

# MICROSOFT TEAMS MARKET GUIDE

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2022

Essential Insights for  
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# Teams is Not Slowing Down

Microsoft Teams continues to grow at a relentless pace, with monthly active users most recently reported as hitting a huge 270 million. This is for a platform that launched just five years ago.

For many businesses, the first phase of Teams will have seen them use its messaging and video capabilities predominately - particularly at the start of the pandemic when they were forced to work remotely and already had the platform as part of their Microsoft subscription.

We're now in a different phase, where businesses aren't making snap decisions to stay operational but are thinking more about their long-term communication and collaboration strategies. This coincides with the emergence of hybrid work when a lot of people are less likely to be sitting at a home desk all week and more likely to be working on the move or in the office.

This is where the wider Teams and Microsoft ecosystem comes into play. More and more vendors are building integrations into Microsoft Teams, making it the hub for many organisations. Meanwhile, Microsoft itself continues to build out the platform's scope and ease of use. Operator Connect is still in its infancy but will make it simpler than ever to plug existing voice services into the Teams platform.

Alongside software is the booming market for Teams-compatible hardware. Businesses have a newfound appreciation for their meeting spaces and know they need to invest in making them fit for purpose in the age of hybrid work. This has led to a boom in innovation among the world's leading hardware vendors, creating an ecosystem of UC players all working to make the Teams experience better for the end-user.

## The Future of Teams

Microsoft may have taken a strong positioning in the market, but that doesn't mean it is showing signs of slowing down. The likes of Viva and Loop will only enhance the Teams experience, while we're only going to see more innovation in extended reality through solutions such as Mesh.

We're also likely to see more of Microsoft in the contact centre – be that through more third-party vendors obtaining certification with Microsoft; Microsoft itself building more CX-focused features into Teams; or Dynamics 365 Customer Service continuing to expand.

Wherever Microsoft chooses to focus in the digital workspace, we can be sure that there is a lot more to come.



**Tom Wright**

Senior Editor | UC Today  
tom.wright@todaydigital.com



**Rob Scott** | Publisher  
rob.scott@todaydigital.com

**Chris Porter** | Commercial Director  
chris.porter@todaydigital.com

**David Dungay** | Editor in Chief  
david.dungay@todaydigital.com

**News Desk**  
newsdesk@uctoday.com

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# Microsoft Teams

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**Boasting a monthly active user count of 270 million, Microsoft Teams has quickly emerged as one of the most valuable collaboration tools.**

More than just a convenient video conferencing and messaging system, Microsoft Teams represents a comprehensive ecosystem of powerful tools for enabling hybrid work.

In the last couple of years, Microsoft has begun to transition Teams from a simple replacement technology for Skype for Business into an entirely new concept. According to Satya Nadella, Microsoft Teams will soon become a solution as big as the operating system or the internet.

## The Trends Driving Microsoft Teams in 2022

Microsoft Teams is one of the fastest-growing products ever created by Microsoft. The solution is powerful because it adapts so quickly to the needs of a changing workplace. During the pandemic and throughout the shift to the post-pandemic landscape, Teams has become one of the leading companies paving the way to the future of hybrid work.



This flexible and extensible ecosystem of tools is growing more powerful with the regular introduction of new and improved features. Just some of the trends driving the growth of Microsoft Teams today include:

- **A customisable ecosystem:**  
One of the reasons Microsoft Teams is so powerful is that it allows companies to connect the Teams ecosystem to their existing tools. The solution comes with a robust app market and access to the Power Platform environment, where users can access low-code and no-code solutions for adding their automations and integrations into Teams. This customisable approach makes Microsoft Teams one of the more flexible tools on the market.
- **Operator Connect and Direct Routing:**  
Direct routing is one of the many ways Microsoft ensures companies can build their ideal communication strategy within Teams. The company started to build on this solution with the introduction of Operator Connect, an easier way to connect voice to Teams through approved providers.
- **The Metaverse:**  
Microsoft is just one of the many companies investing in the future of a more “connected” digital world with the Metaverse. Already, Microsoft has begun introducing 3D avatars

for Microsoft Teams, ideal for future collaborative sessions in XR environments. At the end of 2021, Microsoft also introduced Mesh for Microsoft Teams to help companies build their own metaverse experiences.

## Microsoft Teams: Looking Ahead

As we move into a new age of work, defined by things like the Metaverse, artificial intelligence, and extended reality, Microsoft Teams will continue to introduce us to new cutting-edge collaboration methods.

Microsoft has always been committed to delivering the most exciting tools for collaboration and communication to business users. We’re likely to see more investment into even more immersive experiences.

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# Microsoft Teams - The Secret Key to Productivity in the Hybrid Workplace



**Andy Elliot**  
VP Global Marketing  
AudioCodes

For IT teams in particular, the pace of change in the workplace since 2020 has been nothing short of dizzying. With each work-from-home employee essentially functioning as an individual branch office, new collaboration platforms are coexisting with legacy PBXs. Here are 3 top tips to develop a winning Microsoft Teams strategy for 2022 and beyond.

## 1. Microsoft Teams Fits the Hybrid Workplace Like a Glove

It's safe to say that the past couple of years have changed the nature of work forever. Working from home is now standard practice for many knowledge workers, contact centre agents and customer service functions, while for others, working in the office remains essential. The real challenge for today's IT managers is to develop successful hybrid workplace strategies to secure business continuity, while ensuring that employees remain productive wherever they're located. Any such strategy has to be cost-effective, secure and agile. Microsoft Teams ticks all these boxes – and then some.



## 2. Make Microsoft Teams Your Complete Voice Communications Platform

Microsoft Teams is the ideal platform for all your voice and video communications needs, and it's easier to get started than you may think. You don't need to throw out your existing PBXs and you're not obliged to use Microsoft Calling Plans. In fact, for most organisations, especially those with multiple sites and legacy requirements such as analog devices, the best approach is a migration strategy that seamlessly integrates Microsoft Teams with their existing setup and service provider. AudioCodes has a proven track record in helping organisations successfully migrate to Microsoft Teams.

To really hit the productivity heights, you also need to make the right device choices. Try thinking in terms of user personas to match the right device to each employee. For example, some users might find a headset to be ideal, while others might work better with a more familiar deskphone with handsfree audio and one touch access to collaboration calls. One size never fits all.

Meetings in the hybrid workplace are also different, with smaller groups in huddle rooms engaged in video calls with remote

colleagues. Many managers are also creating similar meeting spaces in their own private office rooms. Device strategy plays a big part here, and AudioCodes can provide **business phones and meeting room solutions** for every Microsoft Teams scenario.

## 3. Boost Productivity with Microsoft Teams the Easy Way

In times of rapid change, hard-pressed IT managers may not have the expertise or the budget to plan, build and manage the infrastructure for a successful Microsoft Teams deployment. Adopting a subscription-based managed service is a great solution since it frees them up to focus on other, more important, priorities.

**AudioCodes Live for Microsoft Teams** is an innovative portfolio of managed services for simplifying the migration to Microsoft Teams voice calling, offering Direct Routing as a Service, user management and even on-site integration with legacy equipment. You can also add AudioCodes business phones, meeting room devices, compliance recording, conversational IVR and meeting productivity solutions to your monthly subscription too.

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# Hybrid Work as the Way of the Future



**Mark Bunnell**  
Chief Operations Officer  
Nuwave

If the past few years have showed us anything, it's that a business needs to be prepared for anything, and that migrating their organization to a Cloud telephony network is the way of the new hybrid work future.

With employees leaving their jobs to find other remote work solutions, and giant tech companies moving toward a hybrid work from home environment, organizations are starting to realize that to survive, they need to empower their employees with a work from home or hybrid solution that is secure, reliable, and flexible so that their business can stay strong, protected, and resilient. Organizations are realizing the value of empowering their employees with strong tools that can help them grow their team in dynamic ways which can also affect company growth and allow them not just to survive but thrive in an everchanging work environment.

## Challenges in the Telecomm Market

Organizations are struggling to find a work from office/work from home balance, and are looking for solutions, whether that is through Zoom or Microsoft Teams. This comes with its own issues though, as migration



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**OC** **OPERATOR CONNECT**  
A quick and easy way to deploy Teams Calling, with direct management inside of the Teams Admin Center.

**DR** **DIRECT ROUTING**  
A highly customizable approach which allows customers to maintain existing service agreements and use on premises/hybrid hardware.

to a cloud ecosystem is on its own difficult but add on top of that the management of a cloud ecosystem and overwhelming security threats that come afterwards. Not to mention the loss of visibility control over your network, as migrating to a cloud environment usually depends on the carrier or 3rd party for any sort of management changes. This all results in a lot of resources and capital most organizations cannot spend or need to wait until their next fiscal year to spend.

There is a lot of confusion in the market, with organizations struggling to balance one solution over another and in some cases, attempting to manage multiple systems on a location-based ecosystem. In other words, an organization may split their Team up, with employees in Dallas choosing Zoom, while employees in their New York campus preferring Microsoft Teams.

This results in a lot of work for this organization's IT Team and puts a lot of stress on working with third parties to get organized in 2022.

## iPILOT – An All-encompassing Communications Solution in a single Dashboard

**This is where iPILOT by NUWAVE comes in.** Whether you need to manage Zoom or Microsoft Teams, or migrate from DR to OC in Microsoft Teams, iPILOT provides a single platform where you can manage your entire Cloud Voice ecosystem.

iPILOT – a single pane of glass platform to manage migration needs. Full lifecycle support across the entire estate for communications, i.e. Deploy/Manage/Support via Tenant management, voice management or on-demand capacity with MACD support for the entire stack.

With easy user provisioning, change adoption, hardware/headset purchases inside the platform with global availability and stock, bring your own carrier integrations, call recordings, and survivability/call-forwarding features, iPILOT is truly becoming an all-in-one, on demand solution for anything Cloud UC.

# Microsoft Teams Cloud Voice & Direct Routing

Sponsored by **nuwave**

**Responsible for helping to transform Microsoft Teams from a collaborative tool to a full UCaaS solution, cloud voice and direct routing are crucial to many Teams investments.**

Microsoft has always taken a flexible approach to its voice strategy with the Teams collaboration tool package.

Teams users can access everything from built-in business phone services offered by Microsoft to a Microsoft Teams voice SKU, available in 33 markets. The most popular solution for voice in Microsoft Teams, of course, continues to be direct routing. Direct routing technology ensures companies can build the ultimate Microsoft Teams investment, using the business calling capabilities of their existing phone system vendor.

## The Trends Driving Cloud Voice and Direct Routing in 2022

Direct Routing and Operator Connect provide companies with a multitude of ways to get involved with the Microsoft Teams ecosystem as a partner provider. As Microsoft Teams emerges as one of the most popular UCaaS tools for the age of hybrid work and post-pandemic communications, many communication leaders are taking advantage of these functionalities.



Microsoft is constantly updating its vast list of partners, with new capabilities which allow vendors to assist their customers in a more seamless transition to the cloud. Some of the trends impacting the Microsoft Teams approach to cloud voice include:

- **Increased SBC opportunities:**  
As companies continue to worry about the security of their communications in a hybrid environment, Microsoft's number of SBC vendors for direct routing is growing. SBC solution providers are beginning to partner with Microsoft to provide their security solutions as a "SaaS" offering, streamlining migration pathways between Teams' calling and collaboration components.
- **Operator Connect:**  
Operator Connect was officially introduced in 2021 as an alternative to the direct routing option for business leaders. This solution enables customers to directly configure services from various providers like T-Mobile, BT, and Verizon. The platform allows companies to use a PTSN via a managed service model, rather than handling things manually with direct routing. Demand for this service is likely to increase in the years ahead.
- **Full Communication systems via Teams:**  
With a wide range of solutions for business voice via direct routing and operator connect, companies can also begin to offer more comprehensive cloud environments for end-to-end communications. This could mean we

see a rise in vendors offering both UCaaS and CCaaS services within the Microsoft Teams ecosystem.

## Cloud Voice and Direct Routing Tomorrow: Looking Ahead

Microsoft's decision to keep its environment as flexible and open as possible for other partners and vendors means today's communication providers have a wide range of ways to join forces with a market-leading technology provider. As companies continue to make the transition into the cloud, maintaining the use of an easy-to-use ecosystem like the Microsoft tech stack will help to keep migration issues to a minimum.

We're sure to see more brands taking advantage of the flexibility of the direct routing and cloud voice features available from Microsoft.

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# Your Contact Center Is Wasting Time And Money - Here's How To Stop It



**Hans Kramer**  
Chief Marketing Officer  
Anywhere365

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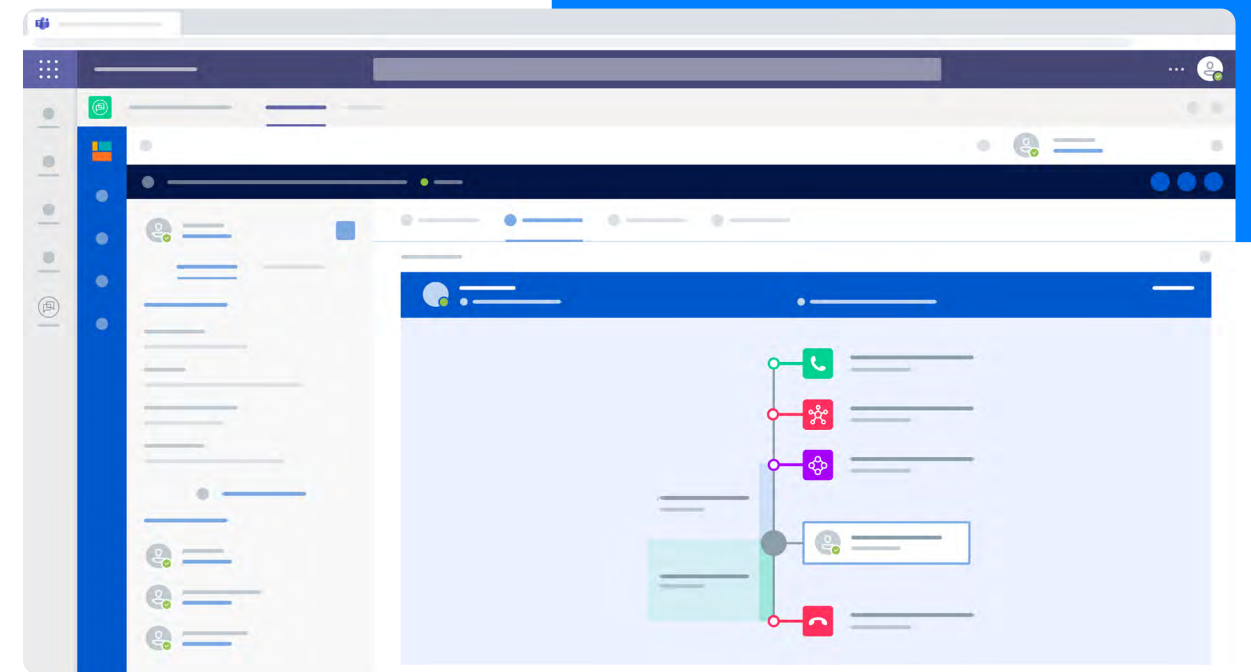
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I'm sure your business has had its share of challenges in the past years. Due to the COVID-19 pandemic organizations were urged to take some short cuts in their digital transformation. Especially in customer touch points. Working from home is here to stay, according to several recent studies. So, how do you handle the ever increasing number of dialogues in this new era? Adding more agents to the workforce is not sustainable. It will kill productivity and eventually your entire business.

## We Need A Shift Of Paradigm

Maintaining or even enhancing productivity is a key objective for many enterprises. But throwing more bodies at the problem will only increase your amount of responsibility and budget requirements. It will not enhance the customer experience, nor will it boost profitability. Business communications in enterprises need a dramatic shift of paradigm. Increasing the number of contact center seats will not solve our capacity problems in the long run.

We need to embrace the principle of reducing unnecessary steps and treat communications just as precisely as supply chain processes. Think about a business dealing in perishable products. It requires the utmost care in streamlining the



supply chain and logistics to eliminate any waste and maximize profit. But what if the perishable product is Time itself? How do you optimally manage time, when thinking of it as both your most valuable and your least renewable asset?

