Call2Teams

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Proposition
and messaging

Value Proposition

Call2Teams helps IT staff within organisations who want to integrate their phone system with Microsoft Teams, by providing a secure and reliable integration that requires no prior experience to provision and has no impact on end users. All delivered through a simple and intuitive service.

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Short product pitch

Seamlessly integrate your organisation's phone system with Microsoft Teams, giving your organisation native voice capability.

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Call2Teams.

Voice / PSTN enable Microsoft Teams around existing enterprise-grade telephony.

Connect Teams users to virtually any UC / PBX or bring your own SIP trunk to our Direct Routing as a Service

A cloud native, middleware solution, Call2Teams connects existing telephony to Microsoft Teams via Direct Routing. Creating a fully native Teams experience for users whilst maintaining full phone system functionality

- 3 different pathways, providing a variety of options for end customers – including Call2Teams Go.

- Effortless integration and management

- Unrivalled global, enterprise-grade service

- High availability and elastic service

Microsoft Teams

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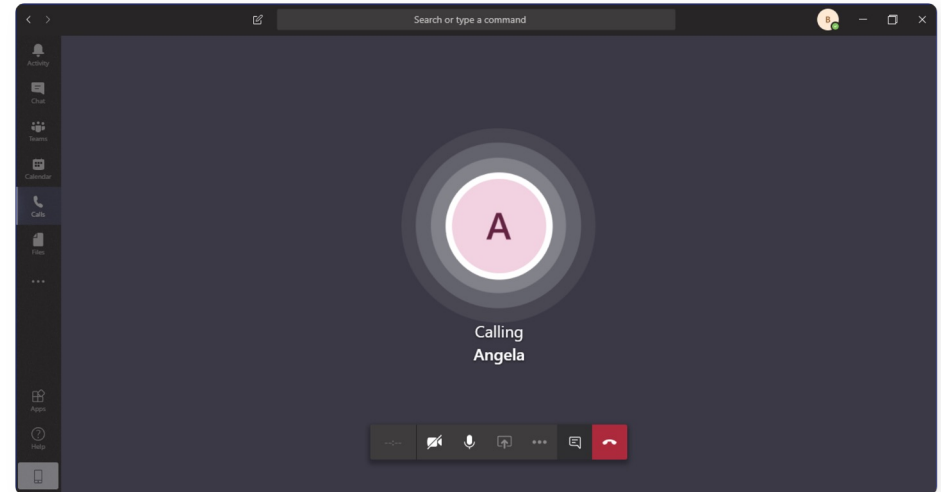
Target Audience.

IT departments of businesses wanting to integrate phone system with Teams.

Key decision makers / managers within the IT department of a business, typically concerned with general IT Admin, IT support and regulatory compliance.

- **With jobs involving** -

Onboarding service

Simple set up and integration with no downtime

Onboarding users

Roll out, training and user awareness

Administrating users

Implement changes where necessary

Troubleshooting

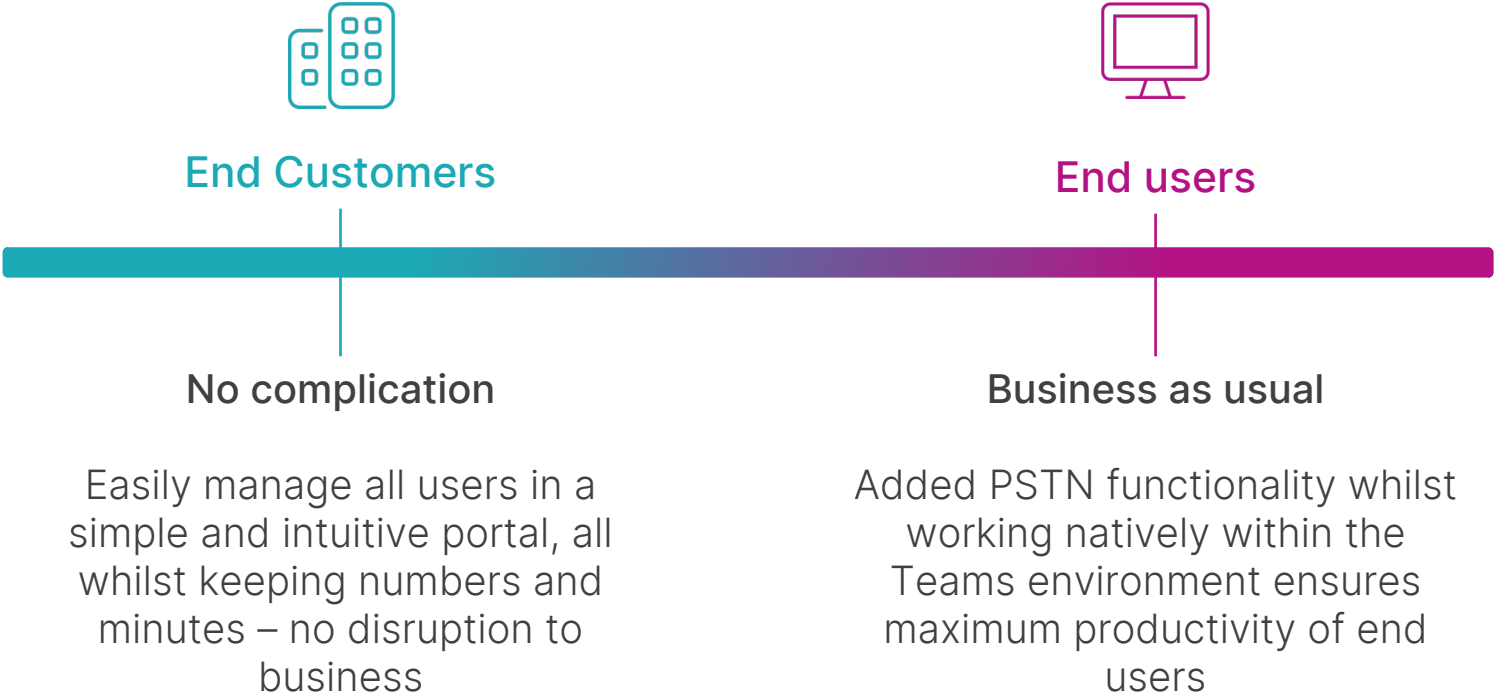Resolve technical issues quickly to limit business impact

