

# Direct Routing for Microsoft Teams

## Battlecard for Channel Partners



### What is Direct Routing for Microsoft Teams?

**Direct Routing for Microsoft Teams enables full voice capability natively into Teams, as an alternative to Microsoft Calling Plans and without the need for on-premise hardware. Direct Routing utilises Microsoft certified Session Border Controllers (SBCs) to deliver better value, greater flexibility, increased functionality and support for migration, all as a cloud-based service.**

This solution provides connectivity to your Microsoft tenant enabling full inbound and outbound calling capabilities including additional call control features. Connection from Microsoft Teams to our network is via an IP connection (for example Gamma Broadband or Ethernet) and is delivered as an end-to-end service with high availability. All provided by the leading SIP provider in the UK.

### How does it work?

Direct Routing for Microsoft Teams allows businesses to connect their existing PSTN telephony hardware to Microsoft Teams. This solution enables the use of an existing on-premise telephone system and Microsoft's certified Session Border Controller (SBC) to connect to Microsoft Teams.

### Key Benefits

- Increased flexibility
- Increased scalability as you grow
- Enable flexible working
- Secure - end-to-end encryption and industry compliance
- Maximise investment in Microsoft licence
- 99.99% Gamma SLA with 100% uptime since launch
- More cost-effective than Microsoft Calling Plans
- Use existing hardware, minimal capital outlay on additional hardware
- Gamma Voice App - Increased speed and ease of deployment
- SIP Trunk Call Manager provides business continuity and disaster recovery as standard
- JANET Connected Accredited-Education

### Key selling point?

**Direct Routing for Microsoft Teams utilises Microsoft certified Session Border Controllers (SBCs) to deliver better value, greater flexibility, increased functionality and support for migration, all as a cloud-based service.**

### Headlines to shout about

- The No.1 SIP Provider in the UK
- Gamma has been a Gold Partner with Microsoft for 15 years and has recently attained designation as a certified Microsoft Solutions Partner for Modern Work as part of Microsoft's new cloud partner programme
- Gamma has also earned advanced specialisation in calling for Microsoft Teams. This certification is sentiment to our deep knowledge, extensive experience, and proven customer success with Microsoft Teams Phone solutions
- Gamma's SIP Trunk Call Manager (STCM) offers business continuity for inbound calls in the case of users being unable to connect to Microsoft Teams
- Provisioning can be automated through the Gamma Voice App for increased speed and ease of deployment without the need for PowerShell experience
- Platform run within a Gamma-owned network
- More cost effective than Microsoft Calling Plans

### What do you need to get started with Direct Routing for Microsoft Teams?

- Microsoft 365 or Office 365 license including Teams
- Microsoft Teams Phone Standard add-on (included in the E5 license)
- An internet connection

### Who will buy?

**SMEs, Enterprise, Public Sector and any business that wants to:**

- Enable voice for Microsoft teams
- Upgrade from legacy telephone system
- Switch telephony provider
- Deploy flexible working

## Differentiators

- Peace of mind - 20 years of cloud-first communications solutions and 15 + years' experience enabling voice solutions for Microsoft
- SIP expertise - UK's No.1 SIP provider
- Microsoft Certified - Microsoft Solutions Partner for Modern Work and advanced specialisation in Calling for Microsoft Teams
- Fully managed and unmanaged options with end-to-end support wrap
- Business Continuity - Gamma SIP Trunk Call Manager provides powerful business continuity, ensuring calls are never missed and enabling businesses to manage all aspects of inbound calls.
- 99.99% Gamma SLA with 100% uptime since launch

## Pain Points

### What are the pain points and how do we solve them?



#### Complex and time-consuming management of business communications

##### Solution:

Direct Routing for Microsoft Teams simplifies phone system administration for businesses by integrating with Microsoft teams for managing call routing, voicemail, call queues, and other phone system settings. This allows businesses to easily make changes and updates to their phone systems.



#### Big expense for my business

##### Solution:

Direct Routing for Microsoft Teams is a cost-effective alternative to Microsoft Calling Plans, allowing businesses to utilise their existing phone system with Teams for all inbound and outbound calling to landlines and mobiles. As a result, businesses do not need to make a large capital outlay on expensive new hardware. Instead, they can access the service over the internet, eliminating the need to purchase and maintain physical equipment.



#### We have to switch between multiple different communications platforms

##### Solution:

Gamma provide a fully managed and unmanaged service for Direct Routing for Microsoft Teams making for easier and efficient communications. With a 100% uptime Gamma, you can rest assured that the service is always running smoothly and can quickly troubleshoot and resolve any issues that may arise.



#### My business is growing, and I need a system where I can easily add users and new numbers

##### Solution:

With Direct Routing for Microsoft Teams and its speed of deployment, businesses can easily add new users and devices without interruption or downtime. The platform's versatile scalability allows for a smooth transition as your business expands and can handle increasing amounts of users without any loss of performance.



#### What if my business broadband connectivity has an outage

##### Solution:

SIP Trunk Call Manager offers powerful business continuity as standard, giving you the ability to manage your entire number estate and all aspects of your inbound calls. It enables you to consolidate all your numbers onto a single platform, meaning that you'll never miss a call even when you have a connectivity outage.

## Objection Handling

**"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"**

With Direct Routing for Microsoft Teams a business can utilise the functions of their current on-premise telephone system to communicate with the outside world, place or receive business phone calls, create voice menus, hunt groups, call queues, record calls, get detailed statistical reports and more.

**"What do I do if Direct Routing for Microsoft Teams has an outage?"**

With Gamma SIP Trunk Call Manager you are in control of where your calls are routed. You can re-route calls to a mobile or create a virtual hunt group of mobiles meaning its business as usual when receiving calls.

**"How does Direct Routing for Microsoft Teams handle emergency calls"**

Direct Routing for Microsoft Teams utilises your existing connection to the public switched telephone network (PSTN), which means that emergency calls are handled in the same way as with your current telephone system.

**"Can I keep my existing phone numbers with Direct Routing for Microsoft Teams"**

Businesses can keep their existing phone numbers with Direct Routing for Microsoft Teams. Direct Routing utilises your existing connection to the public switched telephone network (PSTN), which allows you to keep your existing phone numbers. This means that you can continue to use your existing phone numbers for inbound and outbound calls .

**"Why would I go to Gamma and not just buy direct from Microsoft?"**

Microsoft is a world-class software developer but not a telecoms provider. Gamma has 20 years' experience of cloud-first communications solutions and 15 + years' experience enabling voice solutions for Microsoft. This solution enables the use of an existing on-premise telephone system and Microsoft's certified Session Border Controller (SBC) to connect a business's communications to the Microsoft Teams. Direct Routing is also a vastly more cost effective option in comparison to Calling Plans.

**"I need MiFID II compliant call recording"**

Gamma work within the Microsoft ecosystem of partners, and we have a dedicated call recording solution, which is compliant with MiFID II as well as other regulation requirements.