

# Sales Enablement Pack: Teams Calling as-a-Service

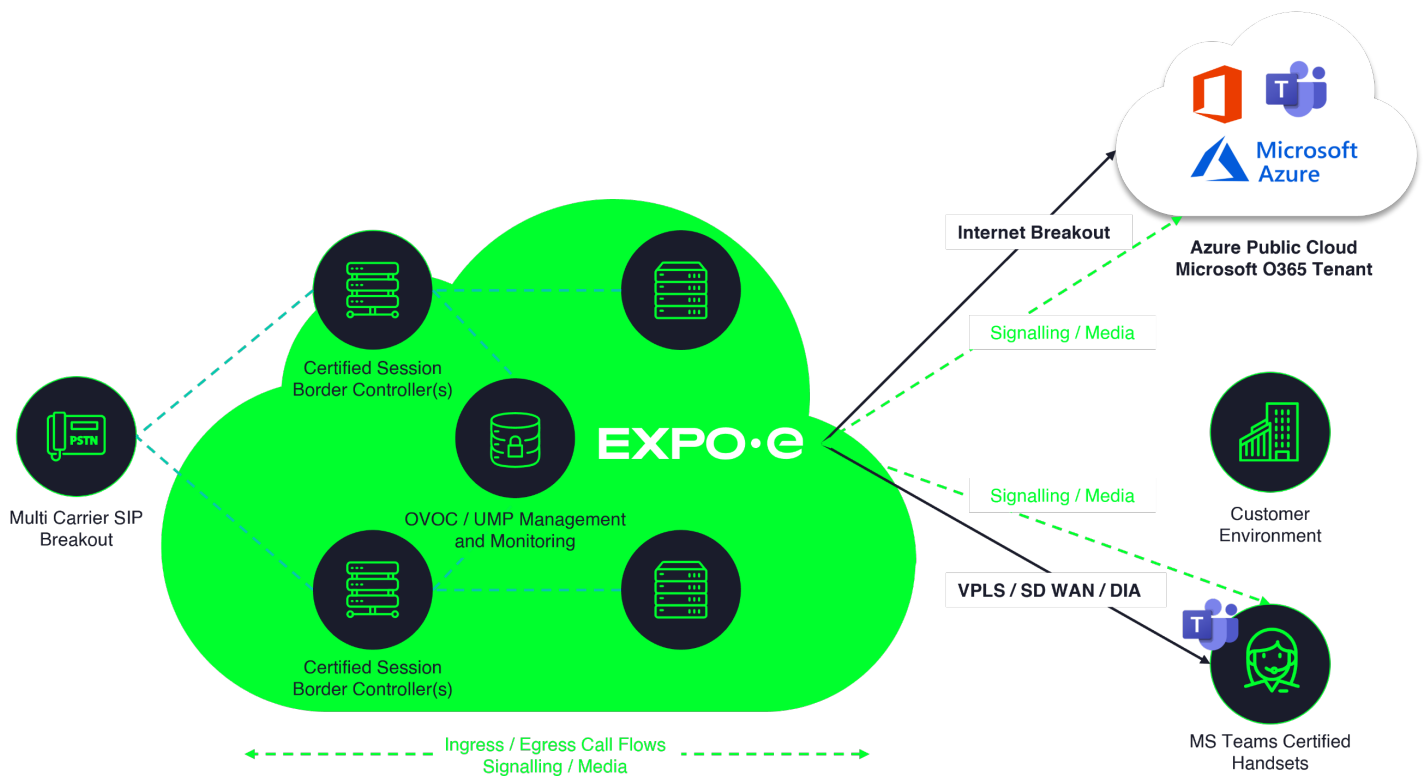
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# Teams Calling as-a-Service

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Teams Calling as-a-Service (TCaaS), or Direct Routing, is the enablement of Public Switched Telephone Network (PSTN) services into Microsoft's enterprise hub for teamwork and collaboration – including chat, video meetings, files and more – combined with EXPO.e's enterprise voice and end-to-end service management. This allows you to offer your customers a complete unified communications and collaboration experience within their Office365 environments.

