

MICROSOFT TEAMS - DIRECT ROUTING

By Gamma



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What is Direct Routing?

Microsoft Teams Direct Routing is the flexible, accessible and cost-effective alternative to Microsoft Calling Plans, enabling users to make and receive calls using Gamma.

What is required to enable Direct Routing?

The following components are required:

- Microsoft 365 or Office 365 license including Teams
- Microsoft Phone System add-on
- An internet connection

What about Skype® for Business?

Many businesses already use Skype for Business as their Microsoft based telephony platform. However, Skype for Business Online is being retired in 2021 with Microsoft pushing hard to get users to transition to Teams.

In addition to Skype functions such as instant messaging, screen sharing and web conferencing, Teams adds centralised chat / collaboration, persistent chat and much more.



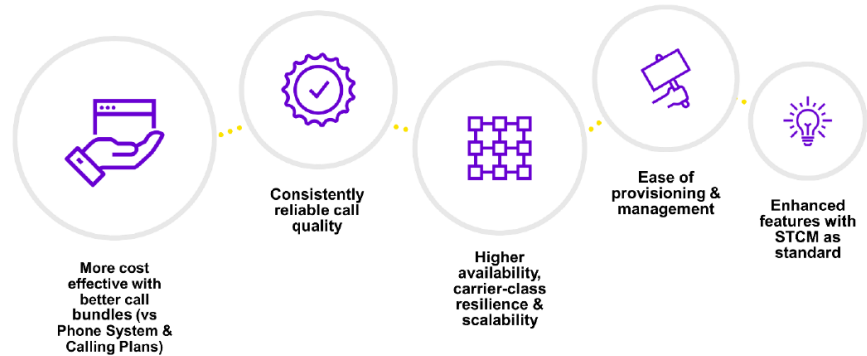
Key benefits

- Maximise existing Microsoft/Office 365 license cost and increase consumption
- Cheaper than Microsoft Calling Plans
- Gamma is UK's No.1 SIP Trunk provider
- Pure cloud solution, no expensive outlay on hardware
- Carrier-class resilience and availability
- Gamma's network carries over a billion business minutes every month
- Full management support
- SIP Trunk Call Manager provides business continuity and disaster recovery as standard
- Enables flexible / remote working
- Scalable solution
- Enables collaborative working
- Industry leading SLAs
- JANET connected

WHY CHOOSE GAMMA?

The silver bullets outlining why Gamma's direct routing is a better option for customers than Microsoft call plans:

- Remember that you need Communications Credits if you run out of minutes in your Calling Plans or if you receive toll-free calls. "Automatic Charging is recommended" (Bill Shock).
- If your Communications Credits balance is empty, you won't be able to receive phone calls on toll-free phone numbers and users won't be able to make calls if their Calling Plan balances are empty. (No External Voice)
- NGN Termination is not supported through Microsoft Calling Plans.
- This is a secure solution - Gamma maintains control of all voice media across its network.



SIP Trunk Call Manager is available as standard, offering greater call control, ease of management and the following unique selling points:

- Never miss a call - Tailored business continuity with network and number level resilience to keep your business working
- Fraud management included
- No call forwarding costs - keep the same geographic number
- Online access to comprehensive call statistics enables informed business decisions. Advanced management information relating to call handling efficiencies, productivity, call patterns and caller behaviour. Data includes time to answer, call waiting time, call outcome and caller details stats
- 01, 02, 03 and 08 termination with no number translation

UNDERSTANDING THE OPPORTUNITY

Talk Teams when...

- A business has already bought into the Microsoft ecosystem with Office 365 licenses and heavy use of multiple Microsoft Applications
- A business sees integration with other 365 applications e.g. document storage as critical
- A business has a larger, more complex estate
- A business sees Active Directory integration as an immediate requirement
- A business requires international breakout
- A business requires the ability to customise the platform through integration with 3rd party applications
- A business has the technical and commercial teams in place to work with multiple suppliers
- A business wants to transition away from an expensive Microsoft calling plan

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Potential objections / hesitations

IT DIRECTOR / CTO

Aims to understand the organisation's requirements in order to select, deliver and manage technology solutions that service those needs.

"We have Office365 and need to replace our telephony. I need to verify Microsoft Teams can do what we need from a telephony perspective."

FINANCE DIRECTOR

Prioritises projects based on cost and value add. Projects that can demonstrate a higher ROI will be the most attractive.

"We can't invest in new technology unless we can prove that it will save us money."

IT MANAGER

Wants to work with a supplier they can trust and have confidence in to complete the project successfully.

