



**SWITCH
CONNECT**
get connected stay connected



Monetising the Voice Digital Transformation Journey with Microsoft Teams.

Presenter: Rohan Milne

The Enterprise March to Cloud is Unstoppable



It's a unique time:

- To Win New Customers
- Offer Customers New Services
- Secure Existing Data Revenues

“Be one of the winners during this change”

Digital Transformation



Engage
customers



Empower
employees



Optimize
operations



Transform
products

DIGITAL TRANSFORMATION



TECHNOLOGY

COMMUNICATION

DATA

IOT

AUTOMATION

NETWORKING

Online survey of 4,800 technology decision makers
in 23 countries conducted in April 2019.

Respondents worked in companies with 5 to over 1,000 employees



Infrastructure



UCaaS



Microsoft
Teams



SD-WAN

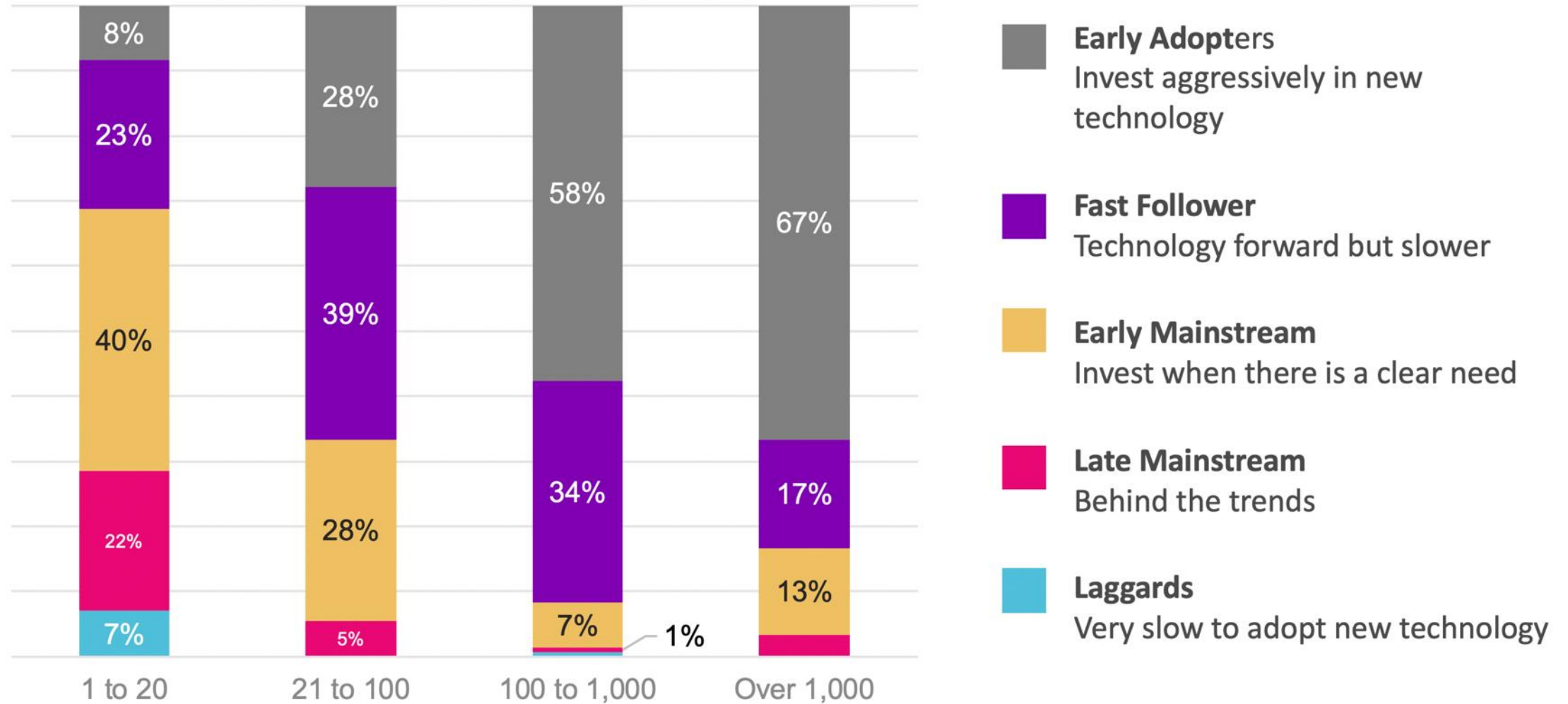


SIP
Security



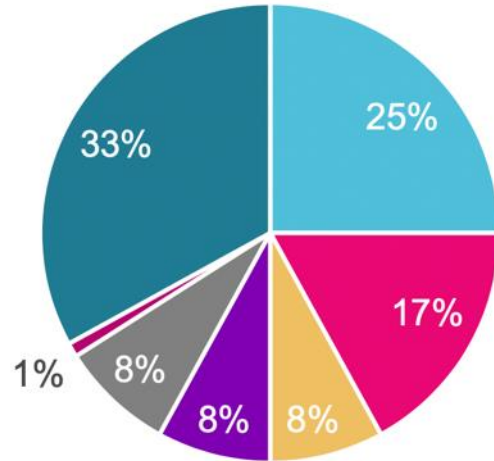
CPaaS

What is your company's attitude toward technology adoption?

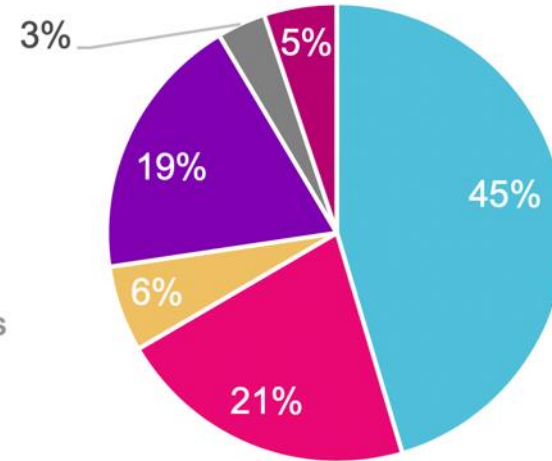


Which collaboration applications does your company use?