Reporting QoS

Determine user adoption and provide team leads with analytics

The ultimate objective is to ensure that users within an organisation has the ability to make external calls, easily with full call control all within Microsoft Teams.

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Summary of value.

From partners to end users – everyone's benefits.

End Customers

End users

No complication

Easily manage all users in a simple and intuitive portal, all whilst keeping numbers and minutes – no disruption to business

Business as usual

Added PSTN functionality whilst working natively within the Teams environment ensures maximum productivity of end users

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Partner pain points.

Data privacy, security and troubleshooting support.

Data privacy and security

The requirements of a secure service that meets security and compliance needs

Troubleshooting

When issues arise, IT teams want to be able to self-serve, or quickly get support so users / business are not impacted

Organization adoption

Needs to be easy for users to pick up and use with no additional training or installation onto local desktops

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Partner gain points.

Simple with high quality and reliability of service.

Integration simplicity

Simple to set up and manage with no added unnecessary complexity

No downtime

Implementation with no disruption to business. No need to register users outside of business hours

Quality and reliable service

Getting a certified solution that can be trusted and will deliver value

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Value statements and pillars.

3 clear focuses to delight customers and remove pains

No voice or Teams experience necessary

Simply log into our portal and perform basic registration steps - no fuss

Value Statement 2

Enterprise grade service

Feel confident in a fully supported, secure and reliable service

Value Statement 3

Experience and support

Full support when needed, back by industry leading expertise

Value pillars

Intuitive setup and integration

Seamless user adoption

Certified Direct Routing solution

Highly secure service

Support available when needed

Adding value to

IT Teams and end users

IT Teams

IT Teams

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Intuitive setup and integration.

Supporting messages for 'No voice or Teams experience necessary'

Expertise

No expertise required to set up the service

Intuitive

Simple 4 step approach to getting account going. Get users calling quickly and effortlessly

Management

Simple management / administration of users. Add, amend and remove with ease

Multiple PBX

Multiple PBXs? No problem, simply add within the portal

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Seamless user adoption.

Supporting messages for 'No voice or Teams experience necessary'

Service set up

No user disruption when setting up the service. No additional training needed

No fuss

No additional hardware or software to install onto local PCs or Laptops

It's familiar

Functionality all native within Microsoft teams and once enabled user has full call control within the native call window

No training

Once a user has been set up, simply navigate to the Phone icon on the side bar and dial a number or contact

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Value statement 2

Enterprise grade service

Feel confident in a fully supported, secure and reliable service

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Certified Direct Routing solution.

Supporting messages for 'Enterprise grade service'

Microsoft Approved

With Azure-based architecture and SBCs Microsoft direct routing approved.

Room to grow

High availability and elastic - providing customers the room to grow

Market leaders

Certified, global, market leading Enterprise grade service for voice path

Flexible connectivity

Flexible voice connectivity to SIP Trunks or PBX. Whatever your phone system, it is likely we can integrate this into Teams

Resilient

Service resiliency, ensuring no interruption to service. Including changes from Microsoft

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Highly secure service.

Supporting messages for 'Enterprise grade service'

Secure connection

Secure connection between Teams and SBCs - UDP generally or TLS if necessary for the organisation

Authentication

Service utilises Microsoft's identity and authentication infrastructure, including Azure Active Directory (Azure AD) and the Teams platform

Media stream

Media streams, including voice and video calls, are encrypted to protect the content from unauthorised interception.

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Value statement 3

Experience and support

Full support needed, back by industry leading expertise

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Support when needed most.

Supporting messages for 'stellar development and support'

Documentation / self help

Comprehensive documentation, knowledge bases, FAQs, and self-help resources to empower customers to find solutions independently when feasible.

Expertise, when you need it

Deep, technical expertise available when needed

Issue resolution

Providing quick support to resolve any issues that arise, to help mitigate business impact

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