"We've started using office365 and have been investigating Teams. It seems like a good idea to use it for telephony too but I'm not sure if it has all of the features that we need like hunt groups and call centre functionality."

PROJECT MANAGER

Wants to deliver a high quality service backed by experience and SLAs.

"I need help to find out what the solution might look like for us and what it might cost from a budgetary perspective."

Overcoming challenges

PROBLEM: Too many complicated and ineffective communications, all poorly adopted, means nobody knows which is the best tool to use to reach a colleague

SOLUTION: Teams provides a single point of contact with presence information so you know when and how to contact somebody

PROBLEM: Already adopted MS Teams but Microsoft calling plans are too expensive

SOLUTION: Direct Routing offers a cost-effective alternative which works flexibly with differing requirements across departments

PROBLEM: Widely distributed workforce

SOLUTION: Teams provides a reliable, central point of contact bringing together employees across varying locations and enabling collaboration

FAQS - COMMERCIAL

How is Direct Routing priced?	The product is priced per user, per month at £3.25.
What are the Direct Routing contract term options?	30 day rolling.
What minutes bundle is available with Direct Routing?	Unlimited 01, 02, 03 and UK mobile calls.
Is the minutes bundle pooled across the Gamma Direct Routing end point?	Yes, the available minutes are aggregated across all users.
Is it possible to increase and decrease the number of users during the contract term?	Yes, the product is inherently flexible to adapt to the changing business environment.
What happens if I have to completely cease a Direct Routing customer?	Nothing, you're able to cease whenever you want.
Where can I find my call charges for Direct Routing customers?	Any out of call bundles charges will be available via Cloud Market.
Is there an international minutes bundle available for Direct Routing customers?	You can make international calls and be charged per minute based on rate card. Alternatively, you can purchase the international calls bundle.
Can I deploy Gamma Direct Routing for MS Teams internationally?	At present our primary focus is in UK based businesses only. It is possible to deploy Gamma Direct Routing for Teams internationally with some important caveats. Calls between Teams users who are part of the same MS tenant will be on-net calls and therefore FOC. Calls from a Teams user based outside of the UK to a UK geographic or UK mobile number will use the available minutes bundles where applicable. Calls from a Teams user based outside the UK calling a local number (a call from Germany to German number for example) will be charged as an international call.

FAQS - MICROSOFT TEAMS

<p>Does every MS Teams user still require a Microsoft Business Voice licence with Gamma Direct Routing?</p>	<p>Not all M365 licences need to be aligned to a Microsoft Business Voice Licence, but Yes, every user who requires voice enablement will require a Microsoft Business Voice licence. As an example, a customer tenant may include 1000 users, but you could choose only to enable a subset of those users for PSTN voice, say 800.</p> <p>All users aligned to a Business Voice Licence would need to be matched to Microsoft Teams – Direct Routing enablement. In this scenario, all 800 would need be declared to Gamma. If these figures, do not align, then some identified users would not be recognised and would be unable to make/ receive calls.</p>
<p>How are numbers used allocated to Teams users?</p>	<p>Numbers are configured and managed within then Microsoft Teams customer tenant. The Microsoft environment handles all call control and number management.</p>
<p>Will there be any knowledge document(s) on the Academy to assist with setting up Direct Routing?</p>	<p>We will provide a Configuration document to support this.</p>



FAQS - GAMMA

Does Gamma's Direct Routing product include any additional call control features?	Gamma's SIP Trunk Call Manager service is available as standard with MS Direct Routing.
Can I terminate non-geographic numbers to Microsoft Teams?	Yes, NGN number termination is available on STCM which is included as standard as part of Gamma's Direct Routing service wrap.
Can I move a customer from standard Gamma SIP to Gamma Direct Routing?	Yes, you can action a product to product transfer via the Giacom team.
Does this product require a separate SIP trunk order or are the trunks dynamically provided based on the number of users?	It is a managed service and the SIP element is included, provisioned on a 1:1 basis given it is a per user enablement capability.
Regarding number porting, does Direct Routing follow the same porting process as other Gamma products?	Yes, the porting process is the same for MS Teams Direct Routing as it is for all other products.
Why should an end customer choose Gamma Direct Routing over Microsoft Call Plans or Business Voice?	Gamma's Direct Routing offering is more cost effective and flexible. Gamma is an expert in complexities of voice delivery such as call quality, number management and porting. Our Direct Routing product offers a greater minutes bundle per user, per month, as well as enhanced features with our SIP Trunk Call Manager Platform.