

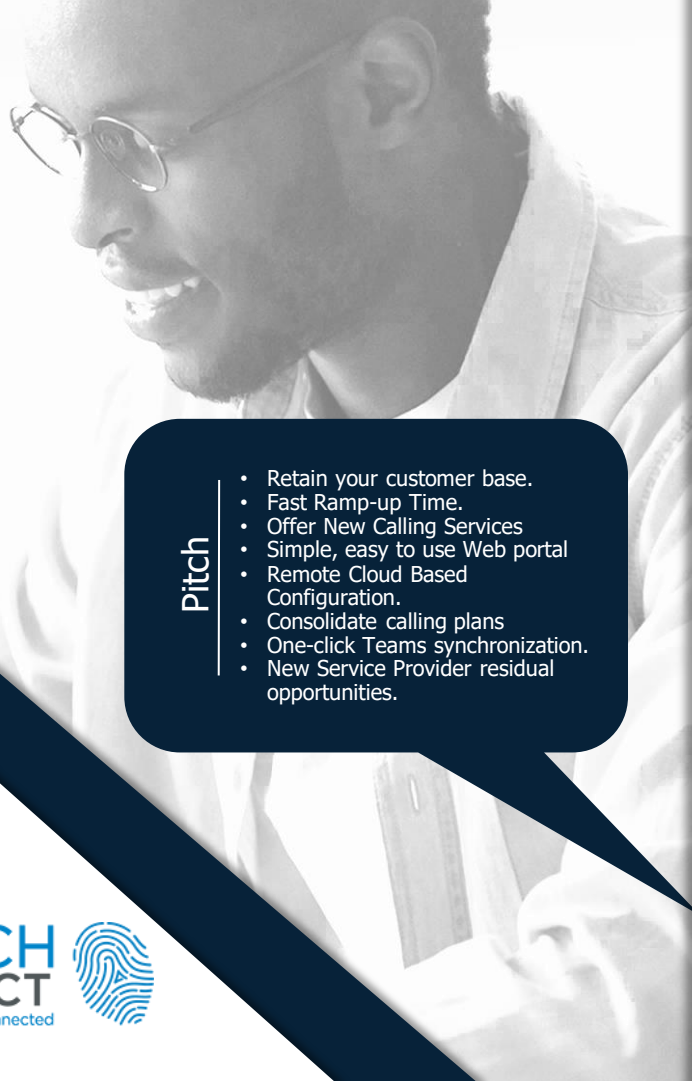
# Ribbon Connect For MS Teams Direct Routing



Who Can Benefit from  
**Ribbon Connect?**

The Possibilities are

**ENDLESS**



### Pitch

- Retain your customer base.
- Fast Ramp-up Time.
- Offer New Calling Services
- Simple, easy to use Web portal
- Remote Cloud Based Configuration.
- Consolidate calling plans
- One-click Teams synchronization.
- New Service Provider residual opportunities.

# Ed: The IT Guy

## Persona

Meet Ed, Ed owns an IT company. Most of Ed's Clients use Microsoft O365. Ed resells Microsoft and adds on his professional services fees for several local businesses. Ed has a nice recurring revenue stream from his clients and his commissions. Lately, many of his customers are allowing their workforce to work from home. Ed can easily support this with a Microsoft however his customers also need a calling solution. They want to be able to consolidate all their calling on a simple and easy to use interface and keep the service provider they use at the office. Ed doesn't know much about phone systems or calling plans, but he is concerned that if he doesn't provide a solution, his customers may look for another provider and he could lose some of his customers to the competition that are offering a full solution. Ed needs to learn more about Microsoft calling options quickly so he can support his customers and avoid the risk of losing them. If Ed's customers continue to allow their employees to work from home, he also risk losing some of his income from maintaining physical infrastructure in the business' offices. He needs a solution and fast..

## Solution

Many of Ed's customers are using Microsoft 365 so have access to Microsoft Teams. Ed knows Microsoft so he has an advantage over some of his competitors. Ed simply needs a tool that will allow him to offer Microsoft's phone service to his business customers. Ed needs a quick solution with an intuitive interface that will enable him to quickly offer voice services to his customer base remotely.

With Microsoft Direct Routing capability, Ed can consolidate calling plans and connect to his customers provider of choice. Ed also has the potential to earn compensation by reselling SIP trunks for a nationwide SIP provider in cases where his customer doesn't have a preference.

Ed can leverage Ribbon Connect for Microsoft Teams to offer his Microsoft customers voice calling and consolidate their calling plans. Ribbon Connect automates the provisioning process and offers one-click updates using a Teams E5 License.

# Joe: The PBX Guy

## Persona

Meet Joe, Joe owns a phone system company and as been installing and supporting business phone systems for several years. Joe's customers trust him and often look to him for technology advice.

Joe has a few PBX system technicians that work for him, but several are looking to retire. Joe worries that he won't be able to replace them. Joe has been impacted by COVID-19 pandemic because many of his customers have closed and others are letting their employees work remotely. As a result, Joe's company is facing some financial challenges. Joe owns a fleet of Trucks and finding it is expensive to maintain them and pay his employees' travel expenses for maintenance and installation. He simply can't afford to continue to spend large amounts of cash necessary to buy expensive phone systems and replacement parts. It sometimes takes months to recoup this expense since he can't bill his customers until after the installation is complete. Joe wants to continue to support his customers and is looking for ways to modernize his business, improve his financial situation, expand his product offering and secure his business' future.