We need to make every minute count for customers as well as for the business. Managing your dialogues as a warehouse of precious time is about technology that enables human agents, AI bots and the Internet of Things to help the customer together. This will increase employee productivity and satisfaction. And also drive exceptional service experiences, customer loyalty and profitability.

## Get Back Time In Your Dialogues

How would you like to get back time in your enterprise dialogues? Close your eyes for a moment. Can you even imagine what that would look like? I am not just talking about saving time, or expanding your customer service team. I am talking about really creating more breathing space for your existing workforce by adding productivity to your warehouse of time. This will enhance the accuracy and speed of service for customers, tackle issues in capacity planning and create unparalleled service experiences.

## Add Intelligence And Maximize Digital Dexterity

Our enterprise-wide vision on customer dialogues goes way beyond the contact center. In fact, we have proven in many global customers that the way forward for enterprise communication is not growing the contact center. It is not even about bringing random AI solutions to the front office. The way forward is about taking contact center capabilities to the entire organization and adding intelligence to your communications. A native **Microsoft Teams Contact Center** can do that.

The right technology does not just automate simple actions, but will also influence the digital dexterity of people. Making a huge impact on your warehouse of time requires an intuitive communications and collaboration environment, like Microsoft Teams. But integrations with CRM and other data systems are just as essential. The breach block is full funnel tracking and reporting on all dialogues. Because customer experiences don't always begin or end in the contact center.



# Embracing Hybrid Life with Jabra Solutions Certified for Microsoft Teams

**Jabra** GN



**Holger Reisinger**  
SVP  
Jabra

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We're at a pivotal moment of change, with the shift to hybrid work likely to be the biggest permanent shift in work culture for a generation. In Jabra's 2021 **Hybrid Ways of Working Global Report**, Jabra addresses this change, enabling the current and future workforce with headsets certified for Microsoft Teams to help everyone hear, and be heard, no matter where work takes them.

As humans we all thrive on close connections, and Jabra has developed cutting-edge solutions to help people communicate and collaborate more effectively – to keep those human connections as close as possible.

Jabra devices are enhanced with official Microsoft Teams certification for smooth deployment and quick and easy adoption. By including professional, certified Jabra devices as part of a Microsoft Teams deployment, the overall user experience is enhanced, leading users to adopt the Microsoft Teams platform easily.

Microsoft Teams-certified solutions means teams can work effectively wherever they choose. From home offices and hot desks to meeting rooms and on the frontline – wherever work takes you, and however you choose to work, Jabra offers a Microsoft Teams-certified device to fit your needs.



And when you're in meetings, professional certified devices can help you minimize virtual meeting fatigue. Recent research shows that meeting fatigue is a real and ongoing issue for people. The less time spent on setup or troubleshooting, the more time you'll have to concentrate on what's important to you, allowing you to stay engaged and involved.

Jabra devices have an integrated Teams button which launches the Microsoft Teams app with a simple tap of the button, allowing you to easily review voicemails, return missed calls and jump straight into meetings – even if they've already started. It's really maximizing efficiency with minimum effort.

Jabra devices also meet Microsoft's open office requirements which require the highest standard of microphone quality, giving the ultimate reassurance of headset performance in any open office environment.

What's more, Jabra professional solutions give you access to the latest firmware updates and improvements, including those related to inter-operability, so those using Microsoft Teams certified devices can benefit from an even better experience over time.

### 3 reasons to choose a certified, professional device:

**1. Technical standards.** Each certified device meets an exacting professional-grade standard, with integration to the Microsoft Teams platform baked into its DNA.

**2. Performance.** All Microsoft-certified Jabra devices bear the Microsoft Teams badge, to show Microsoft's stamp of approval that Jabra has met the specific performance criteria, and to give you full confidence in your investment.

**3. Support.** Unlike non-certified devices, if you experience any issues or need any extra help, you can rely on the combined customer support of both Jabra and Microsoft to resolve any issues.

Jabra is a world-leading audio and video brand creating intelligent headsets and communication tools to help professionals work productively. The work from anywhere mentality has been a fundamental part of Jabra's corporate culture for years, making us well-placed to support hybrid working challenges now and in the future.



# Taking Microsoft Teams from Good to Great



**Andy Rawll**  
Senior Product  
Marketing Manager  
8x8

**8x8.com**

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## It's hard to overstate the meteoric rise of Microsoft Teams in the last two years.

In a recent research commissioned by 8x8, 92% of UK public sector organisations were found to be using Teams as a way of boosting productivity and collaboration.<sup>1</sup> As even casual observers will be aware, Teams is also the number one app of its kind among private sector organisations.

While the pandemic played a central role in accelerating the adoption of Microsoft Teams, the product itself clearly provides what organisations need to fast track their digital transformation journey, facilitate flexible working and improve the experience of customers and employees.

## That said, few organisations are truly accessing Teams' potential

The same research also points out that Teams is still overwhelmingly used for internal collaboration only, with a firm emphasis on video meetings and internal messaging.

As such, organisations need multiple applications to meet their wider communication needs, which include external voice calling. This all adds considerable complexity, often in the form of extensive on-premise equipment, while promoting an unnecessarily fractured user experience.



## Completing the jigsaw: embedded voice calling for Teams

Because of this, more and more companies are using 8x8 Voice for Microsoft Teams to supercharge their Teams experience. How does it work? By enabling them to make and receive global external voice calls through their familiar Teams interface.

8x8 Voice for Microsoft Teams uses cloud-based direct routing to connect users to the relevant public telephone networks. It also eliminates the technical and administrative complexities of SIP trunks, end-user software and on-premises equipment, since the call-making function is fully embedded in your desktop, mobile or web-based Teams app.

## A better quality call experience

In addition to 8x8's award-winning call quality, users of 8x8 Voice for Microsoft Teams enjoy a full range of advanced call features and a range of cost-effective call plans, including unlimited local and international calls for up to 48 countries. All this comes in addition to the in-built Teams-to-Teams calling capability.

## The option to integrate contact centre

Clients can upgrade the capabilities of Teams with a full complement of 8x8 contact

centre applications, including IVR, inbound and outbound contact centre, workforce optimisation, call screen synchronisation and comprehensive analytics. 8x8 Voice for Microsoft Teams also offers native integrations with 35 major business apps, including leading CRM software, thus enabling deeper synchronisation, the logging of call information and more.

## A fully unified communications experience

The enhanced experience of 8x8 Voice for Microsoft Teams enables users to playback call recordings, share instant messages, create faxes and access voicemails in Teams – all without switching apps.

The upshot? Your organisation enjoys all the benefits of a global enterprise communication solution, without the cost or hassle of managing a complex infrastructure, and without complicating your Teams user experience.

## Learn more about 8x8 Voice for Microsoft Teams

<sup>1</sup>The Public Sector Communications Challenge (8x8 Future of Communications Research Series)

# Microsoft Teams Contact Centre and Analytics

Sponsored by **Anywhere365** 

**Already making waves as one of the world's biggest solutions for collaboration and a leader in the Gartner Magic Quadrant for UCaaS, Microsoft Teams is now making its way into the contact centre.**

Perfectly suited for aligning teams in a hybrid environment, Teams represents a powerful tool for the contact centre of tomorrow. Increasingly, companies recognise the need for a collaborative central space for their CX agents, which is what Teams can offer.

Thanks to the flexibility of the Microsoft environment, companies can build their entire UCaaS and CCaaS environment into one cloud-based ecosystem with the help of the right vendor. As the rapid adoption of the cloud for all kinds of business processes continues, the demand for contact centre and analytics tools in Teams will also increase.

## The Trends Driving Contact Centre and Analytics in 2022

Microsoft Teams has rapidly emerged as the central “hub” for anywhere work in the last couple of years. Capable of combining teams and integrating with a range of essential tools, the environment ensures employees can stay engaged and productive wherever they are.



Because Microsoft doesn't have the heritage and experience most companies are looking for in the contact centre, the company allows teams to create a contact centre through Teams with a “Teams certified” vendor. It's even possible to build intelligent analytics and extra CX tools into the Microsoft Teams ecosystem. Trends influencing the contact centre and analytics environment in Teams this year include:

- **Teams certification:**  
The popularity of Teams represents a fantastic opportunity for CX leaders to take their strategy to the next level with Teams. Many vendors are now earning Teams certification for everything from customer analytics tools to complete omnichannel contact centre environments.
- **Agent experience:**  
The increasing demand for great employee experiences makes a Microsoft Teams contact centre so compelling. By building the contact centre on top of the collaboration tools your employees already use, you can provide them with a more convenient environment for getting work done. Microsoft Teams contact centres also pave the way to access features like Viva for tracking employee engagement.
- **Hybrid teams:**  
Rising demands for hybrid team environments are transforming tools like Microsoft Teams into the new work hub. With a contact centre environment built into the Teams

landscape, companies can ensure their employees remain aligned, informed, and empowered.

## Contact Centre and Analytics: Looking Ahead

As companies continue their shift to the cloud and workplaces become more distributed, Microsoft Teams contact centres and analytical tools will become increasingly valuable. The perfect solution for combining UCaaS and CCaaS in many business environments, a Microsoft Teams contact centre, can lead to a more collaborative CX team.

At the same time, access to in-depth analytics built into the contact centre and UCaaS environment allows for better end-to-end insights to empower better customer and employee experience. We might even see more companies creating specialist AI fraud detection bots and add-ons for the Microsoft Teams environment.

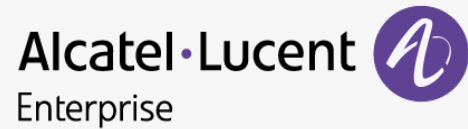
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# Hybrid work: Meeting Business and Employee Needs



**Toni Galo**  
Cloud Marketing Manager  
Alcatel-Lucent Enterprise

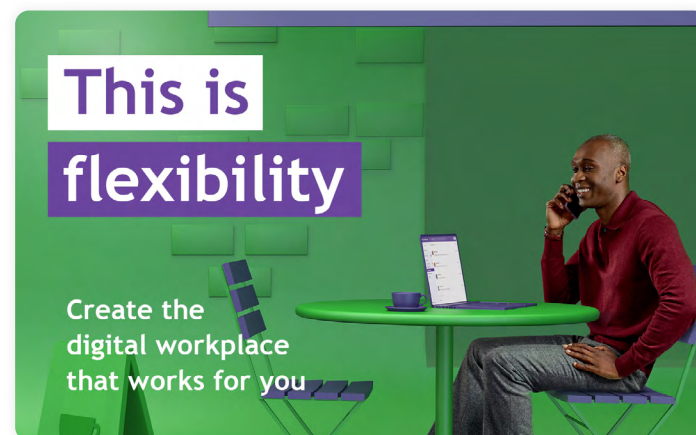
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## The way we work has changed significantly

From being at the office every day to being secluded at the home office – how we work has been completely disrupted. What we do, and how we do it, are key to our professional fulfilment, and while the shift initially took a toll on the business, it has had an even bigger impact on employees. Motivating your workforce without impacting the business, while addressing evolving customer and employee expectations is essential. However, businesses need to adopt the model that works best for them. It might be a full or partial return to the office, fully remote, or a hybrid model, which is a combination of in-office and remote work. While we are seeing an increase in the adoption of the hybrid work model there can be challenges. Following are some things to consider:

- **Equip your staff with the right tools:** Alcatel-Lucent Enterprise, together with their Business Partners, can help audit, and adapt existing communications systems, applications, and devices, to equip employees with the right solution to support their job, freeing businesses up to focus on strategic, financial, and operational aspects of transformation and business growth.
- **Keep your staff connected:** Communications are vital to maintaining efficiency and team spirit while staying in lockstep with the organisation. Voice communications,



live group chat, audio, and video calls, and meetings help team members gather more efficiently than asynchronous communications such as emails.

## ALE connected communications ensure:

- Call continuity across the organisation with an instant connection, a consistent contacts directory, and escalation to conference – on any device – to bolster first call resolution.
- Easy-to-use communications with human interaction including high-quality voice, group chat with “@” mentions, gifs, voice messages, and escalation to video.
- Screen sharing, remote desktop control, and large file sharing · Secure access for external contacts.

## Security is key

Cybersecurity and access control are essential. You must consider how to; access resources from different devices and locations; protect organisation, employee, and customer data; and, ensure the solution is compliant. At ALE we tailor security, compliance, and privacy to your industry with: HIPAA compliance, GDPR, PCI, HDS, ENS, AgID, among others.

## Ready for hybrid work

As hybrid work veterans, we're happy to offer two customisable approaches to a true hybrid workplace:

- **Rainbow™ by Alcatel-Lucent Enterprise:** Designed with user flexibility and security in mind, this application, available on all popular platforms, combines communications, collaboration, and hybrid telephony services wherever you decide to work.
- **Rainbow Office powered by RingCentral:** This Unified Communications as a Service (UCaaS) solution provides all the above including traffic and telephony services from the cloud. Collaborate from anywhere – by phone, message, and video. Rainbow Office is complemented with ALE market-leading communications and networking products.

ALE provides communications and collaboration solutions for each employee profile, wherever they work. From desk phones for the digital age to softphones, as well as cloud-based team collaboration services and an omnichannel contact centre solution, we provide the solutions that fit your needs. And we leverage existing communications system **to create the right hybrid digital workplace for your business.**



# Supercharge your Teams into a Full Voice Platform



**Michael Hawkins**  
Director of  
Solutions Engineering  
BCM One

Microsoft Teams, the unified communications and collaboration platform that's integrated with Office 365, has seen massive adoption rates starting in 2020, spurred by the pandemic. In fact, in March of that year, there were 44 million daily active users and that number jumped 70% to 75 million the very next month.

The basic idea of Teams is to combine chat, video meetings, file storage, collaboration, and more, all in one service that's integrated with the Office 365 productivity suite and includes extensions to integrate with other non-Microsoft products. There are a range of plans available, from free to enterprise, offering businesses of any size an option that's right for their budget and needs. Of course, the specific features available to you will depend on the plan you select, but the overall range of capabilities includes meetings and calling, chat and collaboration, productivity apps and services, security and compliance, administration and support.

Microsoft Teams makes it easier to collaborate, eliminating the hassle of switching back and forth (and even duplicating efforts) between different apps. And it lets you work from wherever you are, on whichever device you want to use — for the most part.



## Voice considerations

All Microsoft Teams plans enable you to make online audio and video calls. The phone system enables you to make and receive calls from people external to your business but requires a Microsoft calling plan. But what if you already have an existing phone system and want to connect it to Teams? Or what if your needs aren't met with any of the available Teams capabilities including the Microsoft calling plans, which are expensive, limited, and leave the support up to you?

## Transform Microsoft Teams into a highly customized, unified collaboration platform with enterprise-grade voice capabilities

You can solve these challenges and more with **Voice Enabled Teams from BCM One**, which fills the voice and service gaps with UCaaS or SIP, giving you reliable, flexible, and affordable options to build out your voice capabilities on the Teams platform and scale your communications network.

Voice Enabled Teams supercharges Microsoft Teams by augmenting basic chat,

video conferencing, and collaboration features with robust enterprise voice capabilities to deliver a comprehensive, unified communications and collaboration platform.

BCM One offers a **Voice Enabled Teams solution for every scenario**, so no matter what existing phone system you are currently using, you can supercharge Microsoft Teams with added capabilities and features.

## BCM One: Your comprehensive Microsoft Teams partner

BCM One's offering is unique. We have expertise in providing both Microsoft solutions and UCaaS hosted voice/PBX solutions. We are a Microsoft Gold Partner with a dedicated Microsoft team with a wealth of experience to make your transition seamless. We also offer our own UCaaS/hosted voice solution with a dedicated UCaaS team. With BCM One, you get the best of both worlds and can streamline your vendor management with one provider. BCM One Voice Enabled Teams helps protect your existing investments and avoid unnecessary additional purchases.



# Microsoft Teams

## Security and Compliance

**As workplaces and communication tools evolve, security and compliance will remain an essential consideration for any technology buyer.**

Now more than ever, companies face more risks from a security and compliance perspective, with more employees working in distributed environments and more potential vulnerabilities to consider.

Microsoft itself is well-known for taking a comprehensive approach to security, with specialist solutions for schools, hospitals, and government agencies. However, companies investing in a Teams ecosystem will need to consider the strategies of any vendors they may also be leveraging for Direct Routing or Operator Connect.

