Secure Real-Time
Communications

Providing Service Assurance for Microsoft Teams Customers

Solution Brief

A Happy Customer is a Repeat Customer

Voice, video and collaboration require a higher service level than data. Latency, packet loss and interruptions are far less tolerable with unified communications. A customer that experiences difficulties making calls or participating in conferences will demand a solution, incurring service and support costs until the problem is fixed. Customers that are unhappy with their unified communications at the outset may opt out of the service altogether, leaving you with sunk installation and configuration costs.

A solution to this potential problem includes remote administration and monitoring, along with software-defined wide area network (SD WAN) capabilities. These can help to provide a high quality of service and reduce support costs to a loyal customer base. Ribbon's Intelligent Edge solutions help ensure that your Microsoft Teams deployments are a success the first time, every time, and that the user experience is high from the outset.

Direct Routing as a Service

Microsoft opened the door for communications service providers (CSPs) and provided enterprise customers with more choice and flexibility with the availability of Direct Routing for Microsoft Teams. This capability makes it possible for CSPs to connect SIP trunks to the Microsoft Phone System that services Teams voice capabilities in Office 365 using a certified session border controller (SBC). Ribbon has the largest portfolio of Microsoft-certified SBCs, offering solutions for every situation. Ribbon SBCs have decades of use in CSP networks, large enterprises, branch offices and small and medium businesses (SMBs).

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Within this new architecture, the delivery of the SIP service from the CSP to the Microsoft cloud is via dedicated SIP trunks. Latency and packet loss are not concerns with this fully managed connection. But what about the enterprise access leg into the cloud? Often delivered over unmanaged Internet links, this is the weakest point in the design, especially when you consider all the other cloud-based applications enterprises are now consuming. Competing applications can produce access congestion.

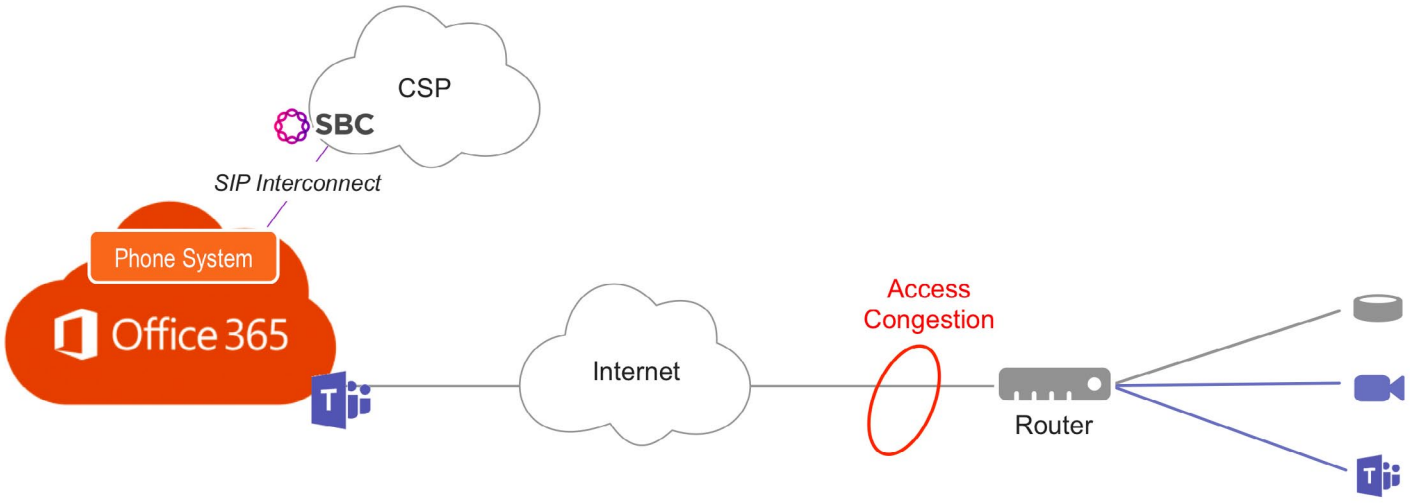

Figure 1

Providing Service Assurance to Your Microsoft Teams Customers

One of the biggest strengths of unified communication and collaboration (UC&C) is also its biggest weakness. Teams traffic leverages the existing data network to deliver voice and video services, precluding the need to lease a separate connection for real-time communications. The problem with this is that it shares the connection with the data from other applications. Left unmanaged, the application data can cause network congestion and denigrate the quality of UC&C services. Latency and packet loss can be addressed for data services without people noticing. The real time nature of voice and video services, however, isn't afforded the same discretion. That latency or packet loss affects call quality and is immediately noticeable. Customers have a low tolerance for poor call quality in a world where it is easy to move from one cloud offering to another. This is especially critical during the early days of a new technology roll-out, where it's typically the executives within an organization that get first exposure. None are more critical if things don't work as expected. Unfortunately, the whole project and technology gets blamed and branded "not fit for purpose" when, in fact, it's the infrastructure at fault, not the cloud service at all.

