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DIRECT ROUTE FOR MICROSOFT TEAMS

A High Demand Service to Build Your
Business and Delight Your Customers

MICROSOFT TEAMS SHOWS EXCEPTIONAL GROWTH

The COVID-19 pandemic sent businesses of all sizes scrambling to find ways to keep their operations running in a remote or hybrid work environment. However, those same businesses are now using this digital technology to change the way they operate. They're seeing the benefits of collaborating using Microsoft Teams.

In October 2020, Microsoft announced that there were 115 million daily active users[1] for their Microsoft Teams application.

Your customers are looking for unified communications as a service (UCaaS) to take full advantage of this new digital technology, and they're looking to you to provide it.

1.https://www.microsoft.com/en-us/microsoft-365/blog/2020/10/28/microsoft-teams-reaches-115-million-dau-plus-a-new-daily-collaboration-minutes-metric-for-microsoft-365/

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DIRECT ROUTE FOR MICROSOFT TEAMS SIMPLIFIES COMMUNICATION

Businesses are already using Microsoft Teams for internal instant messaging, video conferencing, and sharing documents. The next logical step is to integrate Microsoft Teams into a UCaaS solution to take advantage of cheaper call rates, more flexibility, better security, and more technical support.

Your customers can use Direct Route for Microsoft Teams as a PBX to let their users place, receive, and transfer calls to and from landlines and mobile phones from within the Teams application.

You can be the hero that brings them this capability.

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THE ORIGINS OF DIRECT ROUTE FOR MICROSOFT TEAMS

From its introduction in 2017, Microsoft has been working to round out Teams' communication capabilities with access to voice solutions.[2] First, they integrated a phone system into Teams.

Next, the company created Microsoft Calling Plans to deliver calls to and from Teams to the public switched telephone network (PSTN). However, there are some disadvantages to using Microsoft's plans in terms of features, cost, and support.

The Direct Route approach allows your customers to connect to the PSTN using their preferred third-party telephony provider. In most situations, businesses using Direct Route will have lower rates and better support.

2. https://www.uctoday.com/unified-communications/ucaas/direct-routing-guide/

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HOW BUSINESSES USE DIRECT ROUTE FOR MICROSOFT TEAMS

Businesses use Direct Route to access the PSTN using two key elements.

1. **Session Border Controller (SBC)**

An SBC is used to protect the connections between networks, and it is a preferred method since it is more secure, scalable, and efficient.

- ✓ A security firewall that encrypts traffic
- ✓ Simple and flexible paced-migration
- ✓ Resiliency to manage and avoid disruptions
- ✓ Increased performance by shifting loads from the mediation role

2. **SIP Trunks**

SIP Trunks connect the phone system to the internet and the PSTN – usually via a premises-based appliance – allowing users to make local, long distance, and international calls.

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HOW BUSINESSES USE DIRECT ROUTE FOR MICROSOFT TEAMS, CONTINUED

Businesses use Direct Route for Microsoft Teams because they can have one interface for everything. No on-premise equipment is required, and complete PBX feature options are available. Your customers can complete a phased migration from their PBX to MS Teams Calling, either porting existing numbers or creating new ones.

Customers who need advanced features, customizations, and integration can add them to back office or front office API-enabled applications. In addition, overlays are available to avoid reconfiguring the network design for:

- ✓ Call recording
- ✓ Microsoft Dynamics 365 or Salesforce integration
- ✓ IVR services with AI
- ✓ Call or contact center services

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HOW DIRECT ROUTE FOR MICROSOFT TEAMS HELPS YOUR CUSTOMERS

Digital transformation efforts often overlook telephony, and the business continues to use fragmented communication systems. Direct Route for Microsoft Teams gives you the ability to take your customers to a truly integrated communication environment. Here are just some of the benefits you can offer your customers.

✅ True unified communications. Inherent calling capabilities within the same collaboration tool and client – embedded as just another feature.

✅ Simplified vendor relationships. Multiple local carriers can be replaced with a single provider.

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BENEFITS OF DIRECT ROUTE FOR MICROSOFT TEAMS

- **Maximizing on investment**. Maximize your existing O365 Teams investment by utilizing the built-in phone system capability and just adding Direct Routing for external calling.

- **Flexibility.** A business doesn't need to manage their own PBX equipment, and it's easy to scale the telephone system.

- **Dependability**. Cloud-based systems offer maximum reliability.

- **Saves money.** Moving to the cloud means a business can free up employees to address higher-value projects, and there's no capital expense required to get the latest technology.

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HOW YOU CAN ADD DIRECT ROUTE FOR MICROSOFT TEAMS TO YOUR UCAAS OFFERINGS

When you partner with UniVoIP, your integration is easy with:

- A completely virtualized cloud-native calling platform.

- A geographically redundant, resilient, and scalable solution.

- Fully managed migration for uninterrupted changeover.

- Full control and visibility into your customers' activities with a single-point-of-access approach.

- A fully automated provisioning process.

- A self-served portal that includes all the tools you need to sell.

- The flexibility of using the Teams platform as a standalone soft phone or in combination with desktop phones.

- Best-in-class security.

- Unparalleled UniVoIP support.

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UNIVOIP'S DIRECT ROUTE FOR MICROSOFT TEAMS IS DIFFERENT!

UniVoIP's award-winning service brings unique technical skill and knowledge to our partners and their customers. UniVoIP utilizes a pure cloud-based, purpose-built Teams platform for Direct Routing via virtual small business servers (SBSs) – making scalability, security, cost, and efficiency highly optimized through a truly dedicated Microsoft Teams architecture.

- ✅ 30% of our employees are engineers, making us best in class when completing customized and complex integrations.

- ✅ Our project management teams include dedicated project managers and engineers, provisioning specialists, and training professionals.

- ✅ Unique among our competitors, we offer auto-provisioning and partner-centric service control administration, guaranteed SLA to the desktop, and hybrid and paced migration.

- ✅ Our customer churn rate of 0.25% proves that when we say we give your customers guaranteed satisfaction, we mean it.

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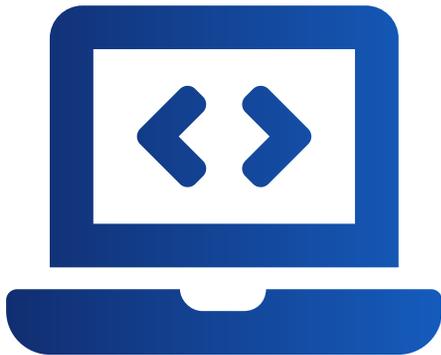
WHAT DO YOU LOOK FOR IN A PROVIDER?

- ✓ Products that let you stand out from your competition?

- ✓ High demand products that let you stop worrying about where your next sale will come from?

- ✓ The best 24/7 U.S.-based support for your customers with instant issue resolution?

- ✓ Unbeatable pricing?

- ✓ Quick quotes?

- ✓ Low churn rate?

- ✓ High spiffs and commissions?

You can get all those things and more from UniVoIP. Call us at 1-855-864-8647, or learn more about our high commission partner program.

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