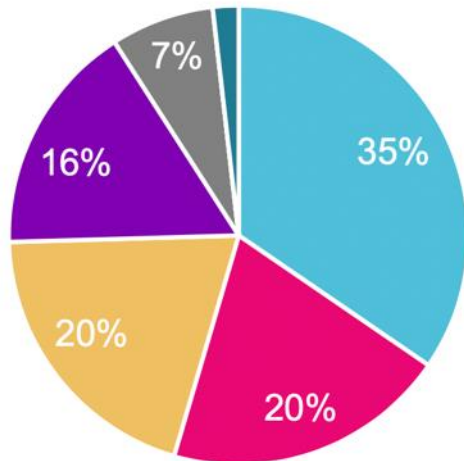
1 to 20 Employees



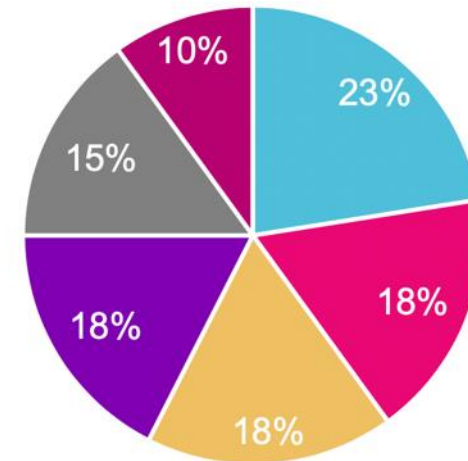
20 to 100 Employees



101 to 1,000 Employees



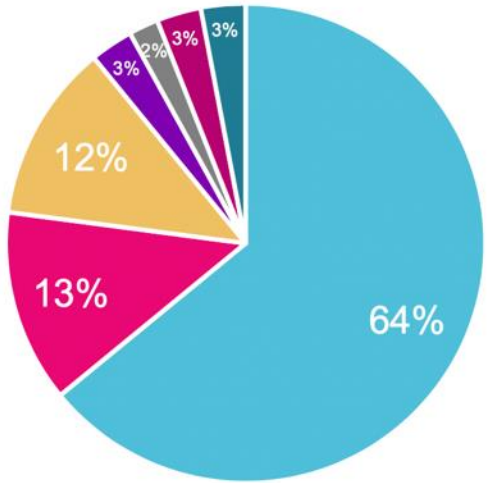
> 1,000 Employees



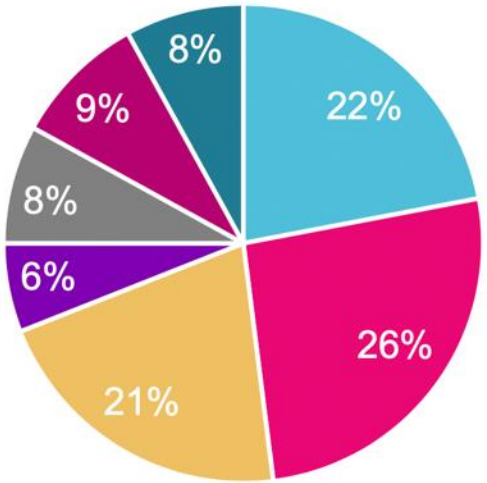
- Skype for Business
- Microsoft Teams
- Webex
- Go to Meeting
- Zoom
- BlueJeans
- Hangouts

What type of phone system does your business have?