### The Trends Driving Security and Compliance in 2022

Ever since the shift to hybrid work began, Microsoft has been working hard to position Teams as the ultimate solution for safely and effectively connecting employees. The Microsoft Teams environment is equipped with powerful tools for security and compliance, from comprehensive access controls for administrators to encryption.



However, many companies are also continuing to leverage certified contact centre vendors and direct routing providers alongside Microsoft Teams to build a comprehensive environment for communication and collaboration. These vendors also need to deliver their own security mechanisms to support modern teams. Some of the trends driving security and compliance in Microsoft Teams include:

- **Artificial Intelligence:** AI can be a powerful tool for protecting companies in different environments. The right AI assistants built into your Microsoft Teams ecosystem can help track potentially fraudulent calls or improve the quality of your reporting and recording strategies for auditing and compliance purposes.
- **SBC technology:** Microsoft has been adding more SBC partners to allow companies access to more secure ways of connecting hybrid employees to the same shared ecosystem for omnichannel and multi-channel communications.
- **User control:** Vendors offering communication and contact centre tools aligned with Microsoft Teams increasingly give users more control over who should have access to what data and tools within the technology. With some Direct Routing providers, it's even possible to consider data sovereignty and how data is stored.

### Security and Compliance: Looking Ahead

As new regulations and security guidelines for communications are imposed worldwide, the number of solutions offered to keep Microsoft Teams instances secure will increase. Not only is Microsoft known for investing in the latest tools for everything from voice biometrics to AI fraud analysis, but the vendors working alongside Microsoft can be just as innovative.

We're likely to see a more significant number of vendors offering Microsoft Teams solutions drawing attention to their strong focus on encryption, security, and support for hybrid teams. We might even see more companies creating specialist AI fraud detection bots and add-ons for the Microsoft Teams environment.

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# Buzzeasy Contact Center for Microsoft Teams – A Seamless, Cloud-based Solution



**Dr. Gustavo E Perez-Lopez**  
Product Manager  
Buzzeasy

The Microsoft Teams ecosystem has millions of daily active users and is currently among the fastest-growing apps in the world.

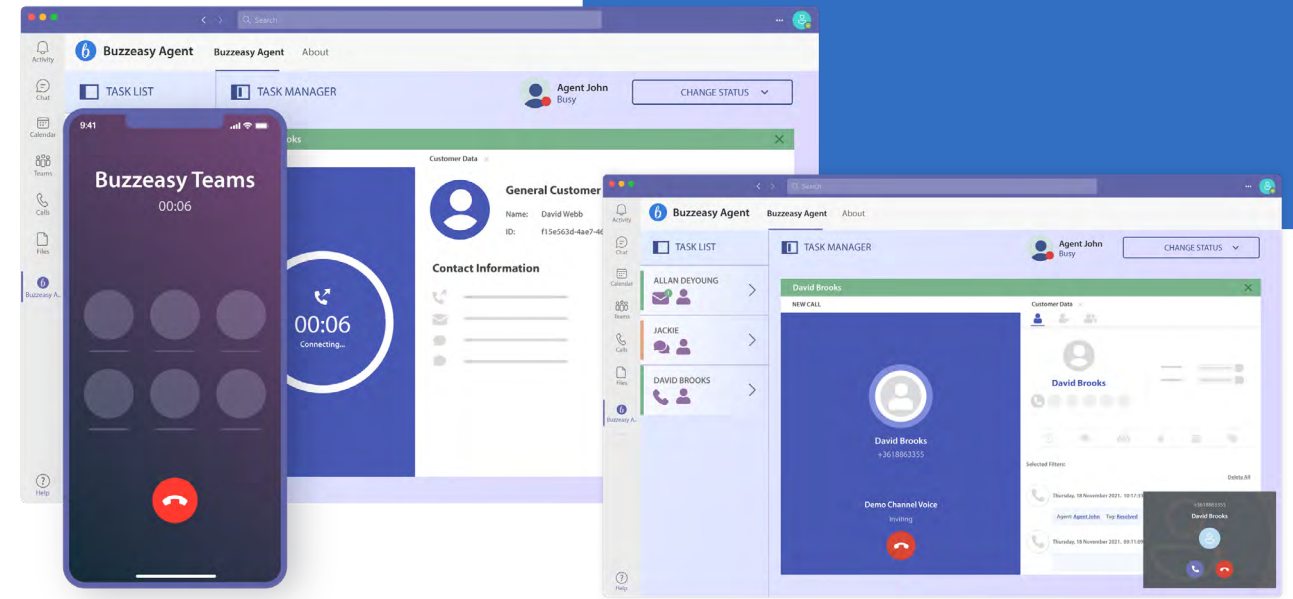
Though interest in Microsoft Teams has been growing since the beginning, the demand for this technology has increased drastically over the last few years with the pandemic and a shift to remote or hybrid workforce. During the pandemic, Teams became a haven for collaboration and communication as businesses, schools, and governments worked to quickly adapt to constantly changing situations. Even as things are stabilizing now, Microsoft Teams promises to be the ultimate environment for customer experience management. That's why Buzzeasy Contact Center for Teams was developed to bring a seamless experience for your contact center agents.

With Buzzeasy and Microsoft Teams, companies can finally leverage all the benefits Microsoft Teams has to offer.

## Unlocking Endless Opportunities

**Teams represented** a natural solution for collaboration in a digital environment because they were already invested in the Microsoft 365 ecosystem. With Teams, you can provide a consistent experience for employees across any channel and empower teams with a flexible, easy-to-use landscape for sharing knowledge, ideas, and insights. Since excellent employee experiences are a crucial precursor for stronger customer experiences, it makes sense to leverage the value of Teams in the UCaaS and CCaaS space.

With an extensive track record deploying Microsoft Unified Communications platforms, Buzzeasy leads the way to more innovative, flexible contact



center opportunities within Teams. The environment enables access to a comprehensive omnichannel contact center full of different features and integrating everything from email and WhatsApp connectivity to voice, SMS, and webchat.

What's more, our intelligent, compliant, and secure environment can adapt to suit the needs of all kinds of businesses, no matter your industry.

## Expand the Value of your Teams Investment

With Microsoft Teams and Buzzeasy, companies from all backgrounds can instantly unlock the value of an ultra-flexible, ultra-collaborative approach to the contact center. By leveraging an API-based architecture, Buzzeasy adapts to suit the needs of any business, connecting to critical apps like Salesforce and Microsoft Dynamics.

Companies can access the **latest technology** to deliver smart voice and digital routing across multiple channels, leveraging bots and AI to improve the

customer's experience. Extensive insights and analytics make it easy to track the customer journey in a digital environment and manage each conversation comprehensively.

With tools like supervisor insight and performance monitoring, Buzzeasy makes it easy to empower, encourage, and motivate the hybrid workforce. You can leverage conversation monitoring or agent coaching in real-time across any channel to ensure your agents have the tools they need to be successful. Well-trained and supported agents are key to costly employee turnover, high customer retention, and call center operational efficiency.

Our position as a long-standing Microsoft partner has allowed us to create a Microsoft Teams contact center environment which leverages the best Microsoft has to offer with the benefits of an ever-evolving cloud ecosystem.

You've already discovered what Microsoft Teams can do for your UCaaS environment. Now find out what's possible when you extend the power of your investment with Buzzeasy.

[buzzeasy.com](https://buzzeasy.com)

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# Callroute – Redefining Enterprise Telephony



**Ewan Haig**  
CEO  
Callroute

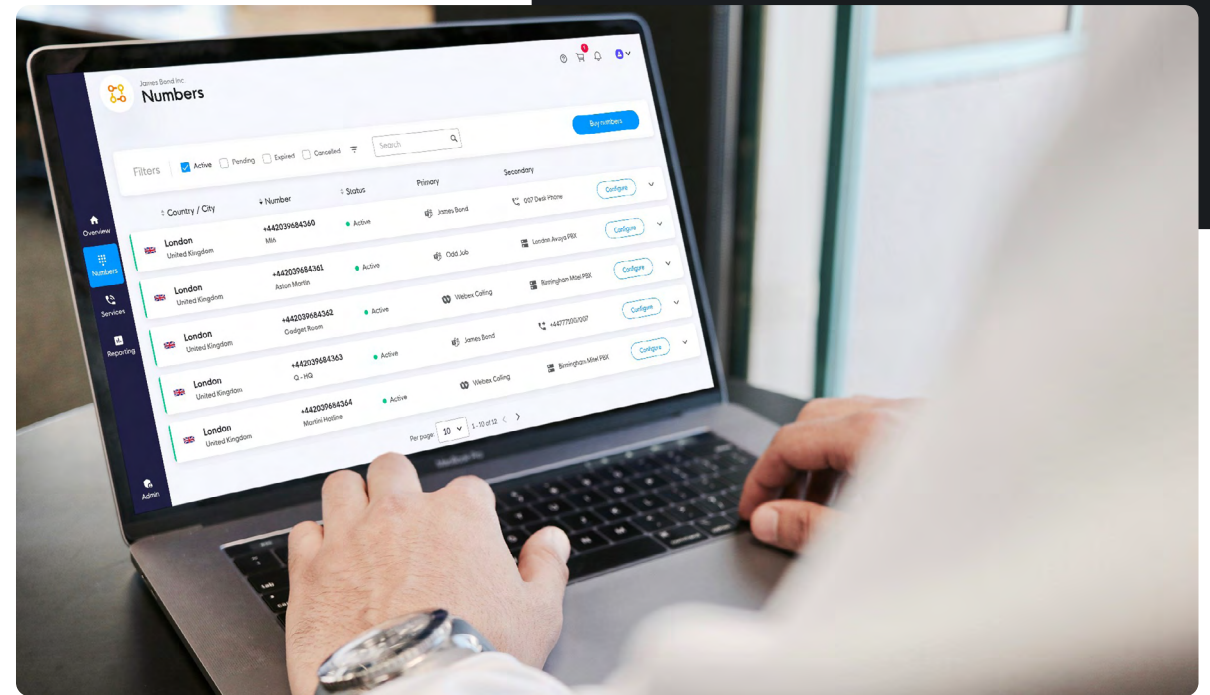
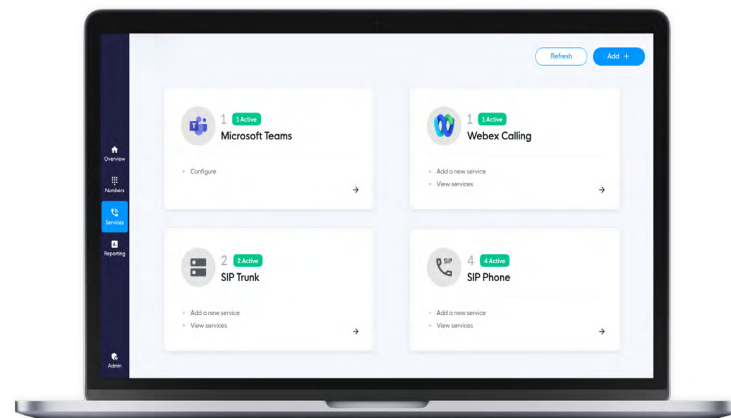
[callroute.com](https://callroute.com)

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For years SIP trunking has been about lines and minutes connectivity, replacing the traditional telephone lines (analogue and ISDN) used for connecting on-premise equipment, such as PBXs, up to the PSTN. However, the COVID pandemic has very quickly brought about a huge shift in the market. We've seen businesses leapfrog adopting SIP trunking in favour of fully hosted cloud PBX type services and dispense with PSTN connectivity to physical offices altogether. The adoption of cloud type telephony accelerated significantly during the pandemic given the requirements of a remote working workforce. The clear winner from this was Microsoft, given their ownership of the desktop: remote workers embraced Teams as their collaboration client of choice. For many businesses it just made sense to bring all elements of collaboration (with PSTN calling being one method) into a single client for voice, video and chat. This gave birth to the numerous offerings in the market to bring the PSTN to Microsoft Teams (direct routing).

## What demands does hybrid working put on telephony?

With workers now returning to a physical office part of the time, it's not just brought about the concept of hybrid working, but the need for hybrid telephony. On premise telephony still has its place in many businesses,



with PBXs delivering that unique functionality that can't be replicated from the cloud. Maybe there is an array of analogue end points, be it on the factory floor, guest rooms in hotels, lift intercoms, door entry systems, the list goes on... And with over half of businesses still relying on the classic communications technology as their primary method of liaising with customers this legacy infrastructure is not something that can easily be ripped out in a big bang type approach in favour of migrating telephony to the cloud.

So, what exactly is the way forward for businesses? Well, it turns out that the interoperability between this legacy equipment and online collaboration platforms isn't as complex and expensive as it once was.

## Unify your communications with Callroute

The market is still dominated by specialist Microsoft partners that will provide solutions with dedicated SBCs or cloud set ups, but unfortunately, they normally come

with a significant overhead in the form of costly professional service fees. **Callroute's** concept is to disrupt this and turn what has traditionally been considered a project into a cloud self service offer. Our view is simple, Callroute hosts your phone numbers and empowers the businesses' IT function to assign them to the service of their choice in seconds. In a few clicks users can be migrated from an on-premise PBX extension to Teams, numbers can be mapped to generic SIP phones or analogue end points. Build hunt or ring groups across the different silos, it's all just a few clicks away.

The new era of SIP trunking has arrived. Callroute aims to connect your phone numbers and trunks to the telephony environment of your choice in a simple, easy and intuitive way - and what's more it's all SaaS-based with no long-term contracts or commitments. We also charge per trunk vs per user so potentially enabling significant cost savings. Welcome to the new era of SIP trunking the Callroute way. Just **sign up** and pay as you go.



# CallTower: Microsoft Teams Solutions



**Kade Herbert**

Marketing  
Content Strategist  
CallTower

[calltower.com](https://calltower.com)

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CallTower delivers a **comprehensive Microsoft Teams turnkey solution** globally, in over 100 countries and 6000 cities worldwide. Combine powerful voice enablement with contact center, productivity tools and network support to unleash the full power of a modern and enterprise-grade Teams suite. **CallTower** has a one-stop-shop Microsoft Teams portfolio, with the security, stability and scalability to meet any customer need and robust project management and 24/7 support to keep services running smooth:

#### **CALLTOWER'S MICROSOFT TEAMS CALLING PLANS**

CallTower delivers an integrated Microsoft Teams experience with global calling plans empowered by a US-based client services team, ensuring a personalized implementation, adoption, training and support strategy. CallTower has been voice enabling Microsoft solutions for years. As a Microsoft Gold Partner providing cloud voice solutions, our monitoring and management services ensure the highest quality user experience. Globally, CallTower is one of very few organizations certified to provide voice with Microsoft Teams.

#### **MICROSOFT TEAMS DIRECT ROUTING**

CallTower delivers missing key Microsoft Teams UCaaS feature gaps and functionality that is not available through other providers. CallTower's Direct Routing ensures the ability to leverage preferred rates and unlocks the full potential of a Microsoft Teams Phone System. Microsoft Teams Direct Routing will keep you connected with your team via chat, text, calls and meetings in private or small group conversations or with guest access to extend collaboration. Expose your team to all applications that are part of the Microsoft 365 software stack from within Teams. CallTower will port between any PBX to CallTower's Teams Direct Routing and guide you with deployment, resource planning, technical readiness, live training and adoption to ensure success.



#### **OPERATOR CONNECT FOR MICROSOFT TEAMS**

Operator Connect allows Microsoft Teams administrators to open the "Operators" tab in the Teams admin center to connect calling services, acquire phone numbers, and assign users. Operators, such as CallTower, will provide technical support and manage the voice network and infrastructure. Operators can also enable PSTN voice services in regions currently unavailable through Microsoft Calling Plans. Implementation of voice services can be online in a matter of hours.

