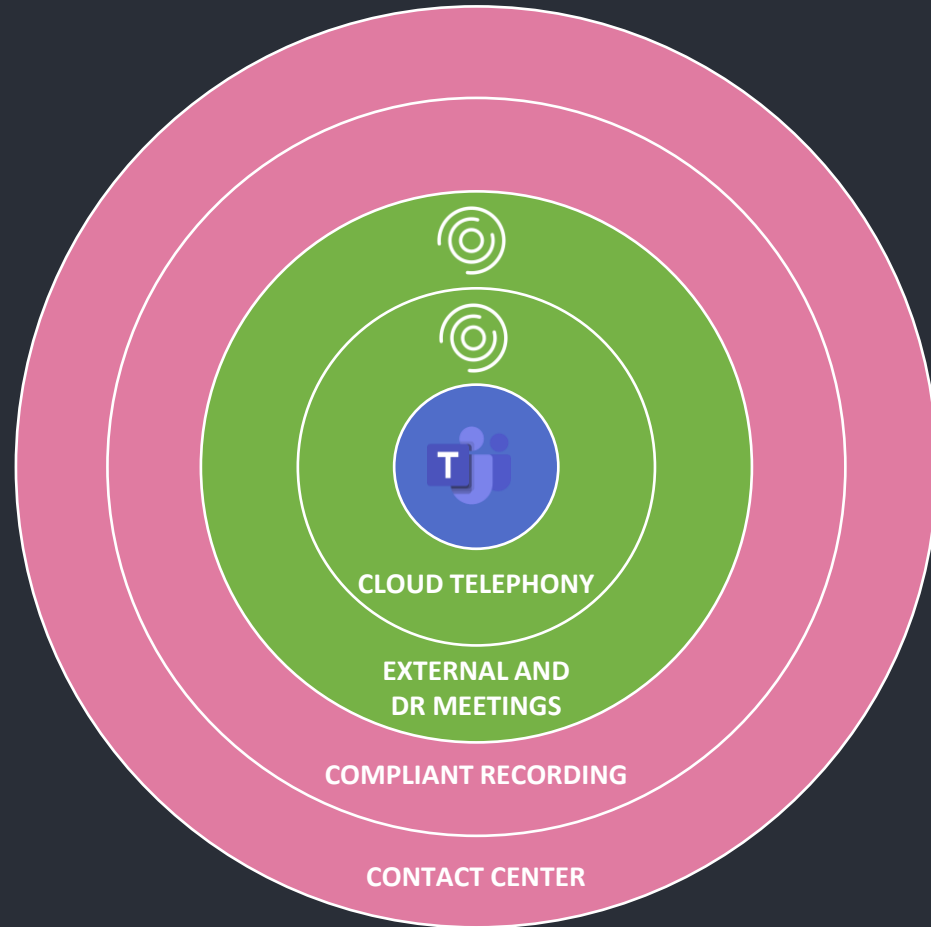
- Highly-accredited global team of Microsoft voice experts
  - Since 2010 through OCS, Lync, Skype for Business and Teams
  - Microsoft Gold partner, TAP partner and CSP / SPLA reseller
  - Broad experience of Modern Workplace enablement and adoption
- Consultation and project management of solution configuration and deployment as a single, consistent implementation, globally
- Caring and responsive account management and 24/7 multi-lingual support as a managed service
- Combined with self-service Administration Portal for user provisioning, number management, support, invoicing and analysis

**A TRUSTED, RESPONSIVE PROVIDER, GLOBALLY**

# Integrated value-added applications



## Compliant recording, contact center, and resilient PSTN meetings



### BEST-IN-CLASS CAPABILITIES

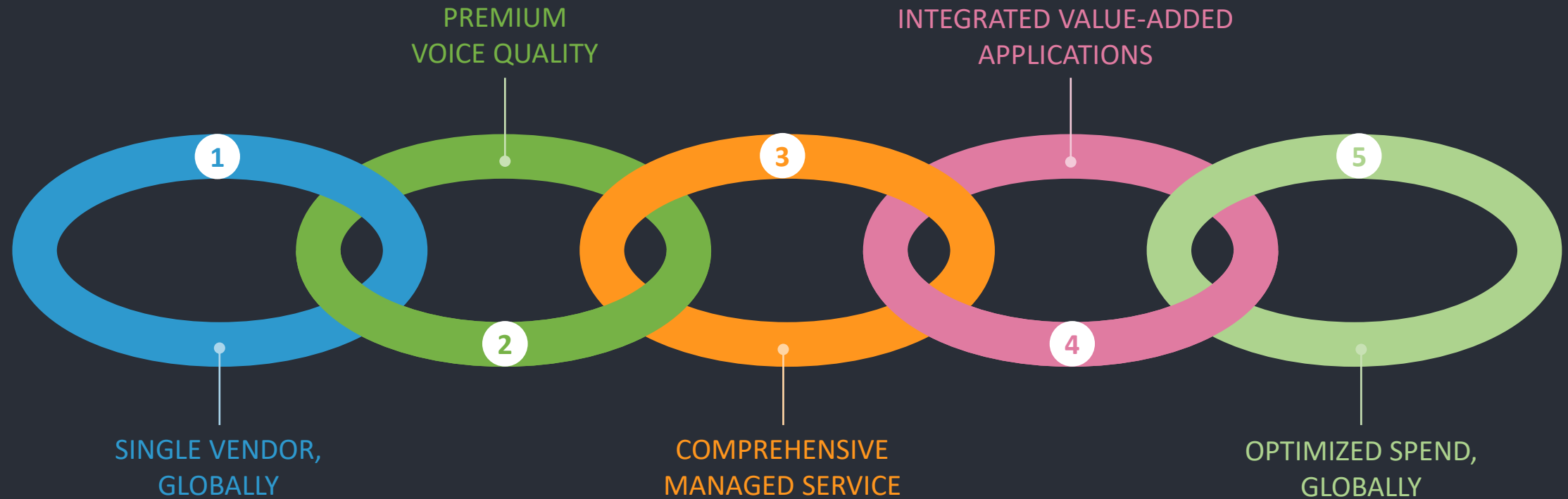
- LoopUp provides an optional best-in-class integrated add-on for **external remote meetings**:
  - Simple and minimalist user experience
  - Premium, reliable audio quality
  - No software downloads for guests
  - Video enabled at the host's discretion
- LoopUp Meetings also functions as a DR capability in situations where Teams Meetings are not fit for purpose
- PSTN access numbers for Teams Meetings
- Integrated **compliant recording** from specialist ISV, Verint
- Integrated **Contact Centre** implementation from a specialist ISV, Anywhere365

A COMPLETE SOLUTION

# Summary



Our technology platform and caring, knowledgeable people set us apart







Thank you!

Microsoft  
Partner



Gold Communications  
Gold Cloud Productivity  
Gold Collaboration and Content  
Gold Messaging  
Gold Windows and Devices  
Silver Datacenter  
Silver Cloud Platform  
Silver Application Integration  
Silver Project and Portfolio Management  
Silver Small and Midmarket Cloud Solutions



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