## How it works



TCaaS provides PSTN connectivity over the EXPO.e network and processes inbound and outbound calling to/from your customers' Microsoft Teams environments to/from the PSTN using Session Initiation Protocol (SIP), presented to the user. Calls are delivered to the PSTN via EXPO.e's carrier grade TCaaS platform, utilising its dedicated carrier interconnects.

# Market Conditions

- 1M+ businesses using Microsoft Teams globally
- 95 million users took up Microsoft Teams in 2020 alone
- 350+ million daily active users, up from 31 million pre-pandemic
- 89.4% growth between Feb and June 2020, surpassing Zoom (667%)
- Only 6.5% of Teams users are PSTN enabled

# Business Challenges

- **Complex User Experience.** Legacy telephony platforms – both on-premises and Cloud-based – often complicate the user experience when dealing with internal and external stakeholders.
- **Interoperability.** Customers enjoy using Teams and benefit from integrations with the Microsoft ecosystem but require a complete UCC solution including PSTN breakout, call queuing, and IVR (i.e. multiple levels of auto-attendants).
- **Call Costs.** Purchasing calling plans directly from Microsoft can become expensive depending on usage, making it difficult for businesses to predict call spend and manage the costs of their communications estate.
- **Leveraging Investments.** Many customers will be looking to leverage current infrastructure, DDIs and telephony contracts with service providers, while others want to leverage their existing Microsoft E3 or E5 licensing which both include Teams licensing.
- **Deployment Options.** With Microsoft, enabling PSTN breakout is via Microsoft Calling plans or Operator Connect, which offers basic features and functionality. Microsoft also do not directly offer multiple hosting options, dedicated infrastructure, or the option to leverage existing on-premises systems.
- **Support.** Microsoft provide their direct customers with limited support on their service which can be complex to obtain in the first place, making it a risky option for businesses who expect uninterrupted communications to run their operations.
- **User Experience (UX).** Businesses can see significant productivity benefits arising from a more streamlined end-user experience with a single identity and number across all devices, further boosted through seamless integration with the Office365 ecosystem.

# Why TCaaS for your customers?

- **Expert support throughout the deployment stage and beyond.** EXPO.e has achieved Gold Partner status with AudioCodes – the top Microsoft SBC partner for Teams and our chosen SBC platform vendor. 24/7 UK-based customer support is provided by our fully certified UCC engineers and experienced support technicians. Our nine ISO accreditations further demonstrate our commitment to providing outstanding service and meeting the most rigorous regulatory standards.
- **Best-in-class pricing.** Offer your customers commercially attractive, fixed-price minutes bundles, allowing them to manage their call spend effectively, with one bill and a single support contact across all service.
- **High-performance connections, everywhere your customers are active.** Multiple UK and European private, tier 1 carrier connections from EXPO.e's core infrastructure provide resilience against PSTN carrier failure and ensure call quality. Powered by a highly available, geographically redundant, certified carrier-class Session Border Controllers (SBC) platform, our solution offers resilient PSTN services, managed by our in-house UCC solution architects and specialists.
- **Self-service portal.** Remove the need to retrain your provisioning teams with complex powershell requirements by leveraging our easy-to-use PACE portal, simplifying Direct Routing licensing, user enablement, and DDI management. You will be able to onboard your customer and have their dial tone routed through to Teams in a matter of minutes!
- **Flexible licensing** provides you with the power and control to provide your customers with their ideal solution, with both core licenses and value-added services on a 30-day rolling term allowing you to flex up and down, as required.

## Managed User

This component includes a Microsoft TCaaS User License for your customers, where EXPO.e is responsible for the management of their Microsoft Office 365 tenant for all elements relating to Teams Direct Routing and external PSTN calling. Please note, support does not include elements outside PSTN calling, such as user-to-user calling or any collaboration items within Microsoft Teams or Office 365.

## Endpoint Management

Provides technical support for endpoints used by the customer's Teams users. Support covers the fault resolution of endpoints used in conjunction with TCaaS for configuration or service issues. Please note this configuration is only available in conjunction with 'Managed User' and supported endpoints must be purchased from EXPO.e.

## Calling Bundle

An inclusive UK calling bundle, allocated on a per-user license.