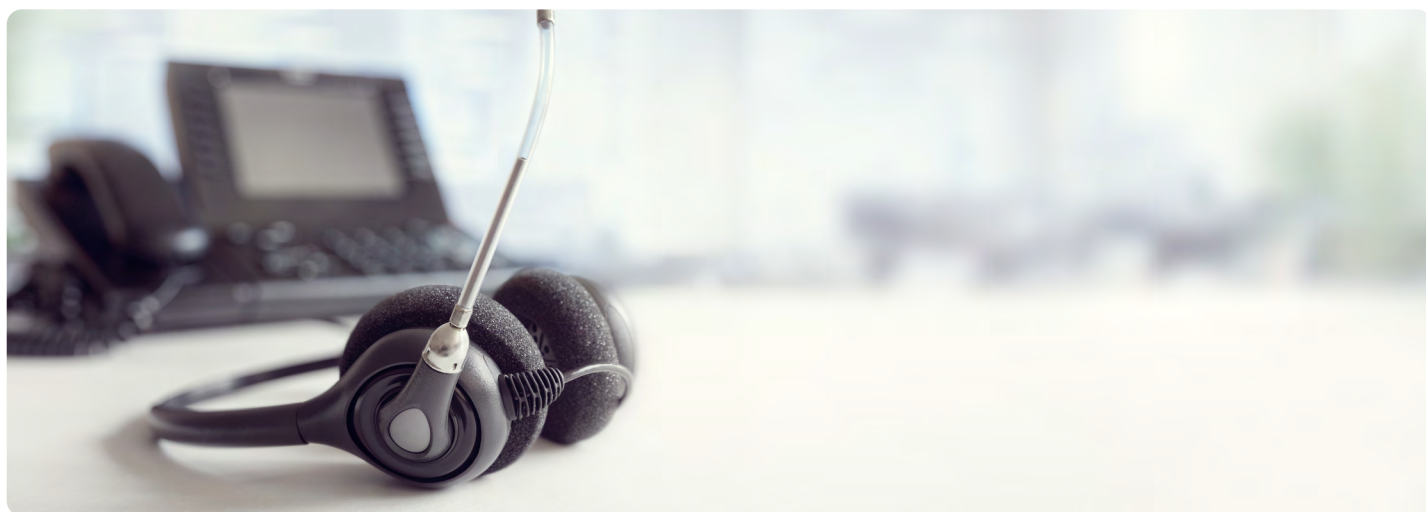
#### **GCC HIGH**

CallTower is the only proven voice provider delivering cloud-based Direct Routing in GCC High since 2019 to support Microsoft 365 GCC High (MSFT 365 GCCH) for government contractors that work with the Department of Defense. Now, those organizations leveraging Microsoft 365 GCC High environments can add voice and audio conferencing to their systems with Microsoft Teams Direct Routing from CallTower. Chats and team calls are now easier as users can directly communicate with others who are not a part of the same workplace. Microsoft 365 GCC High meets

the unique and evolving requirements of contractors holding, or processing DoD controlled unclassified information (CUI), Cybersecurity Maturity Model Certification (CMMC), or subject to International Traffic in Arms Regulations (ITAR).

#### **WHY CALLTOWER FOR MICROSOFT TEAMS?**

- International Reach – over 100 countries and 6000 cities worldwide
- Emergency Services in over 300 countries
- White Glove Implementation with Porting
- Multiple Contact Center Solutions
- Re-Route phone calls during Microsoft outages
- Text messaging and CRM integration
- Live training and 24/7 Support
- Mass Emergency Communication
- 100% Georedundant in Private Cloud Environment



## Teams Telephony Boom to Come

**The uptake of Teams telephony is on the rise with multiple factors impacting forecasts, which will see Microsoft Teams become the world's most popular softphone.**

**Forecasts show that markets globally are beginning to enter an accelerated growth phase of Teams telephony with user numbers set to soar.**

With the rising popularity of digital channels and asynchronous mediums you might be forgiven for believing the hype that telephony is dead, or at least dying. The truth is far from it.

Voice and telephony remain as the cornerstones of most business communication ecosystems. Cavell Group's 2021 Enterprise Insight Report - a study of more than two thousand businesses across North America and Western Europe - showed that voice communication, alongside the perennial email, was still the most popular medium used for both internal and external communication.

So where is the best example of the intersection between those communication

classics and the new age giants of instant messaging and video? The answer is the collaboration hub, the most popular example of which is Microsoft Teams.

Collaboration hubs marry the old with the new, offering a central interface for users to communicate via their preferred channel. Microsoft Teams does not include telephony capability as standard, it needs to be enabled as an add-on.

So far, its uptake within the overall Teams user base seems surprisingly low. Less than 5% of Teams' 270+ million monthly active users have external telephony enabled, but that is about to change. There are key factors at play which will see these numbers soar.

Firstly, Microsoft is increasing its focus in this area. The addition of Operator Connect, a new program allowing businesses to provision telephony services from third parties for Teams users, promises to accelerate growth.

Microsoft have already certified more than twenty third party operators, but there are dozens on the waiting list. Cavell Group's 2021 Service Provider survey revealed that more than 40% of service providers globally were planning to enable their services via Operator Connect. So that could mean hundreds of the world's leading telcos and service providers pushing their services through Operator Connect in the future. Not a bad way for Microsoft to get the industry to help it rise to the top of the telephony tree.

Then there is general growth. The Teams active user base has been growing by around 1.3% each month since the summer of 2021. That is nearly three million extra users every 30 days. This growth rate might be expected to slow, but still working at the 5% telephony enablement figure that's an extra 150 thousand new telephony users deployed month by month.

Finally, there is the pandemic return effect. Millions of users are going to return to the office and be faced with the same old phone systems that were in place pre-pandemic. Will they use them? Many business technology leaders are probably going to realise that the systems currently in place



**Patrick Watson**

Senior Analyst  
Cavell Group

**cavell** 

are not as utilised as they once were, with users defaulting to collaboration hubs for their communication requirements. Adding telephony into Teams might represent a shrewd alternative to refreshing existing systems.

These factors are likely to accelerate Teams telephony adoption and the 5% enablement rate is likely to rise significantly over the next two years. Couple that with the general growth of Teams and a telephony boom is on the cards.

Cavell Group forecast that by 2026 there may be more than thirty million Microsoft Teams telephony enabled users worldwide, a boom indeed.



# Feature Rich, Reliable and Cost-Effective SBC's are Key to MS-Teams Direct Routing Take Up



**Andreas Hipp**  
CEO  
Cataleya

[cataleya.com](https://cataleya.com)

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With the talk of hybrid work coming in the next year, more businesses will be entering into a deeper relationship with Microsoft.

One area in which the capabilities and features within Teams have grown is the telephony that can be routed into the platform, eliminating the need for desk phones with the headset becoming the favoured way employees answer their phone.

But unless you can invest in the technical capabilities to fully integrate your communications into Teams, you will need external help to achieve your Direct Routing ambitions.

In come Cataleya with Orchid Link, their software-only Direct Routing-certified SBC solution challenges the established brands dominating the marketplace.

## Feature Richness

**Orchid Link** allows the customer to create logical SBC instances for which access permissions can be granted to telephony provider customers, so they can manage some of their own activities themselves.

With this, Hosted PBX or UC providers can grant access to individual enterprise clients SBC partitions. This flexibility



allows businesses to make their own decisions when it comes to how their calling infrastructure is routed, as and when they need to make changes, such as connecting a new employee that has recently joined the company.

The solution is built on strong analytic feedback with built-in real-time quality of service and voice fraud detection. The analytics produce reports with Mean Opinion Scores (MOS) and R-factor quality scores and check for eight different types of call anomalies including Wangiri or FAS amongst others.

In addition, Orchid Link comes with a full suite of service management features such as real-time credit management by connecting to an Online Charging System (OCS), or enabling Text to Speech (TTS) services.

Orchid Link customers will also enjoy the full Cataleya support service around the clock, with offices in the UK, USA, India and Singapore; there is a contact in every time zone. Another strength of Cataleya is their responsiveness and speedy delivery of feature requests and integration requirements in an affordable manner.

## Challenger of the status quo

The Orchid Link solution offers a genuine and trustworthy alternative to the large SBC providers adding that the service provider's fast and flexible nature can better serve their end customers.

"With Microsoft Teams recently announcing hundreds of million daily active users, it's clear that it is going to be a platform that we will be discussing for years to come.

"More businesses are exploring ways to run all their communications through Teams and Direct Routing is a big enabler of that. Orchid Link's Direct Routing accreditation proves that businesses can assess their options when starting their journey to introduce calling to Teams, and do not have to use the systems provided by the large and well-known vendors who often come with a substantial price tag.

"Orchid Link gives businesses another option, offering the same basic functionality, multiple features, quality service and a CAPEX or OPEX payment structure that removes any barrier to adoption a business may have."



# ice Contact Center: The all-in-one Contact Center made for Teams



**Blair Ferguson**  
Chief of Staff  
ComputerTalk

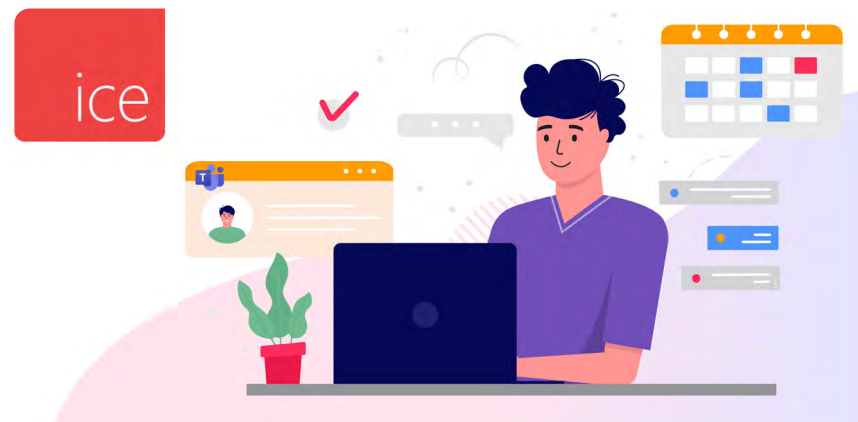
[computer-talk.com](https://www.computer-talk.com)

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Microsoft Teams has experienced significant growth over the last few years. Not all Teams users are using voice today, but it is predicted that by 2025, 25% of Microsoft users will be using Microsoft telephony. With 450 million monthly active Teams users today, this represents a significant need in the market for contact center technology that is not only compatible with Teams but is fully Teams-native and optimized for Teams.

Since Microsoft introduced their Connected Contact Center for Microsoft Teams Certification Program, multiple vendors have become certified, but few have fully leveraged Teams capabilities. **ComputerTalk's ice Contact Center**, one of the first to be certified, Extends the Teams experience. This model takes the integration further than the Connect model used by most certified vendors. It offers a close integration while retaining the advanced enterprise-class features and functionalities not currently available in the Teams SDK. ice's Teams integration provides multiple features that optimize both agent and customer experiences.

**Handle all interactions in one place:** ice Contact Center offers a unified view. The agent experience is embedded natively into the Teams client, meaning that all interactions can be answered within the same familiar interface. This reduces the need for extra training and



installation of extra applications on agent workstations. Furthermore, a unified view minimizes distractions and prevents users from wasting time navigating between windows, enabling a smoother experience and faster, more efficient service for customers.

**Choose your interface:** In addition to the Teams interface experience, agents have the option to use the ice toolbar, which takes up minimal real estate. While still powered by Teams, this option provides more screen space for other applications, such as CRM. ice provides agents with the flexibility to choose the interface that best suits their preferences.

**Provide an omnichannel experience:** Ensure a consistent communications journey across channels to transform the customer experience. Reach customers where it is most convenient for them, whether through voice, video, web chat, email, social media, chatbots, or other channels.

**Stay informed:** Quickly respond to changing service metrics through actionable alerts notified to a Teams channel. Make informed business decisions and effectively strategize for the future with hundreds of configurable reports.

**Be resilient:** Make sure your contact center is always up and running, regardless of Microsoft Teams outages. Contact centers with Teams Direct Connect with PSTN backup can switch to using a PSTN routable number, allowing agents to receive and place calls.

### The perfect match for Teams

As a certified partner solution, ComputerTalk has undergone rigorous security and compliance testing to guarantee that ice is reliable, of high quality, and a compatible Microsoft solution that customers can trust. Additionally, ComputerTalk services have long been SOC2 Type II and PCI-DSS compliant and are validated annually by third parties. Since 2005, ComputerTalk has committed to its partnership with Microsoft, earning multiple Gold Competencies and collaborating with Product Engineering Teams to offer the best integrations in the market.

**Visit our website to learn more or [schedule a demo](#).**

# Microsoft Teams Room Systems and Devices

## Microsoft Teams is regarded as a primary tool for paving the way to hybrid work.

PCapable of connecting and empowering employees in the office, in the field, and working remotely, Microsoft Teams offers the flexibility that modern companies need.

However, creating a comprehensive hybrid work strategy involves setting up the right meeting rooms in the office and providing business users with the right devices for productive conversations. In the last couple of years, Microsoft's selection of available room system technology and devices has grown thanks to the development of new partner tools.

## The Trends Driving Room Systems and Devices in 2022

Creating safe, reliable, and efficient meeting room environments is a priority for many business leaders. Companies want to invest in room systems that contribute to a sense of meeting equity and inclusivity for employees regardless of where they are.

Microsoft has no shortage of options available for business leaders who want to leverage the latest hardware to support their Teams software. Microsoft "Modern"



hardware is available straight from the Teams creator for remote employees and people on the move. There's also a host of meeting room tools produced by vendors to suit a range of room and meeting experiences. Some of the trends driving room systems and devices in 2022 include:

- **Employee experience:**  
Excellent employee and user experiences is key to any major business investment today. For companies building an ecosystem of hybrid work and collaboration through Microsoft Teams, it's crucial to access devices just as simple as the Teams software. Plug-and-play devices which require no complex setup or maintenance are a must-have.
- **Meeting equity:**  
Increasingly, the design of meeting room systems and devices focuses more on bringing teams together and creating a sense of synergy regardless of where employees are. Tools like AI cameras with computer vision which can track a speaker in a room or adjust the position of a video to create a sense of eye contact, make a big difference in promoting business relationships.
- **Going Beyond Cameras and Speakers:**  
While cameras, speakerphones, and microphones are still essential to the room system environment, it's important to think about the extra features. Contactless boards for

sharing content, digital whiteboards, and other tools help keep employees in every environment engaged.

## Room Systems and Devices: Looking Ahead

As the transition to the future of work continues, we'll continue to see a wide variety of hardware solutions appearing for Microsoft Teams Meeting rooms. These tools will focus on creating more efficient, productive, and effective meeting room environments for the hybrid workforce, giving every team member a seat at the table.

At the same time, we're likely to see a rise in the number of contactless and AI-assisted features in the hardware environment, to improve the safety of employees returning to the office.

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# Five Ways to Get More from Microsoft Teams



**Tonny Siemons**  
Business  
Development Cloud  
Enreach

Enreach has identified some tangible ways customers can enhance Teams as part of a more comprehensive digital workplace. The result is a holistic, single source for IT and communications. Plus, our Teams integration creates a powerful opportunity for telecom and ICT partners to differentiate and expand their own offerings.

Here are five ways to get more of Microsoft Teams:

## 1. Achieve FMC

With direct routing through our telephony platform, easily manage incoming and outgoing calls, regardless of device or network. For example, dial a colleague direct from Teams on a mobile device or enable colleagues to see all users' real-time status to tell when someone is busy on a call.

## 2. Extra PBX features

Valuable features include choosing which fixed or mobile number to present on outgoing calls, simultaneous ringing on all selected devices, whether a desk phone, a mobile DECT handset, softphone, or smartphone), and short-dialling (such as office extensions). Call continuity enables easy switching between different devices without any interruption: even flip from just audio to video at the last



minute. In effect, the Teams app becomes just one more terminal or endpoint: there is no distinction between PSTN, mobile or Teams calls.

Through the Presence feature, be aware of each Teams' user's real-time status (including if they are on a mobile call) and route calls accordingly. In addition, detailed telephony reporting analytics show detailed call volumes or patterns, even down to individual users.

## 3. Contact-centre functionality everywhere

Businesses can have flexible, full-contact centre functionality regardless of location, even when working from home, using Teams as the interface. Enreach's contact centre solutions are flexible to suit every kind of business, even the smallest company that does not require a dedicated contact centre. As well as standard contact centre features, Enreach is also pioneering more innovative ways for businesses to communicate with their customers, including conversational AI.

**4. Bring together IT and communications**  
Stop Teams being a separate silo and make it part of the wider business, such as integrating it with CRM and ERP systems.

For instance, the latest communication with a customer is captured within Salesforce or Dynamics 365 without leaving Teams. Removing the need for users to switch between apps is a small gain that can add up, contributing to a smoother working day with less time wasted.