## Solution

Joe needs a cloud-based service offering that he can offer his business customer base. He can continue to support phone systems until his customers migrate but can offer a cloud-based service offering to businesses with employees who work from home. He and his technicians can maintain a cloud-based service remotely and eliminate the need for truck rolls.

Many of his customers are using Microsoft 365 so have access to Microsoft Teams. Joe can augment his offering with no capital investment. Joe now needs a way to connect his customers phone system users to their Microsoft Teams users. Joe also needs to connect Teams to his customer's service provider trunks (SIP)

**Connect for Microsoft Teams** enables all this functionality via a cloud-based intuitive web-portal. Joe will be keeping his customers happy for years and improving his margins while he does it. License.

## Pitch

- Cloud Based Offering
- Remote Administration
- Pay per month – per user
- No Capex
- Easily connect Teams to PBXs
- Add any service-provider
- No Truck Rolls
- Quick Turn Up
- Simple to Use
- Low-cost way to expand offering
- Microsoft Teams is high growth opportunity.
- Retain your customer base.
- Simple Migration Package



### Pitch

- Simple & Easy to use
- Built in Support & Services
- High Margin, Low-Cost Service
- Remote Access
- One-click Teams synchronization.
- Simple Migration Path
- Revenue Potential

## Jack: Software Dude

### Persona

Jack knows a little bit about all things software-related. His expertise allows him to offer his enterprise customers bundles of software solutions that meet a large variety of their needs. Jack frequently sells enterprises Microsoft solutions because of their wide-portfolio of offerings. One of Jack's customers recently contacted him about Microsoft's calling capabilities and their direct routing service. Jack knows absolutely nothing about phone or PBX services. He has been hesitant to expand into this area of business since it is often complex. He's just not sure if he can pick up the skills, he needs to manage a voice system. Jack really doesn't have the time to hire and onboard a new employee right now.

Jack really wants to help his customer out since he is one of his largest accounts. Jack realizes that he can probably offer this service to his other customers as well. Many of them are looking for solutions to enable their workforce to work from home. Jack is doing the math and if he can upsell these services to other customers, he will be able to generate quite a bit of revenue this year. Perhaps enough to make up for some of the customers he has lost due to businesses closing. *If only Jack had a fast track to get the knowledge and tools, he needs to implement these services for his customers.*

### Solution

Jack attends a webinar and discovers a new service offering; **Ribbon Connect for Microsoft Teams**. This service is available through his favorite distributor who also offers a host of Microsoft training and support services. Jack learns that the offering includes a web-based portal that simplifies the provisioning process. All he needs is a few details that he can get from his customer's service provider and their phone maintenance guy. Once he has this information, he can get his distributor to set up his customers, load their services and all he must do is import the Microsoft Users via a one-click process.

Jack can leverage the **Ribbon Connect Portal** to do all of this remotely from his home, which makes Jack's wife happy and takes care of any potential health risk.

Jack can offer his customers this new service, without hiring anyone which ensures his margins, and his business stays healthy too.



# Maggie: Migration Consultant

## Persona

Maggie is a project Manager by heart. She makes a living by helping businesses implement new technology. Maggie has been quite busy during the COVID-19 Pandemic with helping businesses enable their workforces to work from home. Maggie finds herself frequently challenged with migrating her customer's employees from antiquated phone systems located in offices where employees can't work. Many of Maggie's customers use Microsoft and Maggie discovered that many are already paying for Microsoft Voice Calling Services. This makes Maggie's job much easier. She frequently recommends her customers migrate from their old phone systems to Microsoft's cloud-based services. In fact, Maggie discovered that his also helped her customers save money on maintenance plans they currently have with their phone system provider. Maggie often needs to outsource her migration projects to various providers with phone system expertise. Not only is this challenging, but cumbersome since it adds additional cost and complexity to the migration schedule.

Maggie also discovered that Microsoft also offers direct routing services that help to consolidate calling traffic and route it through her customer's provider of choice. Maggie has limited knowledge of phone systems, but she is a Microsoft Savvy. If she could only find a tool that helps her connect and migrate her customers without any business interruption for her customers.

## Solution

Maggie did some research with Microsoft and her friends at Westcon. She learned about a new service offered by Westcon, called **Ribbon Connect for Microsoft Teams**.

Westcon has a great service offering that provides end-to-end support for Microsoft implementations and have partnered with Ribbon communications to offer a cloud-based configuration services that provides a simple, intuitive interface and web-portal that facilitates migration from PBX's to Microsoft Teams, while also providing interconnectivity to any service provider.

Maggie can leverage **Ribbon Connect Portal** to migrate her customers' employees one seat at a time or however necessary to meet her customers requirements. This allows Maggie to offer flexible, end-to-end migration services all from the comfort of her home- without the need to outsource any of the work.

## Pitch

- Simplify Migration efforts
- Eliminate need for PBX Maintenance.
- Remote access to Ribbon Connect Portal
- One-click Teams synchronization.
- Expedite Migration Plans
- Ensure Business Continuity
- Eliminate outsourcing cost.