You can provide high quality UC&C services to organizations using Microsoft Teams by installing a Ribbon EdgeMarc device at the edge of their network. EdgeMarc devices can be configured to prioritize all Teams traffic over other data traffic on the access circuit, reducing the effect of network congestion on any real-time collaboration feature within Teams. EdgeMarc devices offer zero touch provisioning. Once connected to the WAN, the devices will download pre-determined configurations from the EdgeView Service Control Center (SCC). This eliminates the need for a trained technician to be present for installation. Standard configurations follow known successful implementations, reducing service and support.

EdgeMarc devices can be deployed as an edge device when Direct Routing is provided by the CSP (*Figure 2*) or as an edge device plus SBC for delivery and termination of a local SIP trunk directly onto the EdgeMarc on premises (*Figure 3*)[1].

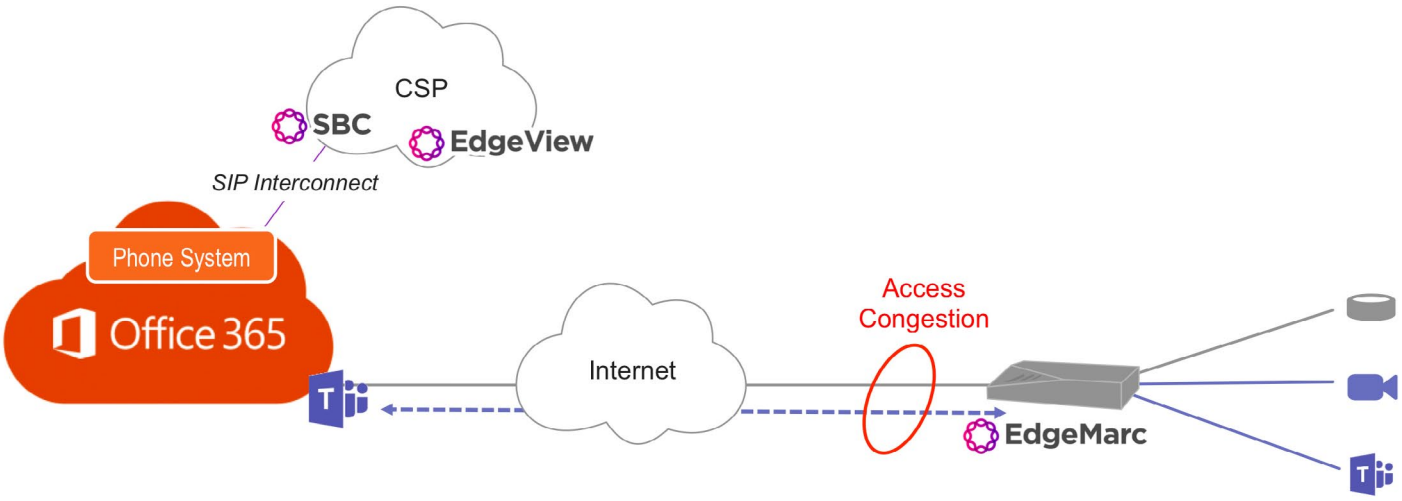

Figure 2

[1] EdgeMarc devices are expected to be certified for Direct Routing in the summer of 2019