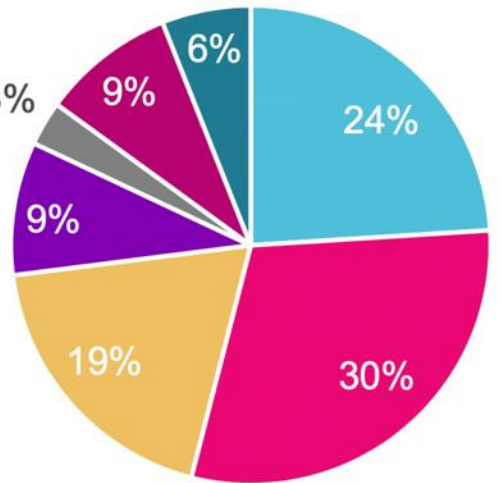
1 to 20 Employees



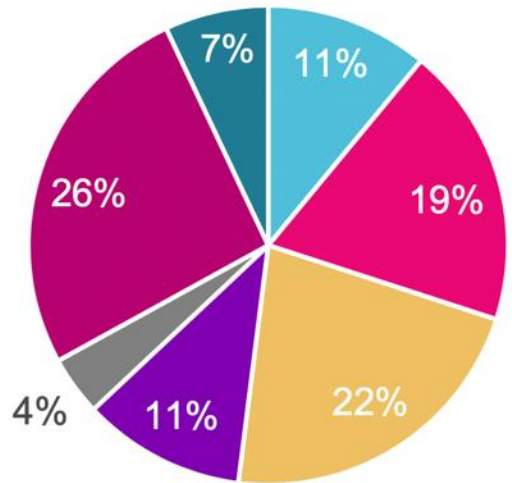
20 to 100 Employees



101 to 1,000 Employees