## 5. Benefit from local expertise and experience

Enreach, a Microsoft Gold Partner, can provide competitively-priced Microsoft licences, telephony subscriptions (including mobile), contact centre solutions and more, backed by local support and simplified configuration. For our partners, we offer a comprehensive choice of white-label options, as well as bring-your-own-operator. Furthermore, through its pan-European telephony network, Enreach makes Microsoft Teams' telephony available in more countries than currently supported by Microsoft.

Our integration with Teams is just one part of our vision to provide a world of converged contact, where communications, collaboration and productivity are seamlessly integrated into one context-based, user-defined environment. It is time to take Teams to the next level.

<p><b>5 WAYS TO GET MORE FROM MICROSOFT TEAMS WITH ENREACH</b></p>	<p><b>ADVANCED TELEPHONY</b></p> <p>Create a simplified single view of all types of contact</p>	<p><b>CONTACT-CENTRE FUNCTIONALITY</b></p> <p>Enhance Service Excellence everywhere and anywhere</p>
<p><b>EXTRA PBX FEATURES</b></p> <p>Achieve better team collaboration &amp; customer care</p>	<p><b>DIGITAL TRANSFORMATION</b></p> <p>Integrate Teams into the broader IT environment</p>	<p><b>CONNECTIVITY EXPERTISE</b></p> <p>Benefit from European-wide, easy-to-use, cost-effective with Enreach</p>

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# Stay Focused with Audio Designed for the Brain

## EPOS

THE POWER OF AUDIO



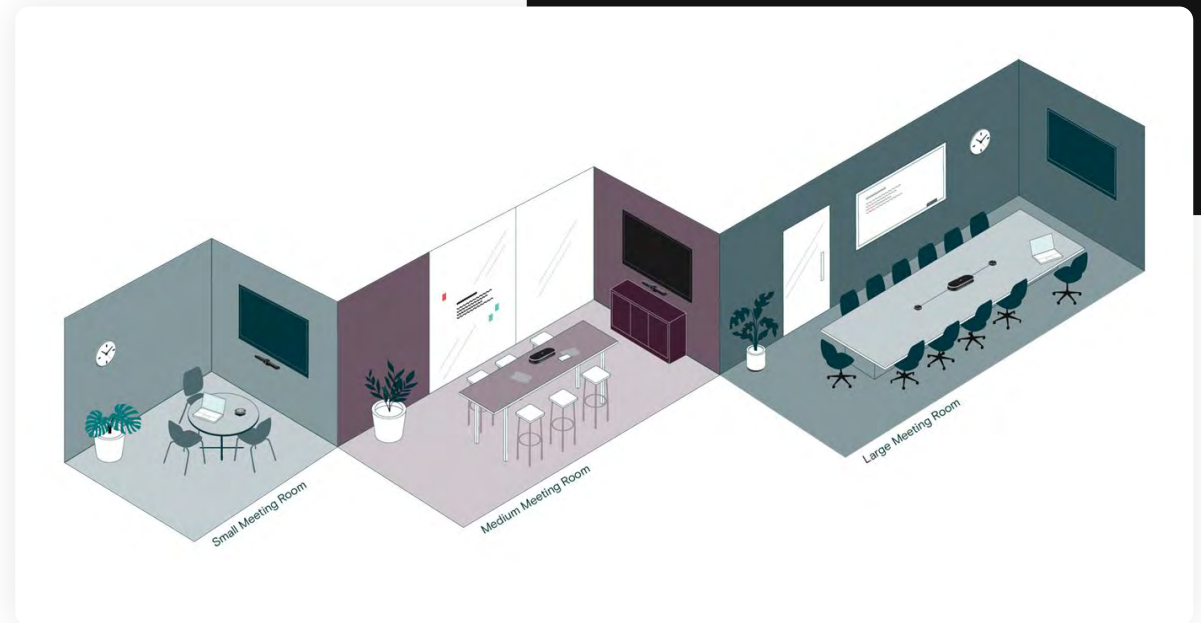
**Joseph Debold**  
VP, Sales Americas -  
Enterprise  
EPOS

Digital communication tools are now a natural part of our daily lives. We are constantly moving in and out of cluttered sound environments – both at home and at work. But our brains struggle to process the sounds coming from headsets and speakers, as well as people in the room. Such sound environments result in cognitive overload, leading to concentration loss, tiredness, and stress.

At EPOS, we understand that we hear with our ears, but we listen with our brain. So to perform at our best, we need to help the brain adapt to artificial sound environments. Because ultimately, it all comes down to understanding how the brain makes sense of sound.

[eposaudio.com](https://eposaudio.com)

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**EPOS BrainAdapt™**  
in Meeting Room Solutions

**Meeting room**

Superior double talk technology allows for uninterrupted discussions that don't overload the brain

**Remote worker**

Intelligent picture framing enables smooth camera motion that localizes meeting room participants, helping maintain engagement

A great audio experience only happens when technologies support the brain's listening process, helping it perform as intended. That's why we've introduced EPOS **BrainAdapt™** - Audio designed for your brain.

EPOS is part of the Demant Group, a world-leading hearing healthcare and technology group, and as such builds on more than 115 years of experience working with innovation and sound.

Based on decades of psychoacoustic research through the Demant Group, EPOS has the data on how and when the brain performs best - and designs algorithms and acoustics that make it easier for the brain to balance and adapt to artificial sound environments.

All EPOS Meeting Room Solutions help your brain adapt to hybrid meetings. With audio and video designed for the brain, EPOS enables both sides of the meeting to communicate and perform better. This leads to: increased focus, higher concentration, reduced stress and improved productivity.

Whether in a small, medium or large meeting room, every product in the EPOS EXPAND

Line is designed for clear conversation, ease-of-use and connectivity with your devices. Working in partnership with Microsoft, EPOS has developed premium speakerphones and video conferencing solutions that are certified for Microsoft Teams Rooms on Windows and Android™. Through the rich functionalities of Teams combined with premium audio, organizations today can be prepared to enhance collaborations when people are both in and outside the office through an inclusive meeting experience.

Now that we have accepted and successfully transitioned into this 'new normal' and the hybrid workplace, it is important to recognize that we have reached a critical moment in time. There is a big opportunity for businesses to really rethink the meeting room and adapt it to fit today's more modern way of working. In doing this, businesses can create an environment where their employees, customers and partners can all be productive, regardless of their location. The first step? Invest in advanced intelligent technology, such as a speaker, to deliver even richer experiences for remote and in-room meeting participants.

# How To Unleash The Power Of The Hybrid Workplace



**Stefan Eriksson**  
CMO  
Konftel

[konftel.com](https://konftel.com)

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For many companies hybrid working is becoming the norm but some are achieving much greater results than others. So what are their secrets to success?

Lots of lessons can be learned by delving deeper into the effective ways home working is being combined with traditional office life. But what do we mean by successful companies? And how do we define success, when it comes to investing in the hybrid workplace?

New research from analysts Metrigy encompassed 400 global organisations. Of those, a 'success group' of 68 companies were filtered out based on above-average performance in three criteria.

## 1. Revenue gains

Increased project capacity through more effective team collaboration was achieved with faster responses to sales opportunities. Higher quality customer interaction and better support for partners and employees were further benefits.

## 2. Increased productivity

The success group enjoyed more efficient meetings with easier collaboration and less time spent travelling.

## 3: Cost savings

Reduced travel and real estate costs were typical areas where companies achieved savings.



With a close-up of these successful companies, a number of actions appears as markers and really point out what they do differently compared to the standard group surveyed.

The most successful companies...

- provide employees with a choice of work location
- provision more video and audio devices for work from home
- are more likely to be deploying video to all or most meeting rooms
- are more likely to use video for most meetings and see it as critical business technology
- consider the ability of meeting rooms to support multiple meeting apps of high importance
- refresh meeting rooms every three years.

In conclusion, there are many combined factors that provide a competitive commercial advantage in managing the hybrid workplace right.

## Measurable differences

On average, 10% more of the successful companies use video for most meetings, see video as business-critical technology and equip employees with high quality endpoints.

It might not seem like huge differences, but the pattern is convincing – the success group's behaviour makes a big impact.

We also recognise it's completely natural for people to want to use their own laptop for the apps and collaborative tools they prefer or have been provided by their IT department. Over 80% of the success group find multi-app access of moderate or high importance.

## Conferencing jungle

Konftel also understand it can be a bit of a jungle out there to find the right equipment for the right rooms. One size doesn't fit all so we've created an interactive **Room Type Guide** to optimize the decision-making process. Furthermore, all our products are Climate Neutral Certified, which offsets the impact on the planet of growing demand. Users can conference with a clear climate conscience from the very first meeting.

In conclusion, many successful companies from around the world are already embracing hybrid working based on greater use of video meetings to reap long-term rewards. The time to act is now!



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# #BIGUCUPDATE

# How to Simplify Your Migration to Microsoft Teams with Kurmi



**Bruno Guirardel**  
Head of Product  
Management  
Kurmi

Microsoft Teams continues to transform the hybrid workplace. In the last quarter of 2021, there were 270 million active monthly users and 90% of the Fortune 500 companies were using Teams Phones.

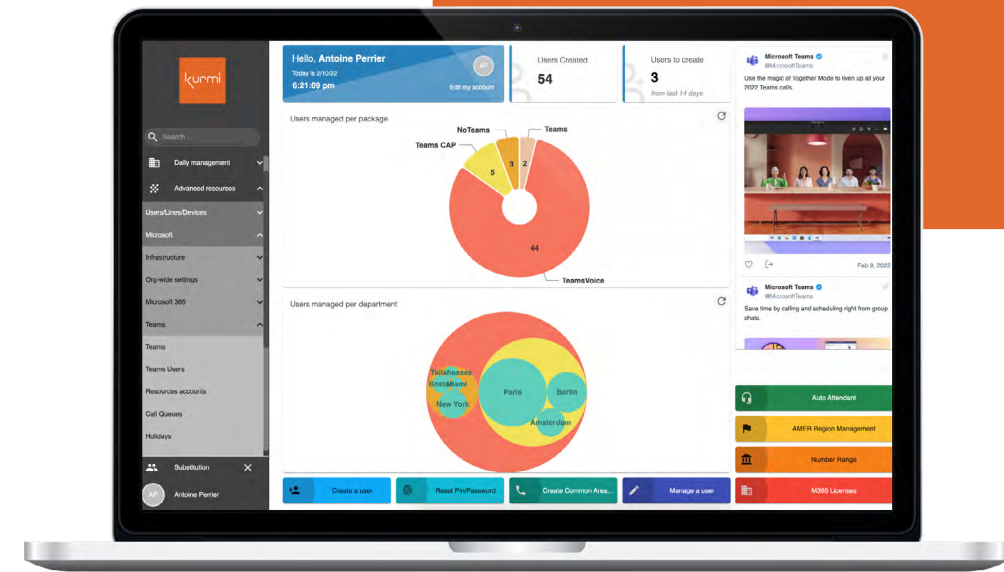
The mass migration from older legacy systems and providers has progressed from small to mid-level businesses building Teams into the heart of their environments, to large global organizations making the change in ever greater numbers.

All of which makes selecting the right Unified Communications management platform an important decision to enable both the effective integration of communication tools and create the hybrid workplace users expect.

## Teams Made Easier

Kurmi Software and Microsoft Teams work together to evolve the digital workplace management model and increase productivity while reducing admin headaches. With more efficient UC systems in place, businesses benefit from hybrid technologies and customizable platforms available via the Teams interface.

Here are four important steps to ensure the simplest and fastest migration from your current system to a new Teams environment:



## 1. Data Recovery

Understand the information you want to migrate from the existing environment to your new Teams environment. Kurmi offers the ability to audit the data and, on completion, repackage it in the right format to be positioned in the new, clean-data environment with standardized formatting.

## 2. Create a Target Environment

Kurmi uses a native's solution and automatically creates a "transit map" between your legacy and Teams environments to ensure that data is correctly migrated. This means that clear relationships are created so that data is cleanly imported into the new Teams environment and updated with the correct information.

## 3. Data Migration

Kurmi uses native migration capabilities to retrieve the recorded information, format the data, and then push the information to the new target environment. This makes for a trouble-free transition for users and the safest way of moving systems without the risk of error.

## 4. Decommissioning the Source Environment

After completing the data migration process and the new Teams environment is fully

operational, the final step is to decommission and delete data from the source environment. This is an essential step to ensure you save money on servers that are no longer needed.

## Total Teams Migration Support from Start to Finish

Migration to Teams can seem like a long and complicated task fraught with the possibility of human error and confusion, particularly when transitioning many users. Kurmi understands these concerns, which is why we support businesses from the very start of the process, providing critical automation along the way.

Once Kurmi is connected to your UC environment, we support you every step of the way, leaving your admin teams to perform migration at their own pace, either user-by-user or batch-by-batch based on their own migration schedule.

Kurmi eases the burden on admin teams by removing repetitive, time-consuming work and lets them focus on getting users seamlessly started with their new Microsoft Teams suites.

For information about how Kurmi eases platform migration, [visit our website](#) or [contact us](#).

[kurmi-software.com](https://kurmi-software.com)

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# UC Applications: The Value of Integrations in the Hybrid Workplace



The world of communications has changed dramatically in recent times due to the restrictions caused by the Pandemic, new technologies and new working habits have emerged and they are bound to stay for years to come, possibly forever. This is not just a shift of communications to the Cloud, but new ecosystems hosting previously separate elements in a single environment.

To date, the number of employees who come back to the office has increased compared to 2020 and 2021, but, nevertheless, the number of people who continue working remotely remains high. It is therefore clear that, from an Information Technology perspective, the hybrid connotation of work influences and will influence the way corporate Unified Communications is conceived in the post-Covid-19 era: IT Managers need to adopt working tools that facilitate daily activities regardless of where people work from.

Choosing the right business communication and collaboration tools has never been an easy task, but now more than ever, creating Cloud environments that bring together multiple activities, both individual and team, is a must.



**Attilio Licciardello**  
General Manager  
& Founder  
Mida Solutions

[midasolutions.com](https://midasolutions.com)

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“In this new era of Digital Transformation, the integration of multiple applications in a unique environment such as Microsoft Teams, play a crucial role for companies: Thanks to them, teams’ performance improves, the amount of time required to complete tasks is reduced and team collaboration increases”, say Mauro Franchin, CTO and Founder at Mida Solutions, “Aware of these benefits, over the past few years we’ve been working on our UC products (including contact centers, attendant consoles, and compliance recorders) to make them suitable for the new concept of enterprise UC within Microsoft Teams.”

Having UC solutions integrated with indispensable tools, such as CRM and Business Intelligence platforms, is essential for companies to improve their services and consequently make their business grow. “The benefits of having a **contact center for Teams** integrated with the CRM tool are many: for example, it helps to reduce the first call resolution rate, that is the number of requests solved during the first interaction with the company, as it gives agents the possibility to have immediately in Teams all the information they need”, explains Mauro Franchin, “That’s

why in the latest years we have equipped our contact center solution with the integration with the two leading CRM tools on the market, Salesforce and Dynamics 365”.

Of equal importance is the integration of UC solutions with analysis tools, such as Power BI and Excel, which make it possible to rapidly interpret telephony data and obtain essential information to improve services and the satisfaction of the people who contact the company. “Relying on UC products integrated with advanced analysis tools is a crucial element to understand which strategic actions to plan based on data”, highlights Mauro Franchin, “It is therefore only reasonable that we decided to add to our portfolio a professional reporting tool, Mida Call Analytics, integrated with Microsoft Teams and Power BI, to help companies take focused and effective actions to grow their business.”

For more information on how to create a complete contact center in Teams, please **contact one of our experts directly.**





## Microsoft Teams Operator Connect Mobile, bringing Fixed Mobile Convergence to the Mass Market

In March 2022, Microsoft announced a feature that could further disrupt the Unified Communications market, Operator Connect Mobile.

### What is Operator Connect Mobile?

Operator Connect is Microsoft's program to certify, partner and backend network peer to PSTN operators to the Microsoft Teams service. There are also joint SLAs and support agreements.

This allows Microsoft Teams customers to quickly procure and assign numbers to end-users without technical configuration and minimal administration. It's a strong reason for a Microsoft Teams customer to work with a PSTN provider on Operator Connect.