# Value-added Services

Some of your customers may have looked at native Teams Calling with Microsoft and decided it didn't fit all their business requirements. This is where you can leverage the wider Exchange UC/CC portfolio to bring in additional services (and revenue!) and offer a true PBX replacement solution.

To find out more about these services, please visit the Partner Hub for the individual data sheets.

## Reporting & Analytics

This easy-to-use suite of monitoring and analytical tools provides insights into user-adoption trends, call quality, employee productivity, and much more. There are scheduled reports and near real time dashboards available for team leaders, supervisors and managers to report from.

## Compliant Call Recording

We offer certified call recording and analytics for MS Teams that ticks the compliance gap for the world's most heavily regulated industries. We can record from any Teams endpoint, whether it's the desktop app, mobile app, or Teams-enabled device.

## Software-based Attendant Console

Receptionists may still play a critical role for the inbound communications of your customers so it is critical that they are equipped with the right tools. Our Attendant Console has been designed and built for MS Teams, providing an easy-to-use, fully integrated interface to effortlessly manage high volumes of calls.

## PCI-DSS Compliance

Our PCI-DSS Compliance solution is a simple, over the top add-on to descope the customer's network from a PCI audit. We offer a variety of methods, such as:

- **Agent Assisted.** DTMF suppression, allowing the user and caller to remain connected whilst securely taking card details through the payment gateway, so the customer can be guided through the process, if required.
- **Non-assisted.** A self-service IVR payment method, reducing the need for user interaction when taking card payments. This is perfect for paying invoices and outstanding bills by captured invoice references and processing the data directly into the PSP.

## Professional Services

You may have a strong in-house Unified Communications team to deliver these projects, but if not, our Professional Services are available for you to leverage, strengthening your sales strategy, implementation, adoption, and in-life support.

Adoption & Training packages are available to ensure your end customers are confident in the new solution. We are able to provide tailored end user training through to administrative roles, also covering the value-added services, such as Analytics and Call Recording.

Consultancy and implementation can be carried out by our certified 365 teams to ensure all data is mapped across from the current PBX and configured within the new MS Teams environments.

A managed service wrap can be tailored to cover moves, adds, and changes for Teams Calling to provide the customer with peace of mind and generate additional revenue.



# Features & Benefits

- **Save time and reduce costs.** Have a single app for all communication and collaboration needs including inbound/outbound calling, IM, chat, video, file share and more with full integration with the Microsoft ecosystem, allowing you to offer customers tangible cost and time savings.
- **Leverage existing your customers' existing Microsoft investments.** Use TCaaS with an O365 E3 with Microsoft Phone System license or an O365 E5 license for each end user, enabling enterprise calling features and functionality within the Microsoft Teams interface for a rich user experience.
- **Always-on calling functionality.** Drive productivity and responsiveness using highly available Session Border Controllers (SBC's), within geographically diverse data centres, allowing you to offer customers the most robust SLA's.
- **A seamless deployment process.** EXPO.e's solution allow you to provision new inbound numbers and deliver a seamless number porting service, while certified endpoints provide users with the flexibility of choosing how they want to work.
- **Rich opportunities for upscaling.** 'Bring Your Own-PSTN' functionality, supported through in-country SBC deployments for international projects, offers the ability to extend the customer's UCC estate across further sites. There is also the potential to provide full management of the customer's MS Teams and Office 365 environment, further strengthening your position as a trusted communications partner, generating addition revenue for your managed service wrap.
- **A fully managed solution.** Our ongoing 24/7 management and support from UCC specialists complements your internal expertise, completely removing the IT burden from the customer.
- **Deliver continuous improvement.** Use voice quality metrics to ensure the best possible user experience (UX) and drive user adoption, delivering faster time-to-value on the customer's investment.