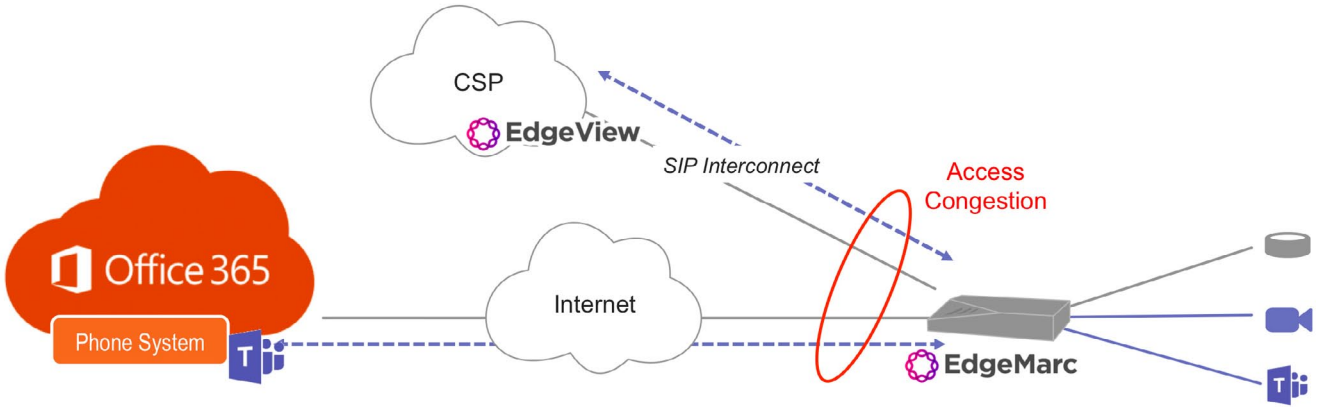

Figure 3

EdgeView SCC monitors the edge devices, keeping track of mean opinion scores (MOS) on the SIP trunk, and triggering alerts and automated actions when they fall below a certain threshold. You can troubleshoot remotely, separating issues on the local area network (LAN) and WAN.

Ribbon EdgeMarc devices can automatically failover to an alternate WAN or LTE connection when the primary is lost or degraded. You can choose which business critical applications, such as Teams, will fail over to the resilient link. This is particularly important where your redundant link may not have the same capacity as your primary, or you may be paying per Mb of data. You need to ensure that your most important services are maintained. Ribbon's Intelligent Edge can do this for you!

Keep your Teams Customers Happy with Ribbon

Ribbon provides you with the tools to keep your Microsoft Teams customers happy. You can provide Direct Routing services from a CSP network, the customer premises or the cloud to enterprises of all sizes. Shorten time to value with zero touch provisioning. Ensure quality of service with tested configurations, remote monitoring and management. Avoid issues and provide additional resilience with SD WAN capabilities.

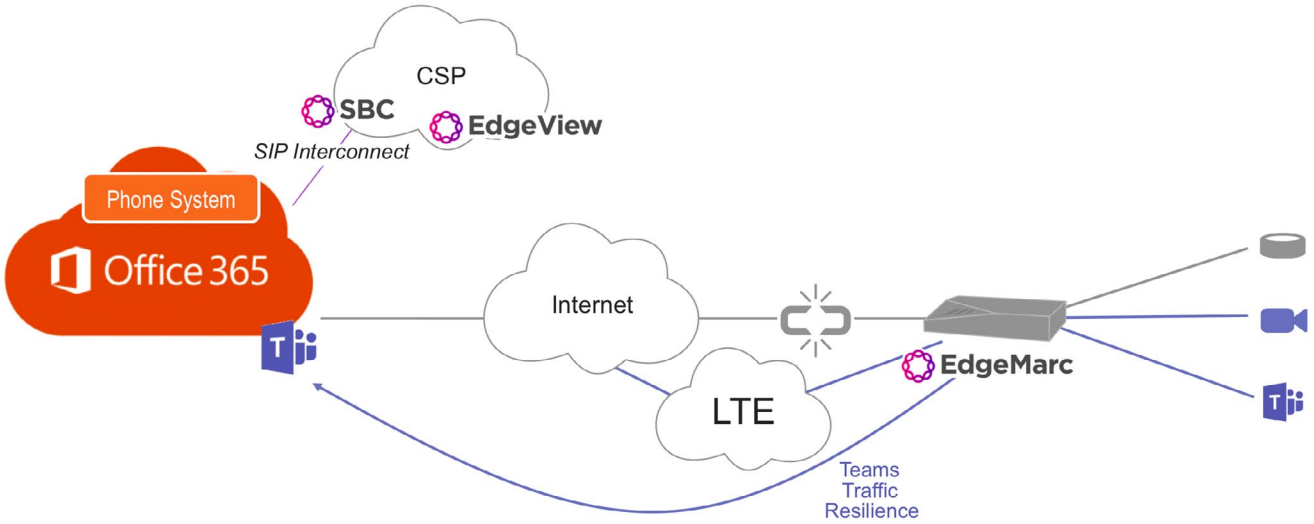

Figure 4

Ribbon's portfolio of Microsoft-certified solutions helps ensure that you can bring in revenue and keep it!

Contact Us Contact us to learn more about Ribbon solutions.