Operator Connect Mobile builds on this integration with Operators to offer a single number/plan for Teams Phone and

mobile/cell. Not forking or forwarding calls from Teams to mobile, but the operator providing a mobile SIM/eSIM and operator connect SIP to Teams. So the native mobile dialer works in the usual way; inbound calls ring both Teams Phone and mobile. All calls are Teams Phone calls giving presence, call list, single voicemail and easy handoff between mobile and Teams. The mobile is making a usual mobile call, not a data/Wi-Fi calling with the Teams app.

The technology to provide a single number for landline, fixed-line, and mobile is not new. It's called Fixed Mobile Convergence. However, it has never really taken off in the mass market, but the penetration of Teams might change that.

### How does this benefit users?

Mobile-first users can use their mobile device with the native dialer rather than using an app and not have to do any forwarding if they occasionally work at a PC/desktop and want to take and make calls from Teams. BYOD mobile users could have a second eSIM to provide a business line.

For Knowledge workers, many have a high proportion of meetings and fewer "Phone calls" some organisations question the value/need of having a phone number in Teams, especially if they have a corporate mobile. A single number/cost might swing the equation back towards making sense for them. Again, they don't need to do any forwarding and will always present that single number wherever they are. Also, calls are going through Teams, so compliance recording products for Teams will also record all inbound and outbound mobile calls, something that has been complex and expensive to do previously.

### How does this disrupt the market?

In larger customers, it's rare that a single operator services both mobile and "landline"/SIP. Operator Connect mobile is an opportunity for certain providers to go after the SIP and mobile as a single contract, making them stickier with the customer. With many customers actively converting to Teams, this may be a compelling event to switch operators. We will also likely see further integrations and services, for example, SMS integration into Teams, in the future.



**Tom Arbuthnot**

Founder  
Empowering Cloud

[Empowering.Cloud](https://empowering.cloud)

Operator Connect Mobile preview will begin in Q2 of 2022, with general availability starting in the second half of 2022. Initial operator partners include BT, Rogers, Swisscom, Telia and Verizon, with more operators in more regions added in due course.

### Tom Arbuthnot

A Microsoft MVP and Microsoft Certified Master, Tom Arbuthnot is Founder and Principal at Empowering.Cloud as well as a Solutions Director at Pure IP. Tom stays up to date with industry developments and shares news and his opinions on Tomtalks.blog UC Today Microsoft Teams Podcast and his monthly update email list.



# Solving the Complexities of Microsoft Teams Interoperability

] pexip [



**Anders Løkke**  
Senior Director  
Strategic Alliances  
Pexip

[pexip.com](https://pexip.com)

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How future-proofing video meetings rooms and simplifying the joining experience can improve the user experience and help you make the most of your infrastructure investments.

## Multiple Videoconferencing Platforms and Device Types Cause Complexity

Millions of organizations are using Microsoft Teams to solve their collaboration needs and the usage of Teams skyrocketed during the Covid-19 pandemic. But what happens when these organizations want to connect other videoconferencing platforms and equipment into a Teams meeting? Most organizations now use multiple video collaboration solutions, with each one potentially having a different joining experience. Often meeting participants waste valuable time trying to join virtual meetings from systems that simply won't work together or they forget the joining workflows and calendar settings for different hardware configurations and meeting types, causing frustration and confusion. This is where Pexip comes in.

## Native Teams Interoperability Improves the User Experience and Protects Investments



Pexip is a Top-tier Independent Software Vendor (ISV) with Microsoft, and has worked closely with them to develop and offer a **Cloud Video Interoperability (CVI)** solution that enables video conferencing systems and platforms from a range of vendors, including for instance Cisco and Poly, to join Microsoft Teams meetings as if they were native Microsoft Teams clients. Join information is automatically added to invitations in Outlook and Teams so employees and guests can join from any meeting room. Built-in Pexip AI features makes sure everyone has the same great visual experience, no matter which device they choose to join with. At the core of this is Pexip's belief that users shouldn't have to change the way they work to adapt to technology - the technology should work the way they do. That means a better user experience, more productive meetings and increased employee satisfaction. It also allows organizations to make the most of existing investments, reduce costs and complexity and meet their sustainability goals by upcycling and reusing existing technology.

So why do global organizations choose Pexip for Cloud Video Interoperability? There are three main reasons:

### Security & Data Control

With Pexip CVI, users can enjoy secure and private meetings with full control over all meeting data thanks to flexible deployment options ranging from on-premises to a cloud service.

### Customizable

Organizations can also custom brand their welcome screen and domains so both employees and guests know they're in the right place.

### Maintain Native Microsoft Teams Workflow

Multi-platform unification simplifies meeting experiences, integrating into the Microsoft Teams workflow. Scheduling meetings from Teams or Outlook automatically inserts video conferencing dial-in details.

Pexip and Microsoft Teams is a winning combination and Pexip is now also available in the **Microsoft Azure Marketplace**.

**Get in touch** to learn more about Pexip.



# Let your Team Members feel Heard, using Tech that makes Hybrid Meetings Better



**Sofocles Socratous**

Vice President, Sales,  
Northern Europe  
Poly

**poly.com**

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We've entered a world where being in the office five days a week, with all your colleagues present, is a thing of the past. This shift has opened a world of remote and hybrid possibilities, but people still need to remain just as connected to their teams as they would be in the office.

## What collaboration solutions are most in-demand right now?

We're witnessing large scale investments to create consistent, enterprise-grade tech experiences for all workers. The in-demand solutions are those that deliver meeting equality so that all participants are heard with greater clarity and seen with equal power, regardless of their individual locations.

Remote and hybrid workers no longer want to "make do" - they want business-grade tech at home that is fit for purpose and enables them to look and sound their best in a professional setting. This means adopting devices and technology such as video conferencing cameras, next-generation desk phones, high-end audio speakers and ergonomic, active noise-cancelling headsets.

## What emerging solutions could come to the fore?

Firstly, AI video conferencing solutions for better, clearer, and smarter collaboration experiences. Secondly, video



conferencing cameras with automatic speaker tracking to keep meetings dynamic and split screen functionalities to allow remote participants to feel included. Not forgetting active noise cancellation technology in pro-grade headsets that minimise disruptive background noises, leading to better comfort, focus, and productivity. Finally, smart analytic systems that can even monitor sound in the wider environment, filtering out noise, so that voices remain crystal clear.

## How will these technologies aid hybrid working?

With co-workers spread across locations, meetings are no longer discussion or negotiation-led, instead workers expect to be able to share documents, screens, and brainstorm together. Participants want to be able to collaborate, view and annotate files in real-time, so it's vital that businesses adopt tools and technology that enable new ways of working.

For example, **video conferencing bars** with built-in native software experiences (e.g. Zoom and Microsoft Teams) will play a starring role in the development of collaboration spaces in offices. All these factors combined will help organisations get hybrid meetings right.

## What changes are coming in the months and years ahead?

First exchanges will be virtual rather than in-person, so companies will need to invest in technology from a people-first perspective and choose collaboration solutions that empower creativity, exchanges, and productivity.

Ease of use will dictate user experience which is paramount to acceptance and adoption rates within the workplace. Equipping individuals and conference rooms with rich virtual collaboration systems will better engage co-workers and clients.

Finally, spaces, people, and technology will be core to creating engaging, collaborative environments. The office will still be a go-to destination but the way it will be used will change. Simply put, the office will no longer be the face of a business, instead technology and the experience of calls and meetings will be what people gravitate towards and remember, whether they are employers, employees, or clients.

Visit [www.poly.com](http://www.poly.com) to discover our wide range of UC solutions.



# Pridis Supports Attendants with the New Way of Communicating

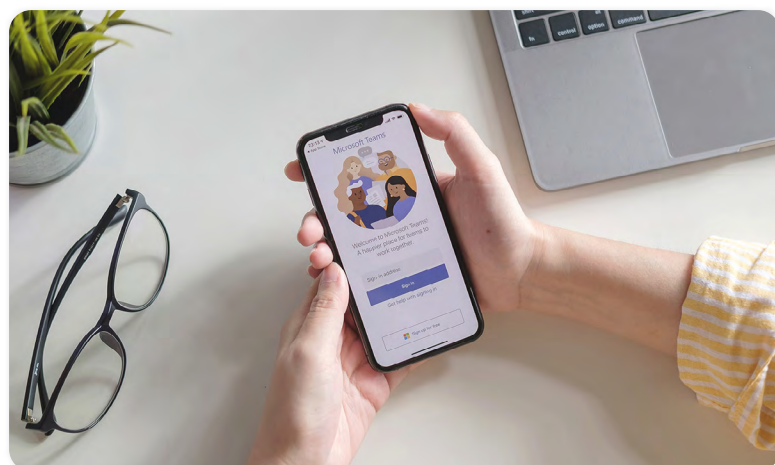


**Frank De Schrijver**  
COO  
Pridis

In the last two years, companies have made a big shift to a new way of communicating. We see that even the Enterprise organizations have made the transition to cloud and SaaS. Where in the past telephony was still routed through an on-premises PBX, you now see that communicating through the cloud is widely accepted. Platforms such as those of RingCentral are emerging and Microsoft Teams has become the norm. Pridis is responding to these trends by seamlessly integrating our software, which includes the **Connecsy | Cloud™ attendant console**, with these platforms.

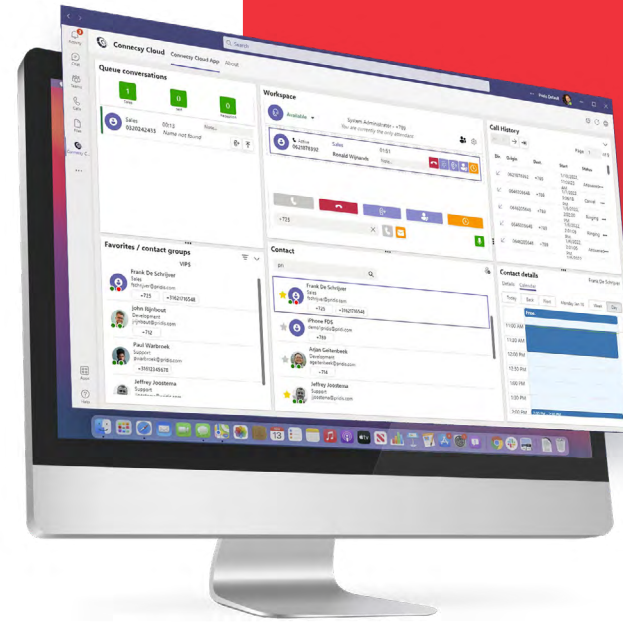
## Ways of communication

Incoming business communications today consist of various channels. Think for example of telephony, UC, Email, chat, messaging, social media, etc. Larger organizations run up against the point that the incoming business communication becomes more and more chaotic as they grow. Customer calls and inquiries come in from different directions, which are impossible to answer due to the pressure. There could be a risk that redirecting phone traffic to the right people is not adequately followed up, resulting in customers experiencing poor service. Fortunately, these issues are easily manageable.



[pridis.com](https://pridis.com)

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## The role of the attendant

Attendants or agents have seen their roles change slightly as they work from home. Instead of being available at the company with multiple colleagues, they now are on Teams meetings to discuss specific issues with colleagues. In addition, they must also be available to answer incoming company communications. As the workplace becomes increasingly flexible and colleagues can be reached via different platforms, contact presence information becomes even more important. By ensuring that incoming communication traffic is handled or redirected as quickly as possible, queues remain empty, and customers remain satisfied.

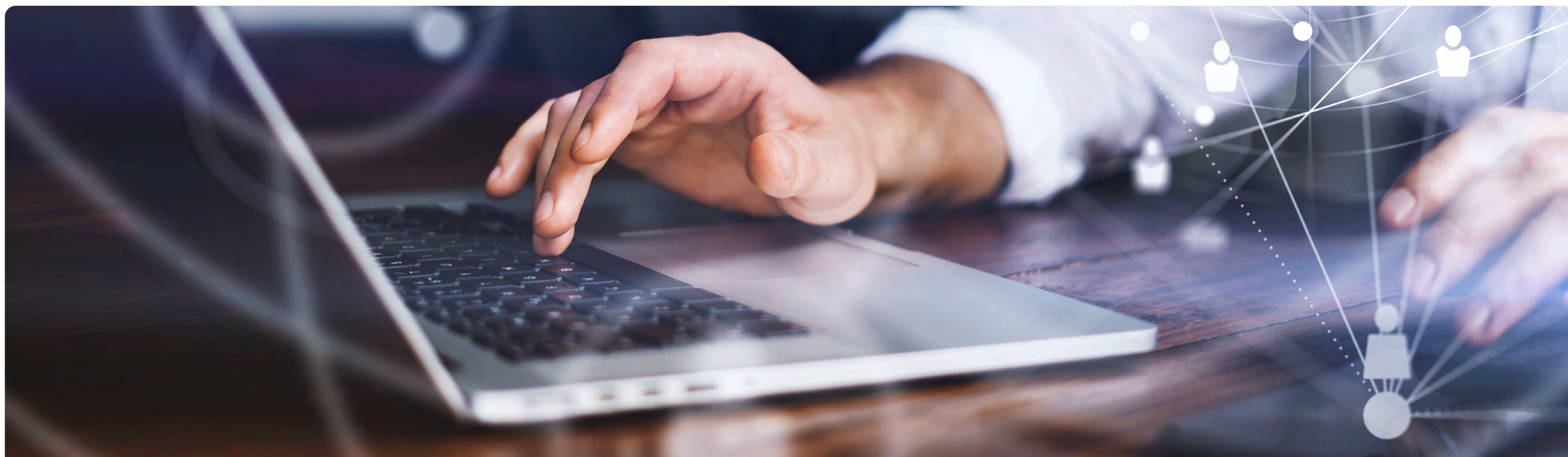
## The benefits of cloud services

The shift to the cloud has been in full swing, especially as companies have been forced to comply with the new work-from-home standard. Yet there are advantages to both on-premises systems and cloud services. On-premises systems often have more functionality onsite, but the question is whether these outweigh the flexibility

of cloud services. Attendants are not tied to a fixed workplace thanks to these services, and can work anywhere in the world, on an Internet connection. A trend Pridis sees is that the SMB market prefers commodity solutions and Enterprises mainly want to be able to integrate with a variety of platforms. Pridis can fulfil both the SMB and Enterprise market desires.

## The attendant console

We often get questions from attendants about what information is available to them, for example, with certain presence statuses, they can transfer the calls to. The answer is very simple! Pridis has optimized the **Connecsy Cloud™ attendant console**, which is available on various platforms, so that all the information an attendant needs is instantly available. Such as, stored contacts, adding notes, calendar-, queue information, presence symbols, call history, chat, find-as-you-type (quick search) and other reports. Pridis' goal is to make the attendant console as flexible as possible. Therefore, Connecsy | Cloud™ will be available from the various app stores.



# Microsoft Teams: The New Hub for Work

**Since its release in 2017, Microsoft Teams has grown to become the heart of the modern workforce, now boasting more than 270 million daily active users.**

Teams provides contextual, channel-based communications as an alternative to email, allowing users to communicate and collaborate around projects and activities. Teams has grown beyond simple messaging to provide robust video-enabled meeting capabilities that extend to the desktop and conference room. More recently, Teams delivered built-in PBX functionality, allowing customers to use it to replace or augment their existing phone system.

The Teams ecosystem has continued to rapidly evolve as well. Today, a vast array of Microsoft partners provide

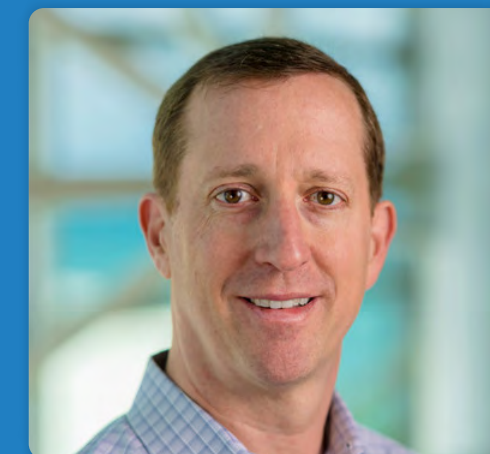
Teams-certified endpoints including desktop telephones, headsets, and video conferencing systems, as well as telephony infrastructure enabling connectivity between Teams and the PSTN. Thanks to Team's support for "bring your own carrier" SIP trunking services, customers can leverage a wide range of third-party providers offering PSTN access via either Microsoft Teams Operator Connect or Direct Routing.