# Discovery questions to ask your customer

If you're unsure how to begin speaking with your customer about Teams Calling, there are some easy door openers to help get the conversation started:

- Are they using collaboration apps? If so, are their apps separate from their telephony? Consider discussing a single interface for all UCC needs.
- Do they use more than one application/system to communicate internally and externally (e.g. with customers/partners/suppliers)?
- Do they currently use Microsoft applications within their business? Consider leveraging existing O365 licenses.
- Do they have employees working from home or remotely? Consider discussing anywhere, anytime access to communications.
- If you notice they operate hybrid working, how are they finding it now that it is the "new normal"? Are they using a hosted telephony service with mobile apps? Can they still record and report on home workers etc.?
- Do they have sufficient staff at all locations to quickly respond to voice/UCC issues? Consider discussing IT as-a-Service.



# Qualification questions to ask your customer

During the early engagement with your customer, it is good to understand their procurement process and reasons for looking at a new solution. This will help tailor the solution to their specific requirements.

- What are their key business drivers, and do they have a strategy towards Microsoft Teams?
- What are the current business challenges that they are experiencing with the existing solution? For example, lack of functionality, PSTN switch off, inability to implement a successful hybrid working strategy, commercial exercise etc.
- Is there a budget set for this project, are they working to a timeframe, and who is the decision maker?
- Where are they with current support and telephony contracts or any finance agreements?

When building the solution, there are some key things to consider that will impact the design, components and commercials to make sure it is the right solution for your customer. You may notice that some of these questions are similar to those in the Channel Partner Calculator. This will help you generate a rough order of magnitude to provide indicative costs and speed up the sales cycle.

- How many employees do you have in your business? Remote users? Hybrid working policy?
- Existing Microsoft licenses assigned to users – E1, E3 or E5
- Do you collaborate regularly with partners or customers? How do you communicate with them currently?
- Does the customer have any specific calling profile or international dialing requirement?
- What is the day-to-day customer's feature requirements? Do they require any of the value-added features listed?
  - Receptionist Handset/Console – physical or software based?
  - Do users require a handset/headset?
  - Call Queuing – welcome message, login/log out etc.
  - Call Recording – do they have compliance responsibilities?
  - Reporting & Analytics – scheduled, historic, real-time wallboards?
  - PCI-DSS – do they take card payments over the phone?
  - Do they have any numbers they need to keep / port over from existing telephony provider?
- If Teams Calling is the preferred route, what 365 licensing do they already have? Are they procuring their licenses through Microsoft directly? Would they be open to using you as a CSP?

- TCaaS allows you to naturally discuss Microsoft Teams Rooms (MTR) which could bring you additional revenue through new hardware, MS licensing, and installation. Please see our MTR SEP for more information.

# License Overview

Core Licenses	Description	Billing Type	Price PUPM
TCaaS User Seat	Core user license, PAYG minutes	Monthly	£1.75
TCaaS User Seat Bundle	Core user license, 2000 UK Landline and 1000 UK Mobile per month.	Monthly	£3.75
Call Recording *	Compliant Call Recording with unlimited storage	Monthly	£8.00
Analytics Base *	Analytics & Reporting bolt-on, per user	Monthly	£0.80
Analytics Real Time *	Real-time queue dashboard bolt-on, per queue	Monthly	£13.00
Attendant Console *	Reception attendant Console, per user	Monthly	£80.00
PCI – Non-assisted IVR *	24/7 IVR to automatically take card payments	Monthly	£30.00
PCI – Agent Assisted *	DTMF suppression with card payments securely taken over the phone with an agent	Monthly	£8.00

# Supporting Documentation

Does your customer have any questions about the functionality provided with Teams Calling?

<https://learn.microsoft.com/en-us/microsoftteams/here-s-what-you-get-with-phone-system>

Is your customer interested in purchasing new handsets?

<https://www.microsoft.com/en-gb/microsoft-teams/across-devices/devices/category/desk-phones-teams-displays/34?page=1&filterIds=>

Does your customer have old handsets they want to re-use?

<https://learn.microsoft.com/en-us/microsoftteams/sip-gateway-plan>

The Yealink Management Cloud Service helps you with remote device management when adding your service wrap, you can even charge extra for Endpoint Management

[Management Cloud Service \(yealink.com\)](https://yealink.com/management-cloud-service)

Example Yealink handsets:

- Common Area – [Yealink MP52](#)
- Standard Office Worker – [Yealink MP54](#)
- Advanced Worker – [Yealink MP56](#)
- Conference Phone – [Yealink CP965](#)