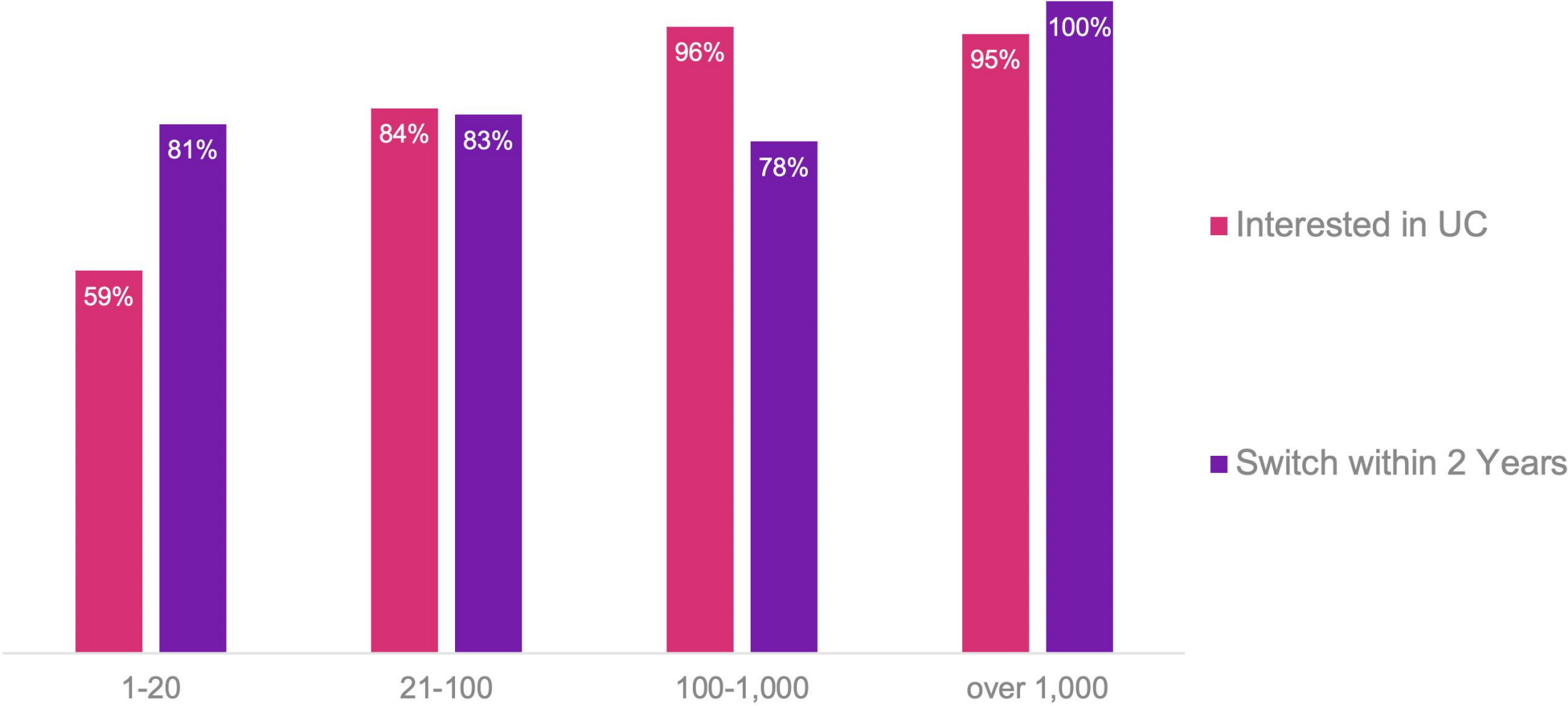


> 1,000 Employees



- Business Lines
- KSU
- TDM PBX
- TDM Centrex
- UCaaS
- IP PBX
- Mixed

Interest and Purchase Intent for Non Adopters