Thanks to open APIs, customers are able to take advantage of off-the-shelf and/or custom integrations to bring third-party applications directly

into Teams. Examples range from customer relationship management (CRM), project and task management, data flows, and ideation and virtual whiteboard capabilities. Third-party integrations also provide support for governance and compliance for regulated organizations, as well as integrations with contact center and customer engagement platforms. These capabilities allow Teams to function as a single stop for insights into business activities, and the ability to collaborate around workflows, leveraging embedded documents, data sources, and events.

Teams, through Teams Connect, also provides the ability for secure business-to-business collaboration across shared channels.

Today, Teams is a fully-featured collaboration platform that provides a hub for both individual and group work, all in the context of team spaces and channels, leading to improvements in efficiency and productivity, all with the ability to support governance, security, and compliance requirements.



**Irwin Lazar**

President and Principal Analyst  
Metrigy





# What's next for Microsoft Teams Telephony?



**Ian Guest**  
Marketing Director  
Pure IP

The adoption of cloud-based platforms for communications and collaboration has dramatically accelerated over the past couple years, as workforces have embraced new ways of working flexibly and remotely. Microsoft Teams has been at the forefront of this shift, and unsurprisingly now has over 270 million monthly active users and rising.

However, the majority of these businesses have only gone as far as migrating their chat and meetings to Teams; the next step is to start integrating other elements of their communications estate into Teams. The first of these steps is getting all their users to use Teams as their telephone system, and there are three ways businesses can achieve that: Operator Connect, Direct Routing, or Microsoft Calling Plans.

Organizations are opting to add voice services to Teams using Direct Routing or Operator Connect because the benefits of choosing their own preferred third-party carriers like Pure IP include:

- Expanded global coverage: Carriers can reach the international destinations they need.
- Cost savings: Using an external carrier for your minutes and lines can represent significant cost savings over

## Operator Connect for Microsoft Teams

Add external calling to Teams, from directly within the Admin Center

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time, especially if they can offer 'pay for what you use' pricing models rather than call plan bundles.

- Flexibility: Gaining the freedom to build their communications stack to their own specifications, particularly where hybrid environments are necessary.
- Simplified operations: Consolidate and simplify the complexity of their telephony environment, and outsource responsibility for managing infrastructure, so they can focus on managing performance and supporting their business.

One other major reason to choose to work with a carrier is the add-on services they can provide to help you get even more out of your investment in Teams. Our Technical Solutions Director, Tom Arbutnot, recently noted that connecting analogue devices and legacy systems to Teams will be the next big thing in 2022, "Getting a typical knowledge worker to the cloud is relatively easy. But there are a lot of things like alarm systems, lift phones, modems and fax machines that are still important parts of

businesses processes. All these things need to be considered if businesses want to move them to a fully cloud-managed model."

### Are you ready to start your journey to the cloud?

Pure IP's SeRVE for Microsoft Teams offers a fully managed global telephony solution that provides organizations with a secure and easily deployable voice services using Direct Routing or Operator Connect. The solution combines the strength, scale, and reach of our cloud-based voice network, with the speed and flexibility of our managed services, an online portal to give you total control, and 24/7 support from our team of expert voice engineers. For support at every stage of your migration to cloud communications, SeRVE for Microsoft Teams also offers a range of additional cloud enablement services to help organizations design, deploy, and manage their voice services.

**Accelerate and simplify your migration to Microsoft Teams with Direct Routing or Operator Connect**

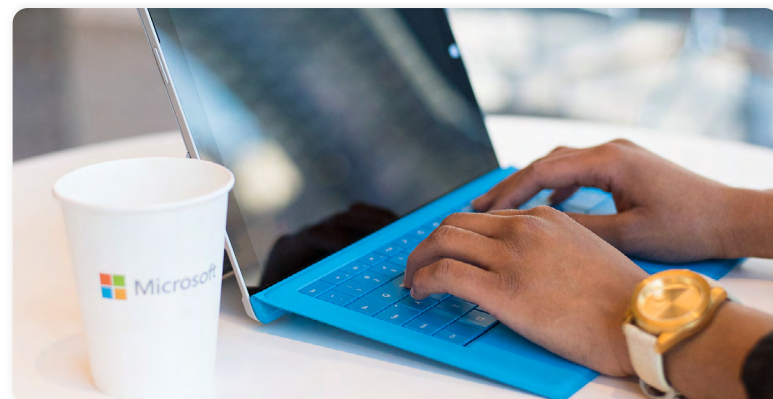
# Using Teams as an Ecosystem

Resonate puts Microsoft Teams at the centre of day-to-day operations to help organisations become more efficient.

The events of the last few years have accelerated the use of Microsoft Teams beyond all expectations, with many businesses now relying on it to power day-to-day operations. But what if it could be more than just a communications and collaboration tool? Your business has the opportunity to become much more efficient and productive by extending its capabilities beyond UCC.

By using **Power Apps and Automations** within the Microsoft Power Platform, you can start surfacing all your business-critical information within the Teams window. You can aggregate everything into the work environment, add bespoke applications on sidebars and bring in information from other systems.

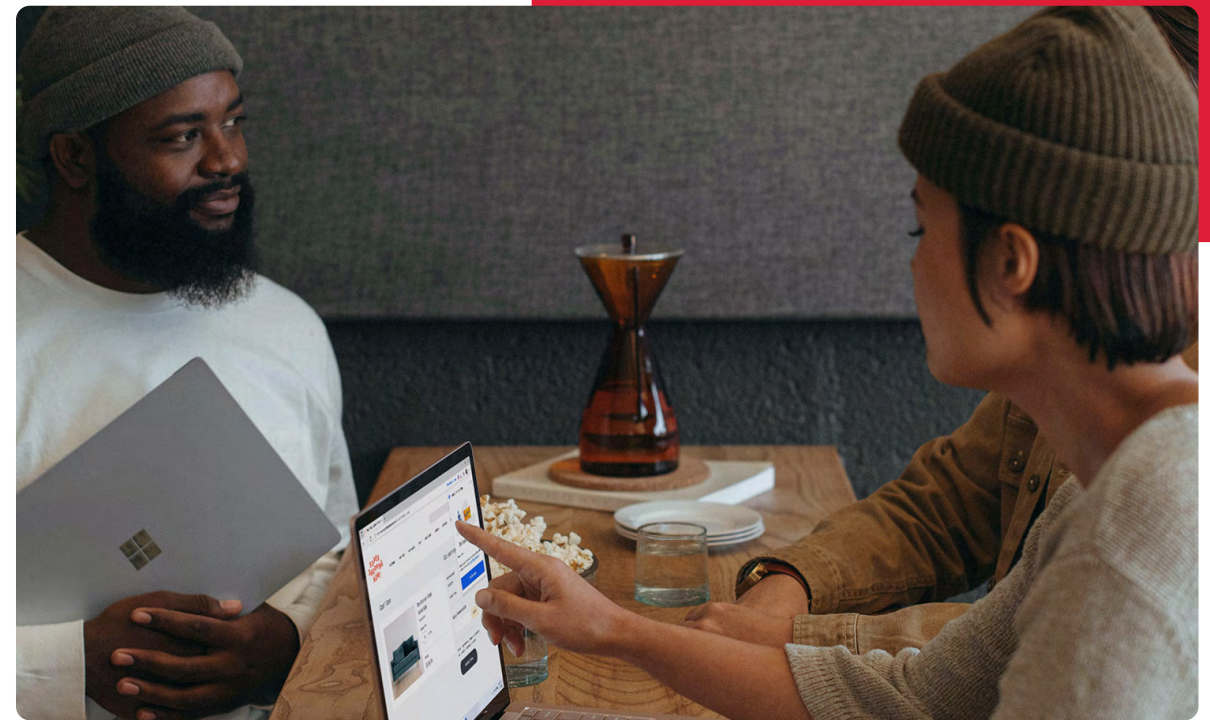
Think of it as a single pane of glass from which you can view your entire business operation. At Resonate, we believe that Teams can be a fully configurable and adaptable platform on which you can build the focal point of your entire day-to-day operations, bringing in data, information, reporting and communications from all the systems in your IT ecosystem.



**Mike Harvey**  
Product Manager  
Resonate

[resonate-ucc.com](https://resonate-ucc.com)

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By doing this, you will increase employee productivity and engagement while making your business more efficient. Your people will no longer need to have ten screens and programmes open because they can find everything they need in Teams.

At Resonate we take Teams and layer voice on top as a key UCC tool. That's only the start – we go further by adding in reporting, bespoke applications, process automation and data from other systems. We are experts in six primary verticals, and we develop solutions that will make the lives of end-users easier and more rewarding. We do this by taking advantage of Microsoft's native functionality in Power Platform, to build solutions tailored to specific job roles and industries.

For example, in the energy sector, organisations can benefit greatly from putting Teams at the centre of collaboration and communication. A business in this sector can have a channel for a specific oil rig that's using Power BI reporting. This uses Microsoft services to then bring info in

from multiple systems that pertain to the operations of that rig: building and sharing dynamic alerts to highlight key issues to different vendors – support IT vendors, support engineers or whoever else works on that rig. It's not uncommon to have ten different IT vendors with different kit on a rig but none of them knows how to talk to each other. Using Teams to facilitate communication between everyone means that the customer is no longer the conduit for information, Teams is, which makes everything faster and more efficient.

**Our Apps & Automation practice** can work with you to understand your organisation, its processes and how it interacts with Teams at present and engineer new solutions to maximise its potential use across the business.

Why not visit [resonate-ucc.com](https://resonate-ucc.com) to learn more and book a call to discuss how we can help.



# Microsoft Teams Video & Voice Endpoints

## Microsoft Teams is among the most popular software solutions in the world for modern teams.

Capable of bringing staff members together in a collaborative environment, Microsoft Teams improves productivity, drives stronger connections between employees, and enables hybrid work.

Of course, as any business leader will know, you can only accomplish so much with software alone. Hardware and devices are still essential to a full business communication system investment. Fortunately, there's no shortage of incredible options available for video and voice endpoints suitable for Microsoft Teams.

### The Trends Driving Video & Voice Endpoints in 2022

Part of what makes the Microsoft Teams ecosystem so compelling to today's business leaders is its flexibility. While Microsoft does have a range of "Modern" devices like cameras and speakerphones available for today's employees, the company also partners with a host of the top AV providers in the world. There are countless Teams certified voice and video endpoints on the market today.



As Microsoft Teams continues to accelerate as the number one digital workplace for hybrid employees, more vendors are creating "Teams certified" tools, often equipped with a range of unique features. Some of the trends to note in Microsoft Teams video and voice endpoints this year include:

- **Teams-specific features:** Microsoft's willingness to work with other brands on the creation of tools for the Teams environment often leads to the production of advanced technology. There are a number of Teams-certified tools on the market that come with their own Microsoft Teams button for immediate access to the app, or even Teams "busy" lights. Some companies are even leveraging intelligent tools like "Eye Contact" algorithms within Teams to improve human connections in video conferences.
- **Artificial Intelligence:** As mentioned above, Microsoft Teams already offers access to features like "eye contact" capabilities for hardware vendors. There is also a range of other ways to make hardware more intelligent with Microsoft Teams, like adding voice assistant access with Microsoft Cortana. Many AI solutions are designed to create more convenient contactless experiences for the post-pandemic world.
- **Employee Experience:** As more employees continue to access hardware and technology from outside of the office environment, ease-of-use is essential. Any tools created for

Microsoft Teams need to be created with plug-and-play accessibility. These devices should be able to work seamlessly the moment they're plugged into a computer.

### Video & Voice Endpoints: Looking Ahead

As the transition to the new hybrid age of work continues, Teams certified video and voice endpoints continue to evolve. With innovative connections to artificial intelligence intended to empower hybrid workers and contactless features, these tools are becoming increasingly intuitive.

Going forward, we're likely to see more intelligence baked into the hardware we use every day, as well as an increasing focus on the ability to "personalise" our meeting experiences with the ideal combination of hardware and software.

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# Collaborate From Anywhere Gets a Makeover - “Hybrid Work”



Hybrid Work, Hybrid Work, Hybrid Work...oh my! There's no hotter buzzword in unified communications. Yet, it's just a modern word for an old concept, the ability to connect & collaborate from anywhere. Head back to 2019 and talk to any road warrior or parent that needed to work from home. They would have lamented trying to stay connected and productive while working in multiple places. So, what's so different about hybrid work now? Simple: now it impacts the rest of us! And as with many things in life, it's a much more serious problem if it's our problem...

Hybrid work exposed an issue that was decades in the making. Today, organizations are finally addressing it by migrating to Microsoft Teams, Zoom, Ring Central and many other cloud-based communications services. However, the transition is not always simple, especially for multi-site organizations. Larger organizations face four big challenges:

1. Not everyone is a hybrid worker -- millions of people still need a traditional desk phone & PBX service to do their work (hospital nurses, retail workers, manufacturing, etc).
2. Replacing everything requires paying to replace everything. Even if the business case is compelling, writing a check to do everything on the same day might be impossible.



**Greg Zweig**  
Director of  
Solutions Marketing  
Ribbon Communications

**rbbn.com**

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3. Even if budget isn't an issue, migrating thousands of users or hundreds/thousands of sites requires planning, training, and coordination – meaning it takes time.
4. Existing PBXs were installed over decades. They are tied into emergency systems, contact centers, fax machines and countless other business processes. Those services need to be maintained, migrated, or updated.

Our team at Ribbon has been dealing with these four issues for more than 15 years, creating solutions that interconnect different brands and different generations of technology. We call it the “agnostic core”. Ribbon's roots are in building the fabric of carrier networks, so they have interoperability in their DNA. We apply that same paradigm to large enterprise networks.

In the agnostic core, **Ribbon's infrastructure** leverages its carrier scale to connect everything to everything. We use industry-standard SIP, PRI & analog solutions to ensure existing PBXs/contact centers and newer clouds services can all “talk” to each other. This allows calls to be seamlessly routed from

one legacy system to another or to a new cloud service, leveraging a common dial plan that IT staff can centrally manage.

Additionally, Ribbon elements integrate with Microsoft Active Directory, making it easier to add/ remove users or “repoint” their phone number from a legacy system to a cloud service. This makes it possible for IT staff to move one department or one site to the cloud without disrupting connectivity to other employees or customers.

Ribbon's SBCs and centralized management tools monitor the health and safety of the entire communications network. Then, our analytics tools use machine learning to look for patterns and watch for known bad actors. These tools can automatically take action to respond to unauthorized network access, cyberattacks, denial of service attacks, fraud attempts, and network quality incidents.

Many enterprises are more anxious than ever to **address hybrid work environments**. They simply need a rational way to get there and we, at Ribbon, are helping to make that happen.



# Soft-ex Filling the UC Voice Analytics Gap



**Ian Lindsay**  
SVP Sales  
Soft-ex

**Soft-ex are a global provider of UC Voice Analytics & Digital Billing solutions.**

In today's constantly-shifting working environments, many companies are increasingly embracing UC and moving away from traditional telephony. Many of those companies are migrating to a Teams environment, which offer significant tangible benefits, but also deliver new challenges. In order to properly handle these challenges, Voice Analytics are still very much a necessity, and even more so than before. Our analytics platform integrated to Microsoft Teams provides granular visibility regarding performance, costs, infrastructure, usage patterns and user experience.

Soft-ex has over 30-years of experience delivering comprehensive billing and analytics solutions. We also integrate with SBCs to help service providers and their customers navigate voice complexities within the new hybrid environment. Being at the core of the network, SBCs are able to provide valuable data on network utilisation, user activity and other important parameters. That intelligence is then used by Soft-ex to present valuable analytics and insight to enterprise IT teams and service providers, so that they can get the most out of their UC infrastructure. Our experience allows us to stitch the CDR together, so instead of just providing stats, our solution delivers meaningful reports, observations and KPIs.



The Soft-ex solution offers a unique feature by integrating the MS Teams and SBC call detail records. This, in turn, provides a comprehensive set of analytics and allows optimal bandwidth management, channel utilization, occupancy and peak thresholds management. This information, when combined with the ability to identify devices that haven't been used in any given timeframe, provides total infrastructure management for service providers or enterprise IT teams.

#### Features of UC Billing & Analytics

- New configurable widget-driven dashboard
- Bill consolidation & presentment
- Tariffing (bundled minutes & multiple SIP providers)
- Billing for rentals, one-off charges & pro-rata
- Modality Reporting (IM, Video, Voice, File sharing, Chat)
- Collaboration devices report – PC/MOBILE/IOS/Android
- Conferencing Attendees/Usage
- Active users vs non-active users
- Heatmaps for location/cost allocation
- Call Quality Metrics
- Configuration platform integrations
- Analytics on SBCs

#### Benefits for the UC provider

- Billing across multiple platforms including Microsoft Teams, Mitel, Avaya, Zoom, Cisco HCS, SIP, Webex & SDWAN

- Invoice creation & tariffing
- Differentiate by delivering self-serve visibility
- Consolidate billing for recurring, pro-rata & once-off charges
- Managed service support charges (monthly, quarterly & annual rental billing charges)
- Customer branded, widget-driven dashboard
- Operator Intelligence across all clients
- Facilitates onboarding

#### Benefits for the Enterprise

- Interactive Bill Presentment & Analytics on Usage, Recurring, One-Off & Adjustments
- Self-serve UC Analytics & Reporting with drill-down on fixed (CDR), mobile and data services
- Bundled Minutes Package tracking and Alerts on out of bundle
- Scheduled report delivery across all modalities
- Customer experience reporting of incoming calls
- Call load analytics and occupancy levels of teams, locations
- Supports PBX features, such as: pickup, ring group, hunt group, reroute and hot desking
- Search and Filtering to customise, save & download favourite reports
- PDF of bills to view/download/email

For more information please email [sales@soft-ex.net](mailto:sales@soft-ex.net)

**soft-ex.net**

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# 5 Reasons Why Toku for MS Teams Makes Global Calling Easy in APAC



**Girish Dharmaraj**  
Head of Product  
Toku

**toku.co**

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Many businesses have implemented Microsoft Teams as it is one of the best communication packages available to help staff collaborate effectively over a remote connection, regardless of location worldwide.

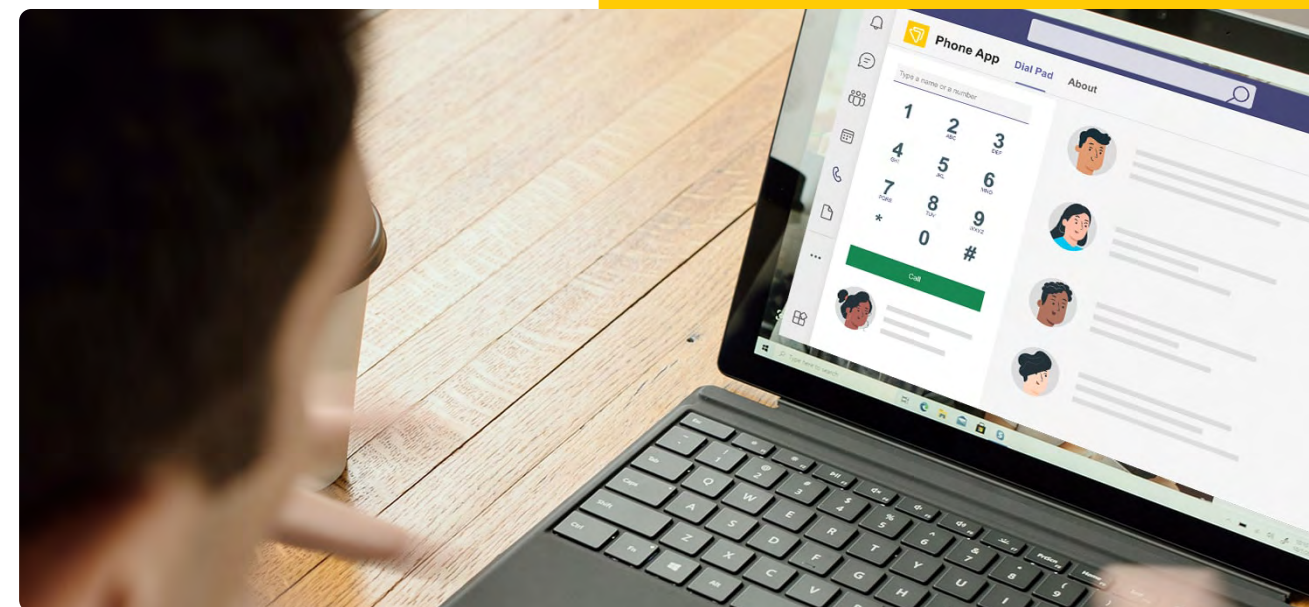
One reason for its growing popularity is the ongoing shift towards hybrid work models. The need for a single communications platform to keep dispersed teams on the same page is greater than ever, and MS Teams has filled that gap. Moreover, Microsoft has opened up Teams to third-party integrations, which means businesses can now integrate traditional communication channels such as telephony through cloud phone systems.

## **Toku provides enterprises flexible cloud phone solutions in two flavours through MS Teams**

### **Toku for Microsoft Teams Native Dialer:**

Our full-featured integration enables global calling directly within the native Microsoft Teams dialer - especially useful for complex call routing needs. Apply advanced features including ring groups, call queuing, call forwarding, and voicemail natively within Microsoft Teams.

**Toku Phone App:** Access global calling from anywhere, on any device. Perfect for organisations that just want a basic, single interface corporate telephony feature within MS Teams that doesn't need an additional Microsoft phone system license.



Here's why more APAC enterprises are opting for Toku's MS Teams solutions to address their global calling needs.

### **1. Toku makes it easy to unify communications through Microsoft Teams**

With Toku for Microsoft Teams, you can enable reliable phone calls directly within Teams. No need to juggle several different tools and platforms!

### **2. Robust APAC and global connectivity**

Toku provides full PSTN replacement for 16 APAC countries and enables secure global calls between 120+ countries worldwide with the most competitive call rates. It's much easier to navigate telco regulatory requirements in new markets when you work with Toku.

### **3. Reliable call quality**

Eliminate lagging and poor-quality calls. Toku uses Microsoft's Azure cloud for high-quality voice calling and guaranteed uptime in MS Teams.

### **4. Cost-effective**

If comparing Microsoft Calling plans with the Toku Phone App, the latter gives you

more control over your spending because there's no additional MS Phone System license needed.

### **5. It's flexible and customisable**

Need a basic corporate telephony feature within MS Teams that just works? Toku Phone App will fill the gap nicely.

Want global calling within MS Teams with complex call routing features? The Toku for Microsoft Teams Native Dialer is just what you need.

Our solutions also allow you to opt for PBX or no PBX features to suit your needs and budget.

### **Ready... Set... Call!**

**Telephone voice calls** are still the best way to communicate with your customers. They give a more personal touch and are much quicker and easier to use than other methods. So, if you are operating in APAC and want to integrate your corporate telephony within MS Teams, we can help you.

Make the most of Microsoft Teams by integrating it the easy way - with Toku!



# Microsoft Teams Headsets

Sponsored by



## Headsets represent one of the most important investments for the average employee leveraging Microsoft Teams today.

For employees in the office, on the move, or working remotely, the right headset, designed to work seamlessly with Microsoft Teams software, can be crucial to enabling higher levels of productivity and performance.

Like the headset market in general, the market for Microsoft Teams certified headsets is growing at an incredible pace, driven by a demand for more comfortable, flexible, and reliable hardware in the new work environment.

### The Trends Shaping Teams Headsets in 2022

Microsoft Teams headsets provide business users with all of the benefits of modern UC headsets, alongside the added benefit of Microsoft Teams specific integration. Though Microsoft has its own headset offering in the form of the “Modern” headset for Teams, the company also provides business users with a wide selection of additional hardware options to choose from.



Microsoft’s partnerships with other leading AV companies ensures there is no shortage of innovative certified for Teams tools available on the market, ranging from noise-cancelling headphones to modern earbuds. Some of the most significant trends shaping Microsoft Teams headsets as we head into 2020 include:

- **Personalisation:** Increasingly, employees in a hybrid work environment are looking for opportunities to personalise and customise their technology for the business landscape. Because of this, Microsoft partner vendors are offering a wide range of headsets to suit different needs, including wired earphones, wireless earbuds, and intelligent over-ear solutions with noise-cancelling baked in.
- **Intelligent features:** Designed to help employees stay focused on their Teams meetings and conversations, many of the top headsets in this environment come with intelligence baked in. Users can access things like Microsoft Cortana, for voice assistant support when they want to load up a meeting or complete an action without lifting a finger. The same AI tools can even help to clean and enhance the quality of a user’s voice during a conversation.
- **Comfort and employee experience:** Now employees are working more consistently from anywhere, they expect access to headsets which can transition with them between work and personal life. Comfortable headsets with enterprise-level

functionality are becoming more popular. We’re also seeing a rise of active and passive noise cancellation technologies, intended to block out external distractions and minimise workplace headaches.

### Teams Headsets Tomorrow: Looking Ahead

Thanks to Microsoft’s wide selection of certified partners, there are plenty of high-quality Microsoft Teams headsets available to choose from today. From simple headsets specially-made to support the hybrid contact centre worker engaging in customer conversations, to noise-cancelling headsets for improved focus, there’s something for everything.

With access to specialist features like Microsoft Teams buttons, Cortana meeting assistant functionality, and other intelligent capabilities, companies can leverage Microsoft Teams headsets to make their teams more efficient, and productive.

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# Unlocking the Secret to a Successful Digital Workplace Strategy



**Jeff Graham**  
Chief Strategy Officer  
VOSS Solutions

[voss-solutions.com](https://voss-solutions.com)

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After the chaos and disruption of recent years, we cannot be sure what the future will throw at us. What we do know is the workplace has changed more quickly in the last 24 months than ever before, and UC is at the heart of a revolution. Hybrid working is the new normal for many and organizations must rise to the challenge of ensuring that each member of staff has access to the productivity and collaboration tools they need to be effective, whatever their location.

With this as the backdrop, what keeps the IT team awake at night?

- Your staff need to be enabled with the right collaboration and productivity tools, regardless of location. The tools must be secure and enable the best business experience to keep the staff happy and motivated.
- Your IT team needs a shift from keeping the lights on to adding business value with collaboration tools powered by strong automation and insight-generating tools.
- Your collaboration platform and innovation ecosystem need to respond quickly to change and be highly agile and productive. Cost-effective to operate, manage and scale with resilience are must haves.

## The digital workplace

The digital workplace embraces the idea that organizations should use digital business transformation to align technology, employees, and business processes to improve operational efficiency and meet organizational goals.



The digital workplace is, by definition, a hybrid workplace. It is the virtual equal of the physical office space, including employee devices, apps, tools, software, and platforms. This means ensuring remote colleagues have access to all of the collaboration and communications tools they need to carry out their jobs efficiently and effectively wherever they are.

## What's your digital workplace strategy?

Building a digital workplace is inevitable, but it is a serious undertaking that requires careful planning and must be integrated into the overall IT infrastructure. It will entail utilizing and managing multiple vendors with solutions residing in both dedicated and hybrid cloud environments. Be sure you understand your company's objectives before you embark on the transformation journey towards a highly agile, digital workplace.

## What role does UC automation play?

**Automation management** tools provide a central point of control over the whole UC environment, making it:

- Faster, often by order of magnitude in terms of time to value.
- Easier as lower-cost, non-technical administrators can perform simple and medium tasks.
- More repeatable with far less risk of human errors when executing any given task, responding to any given problem, or scaling to support new services or higher headcount.

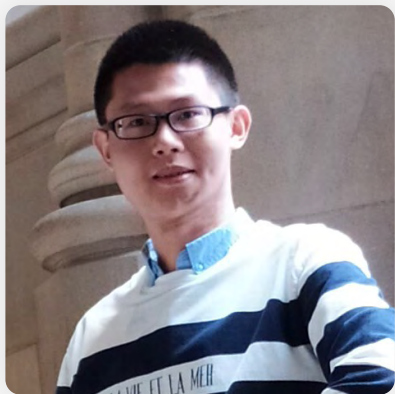
Automation management means your digital workplace can be fully flexible, agile, and customizable with one clear view across the entire organization. Role-based access control means the central IT team has full control (design, asset limits, etc.), but individual business units – or agencies – can retain full autonomy for the day-to-day management of their environment. Automation delivers a greater level of user productivity, at a lower overall operating cost (a win-win).

Find out more about VOSS, the leading provider of digital workplace management technology.



# Businesses Need Innovative Video Conferencing System Against the Backdrop of Trending Hybrid Workplaces

# Yealink



**Vincent Gao**

Principle Product Manager – Teams Device Solution  
Yealink

Regardless of whether they are fully prepared, businesses will usher in a new world in which hybrid workplaces are the norm. According to data, over 80% of managers indicate they hope to implement more flexible policies for working from home after the pandemic.

While hybrid workplaces arrangements afford greater flexibility and convenience to businesses, they are not without their challenges. Among these challenges, video conferencing is by far the greatest. As hybrid workplaces become more prevalent; businesses are facing increasing complaints from employees about video conferencing issues, such as picture and sound freezes, the inability to smoothly support multiple simultaneous video calls, and the lack of efficient collaboration tools.

## Huge shortcomings of corporate video conferencing systems are exposed

### Large Conference Rooms

Large conference rooms tend to accommodate larger numbers of attendees, meaning that a large number of access users need video conferencing systems with powerful audio and video codec capabilities to ensure that conferences run smoothly. In addition, the dispersion of user locations means that a single camera is incapable of clearly capturing conferences in sufficient detail. Therefore,



businesses need to ensure the effectiveness of conferences by deploying multiple cameras to flexibly switch and adjust camera layouts.

### Small and Medium-sized Conference Rooms

Compared with large conference rooms, small and medium-sized conference rooms have more preference for integrated professional experiences via embedded video conferencing systems. Traditional video conferencing solutions not only need to be paired with specialized products; they are also more complex in terms of deployment, CloudOps and use, and often require training in order to be used efficiently, which results in higher total costs of ownership (TCO).

### Yealink's video conferencing solution for Microsoft Teams

**The MVC940/MVC840 Microsoft Teams Rooms System** for large rooms offers a multi-camera solution that supports image-stitching and allows users to flexibly switch camera layouts as needed. The UVC84 camera supports 4K ultra-high definition image quality and is equipped with a 12x optical zoom lens to provide clear and lossless images.

### The MVC400 Microsoft Teams Rooms System

for small and medium-sized rooms offers more convenient deployment capabilities, with fewer components and integrated audio and video design that simplifies deployment and effectively reduces deployment costs. In addition, the solution also supports multiple AI technologies such as Auto Framing with face detection, and Speaker Tracking with sound source localization. Its super-large 133° viewing angle can easily cover every corner of the conference room, while its built-in 8 MEMS microphone array provides a high-quality full-duplex calling experience.

### An efficient, stable and intelligent video conference experience

The Yealink video conferencing solution effectively fixes issues that have long hindered the popularization of video conferencing, such as unsatisfactory audio and video quality, poor network compatibility, complex equipment usage and high deployment and maintenance costs. By deploying the Yealink video conferencing solution, corporate users are offered a more optimal Microsoft Teams video conferencing experience.

[yealink.com](https://yealink.com)

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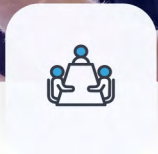




Direct Routing  
as a Service



IP Phones



Meeting Room  
Devices



Meeting  
Insights



Call  
Recording



Conversational  
IVR

## Get more from Microsoft Teams in the Hybrid Workplace

Microsoft Teams is more than a collaboration tool. In the hybrid workplace it can truly transform your unified communications & customer experience strategies.

**Improve Voice Efficiencies** - use Direct Routing to seamlessly connect Teams with your existing telco operator and integrate with PBXs.



**Teams Meetings made Easy** - add Teams-certified IP Phones and Meeting Room devices to join calls with outstanding audio and video quality, from anywhere.

**Simplified IT Operations** - when every home and huddle room is a branch office, your IT team will thank you for simple, centralised device management.



**Productive Meeting Outcomes** - with virtual meeting assistant MIA by your side in Teams meetings, you will never miss an action item again.

**Stay Compliant with Teams** - Teams-certified recording of all Teams interactions (voice, video, IM).

**Improve your Customer Experience** - by using natural voice-driven Conversational IVR to automate inbound call handling.

AudioCodes Live for Microsoft Teams delivers all of this “as a Service”.  
Simple | Subscription | Agile | Cost-Effective

Find out more [here](#)