The Voice Transformation Journey



Voice



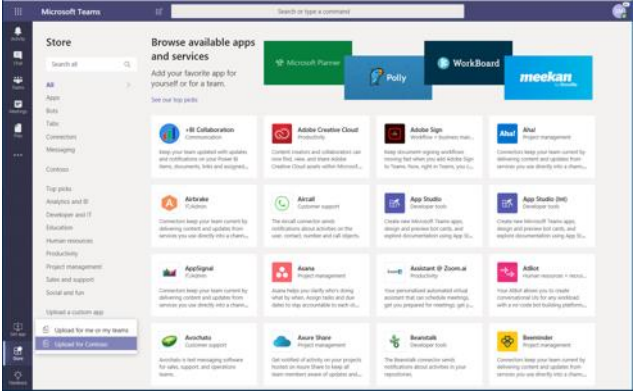
Cloud



Mobility



Collaboration

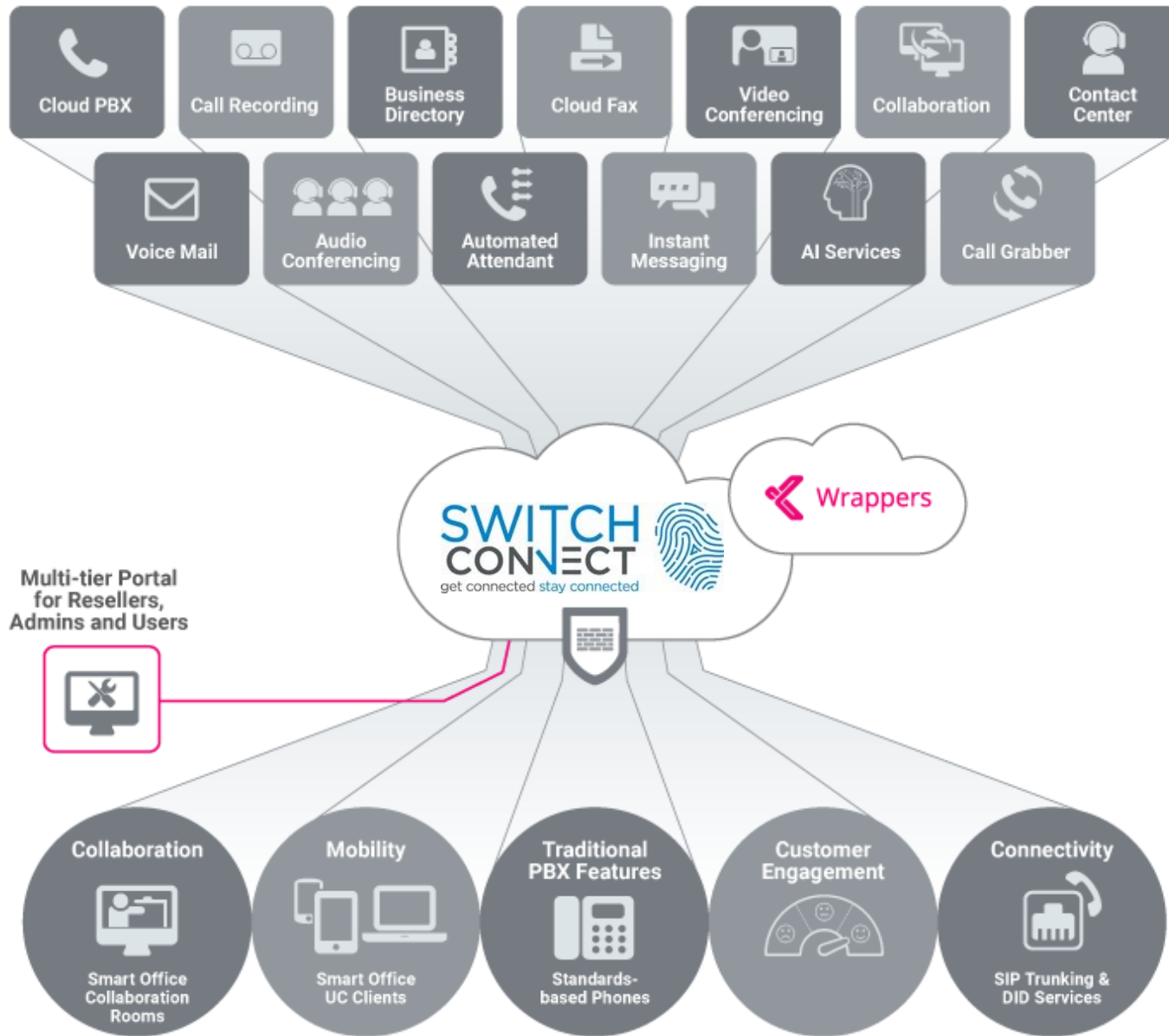


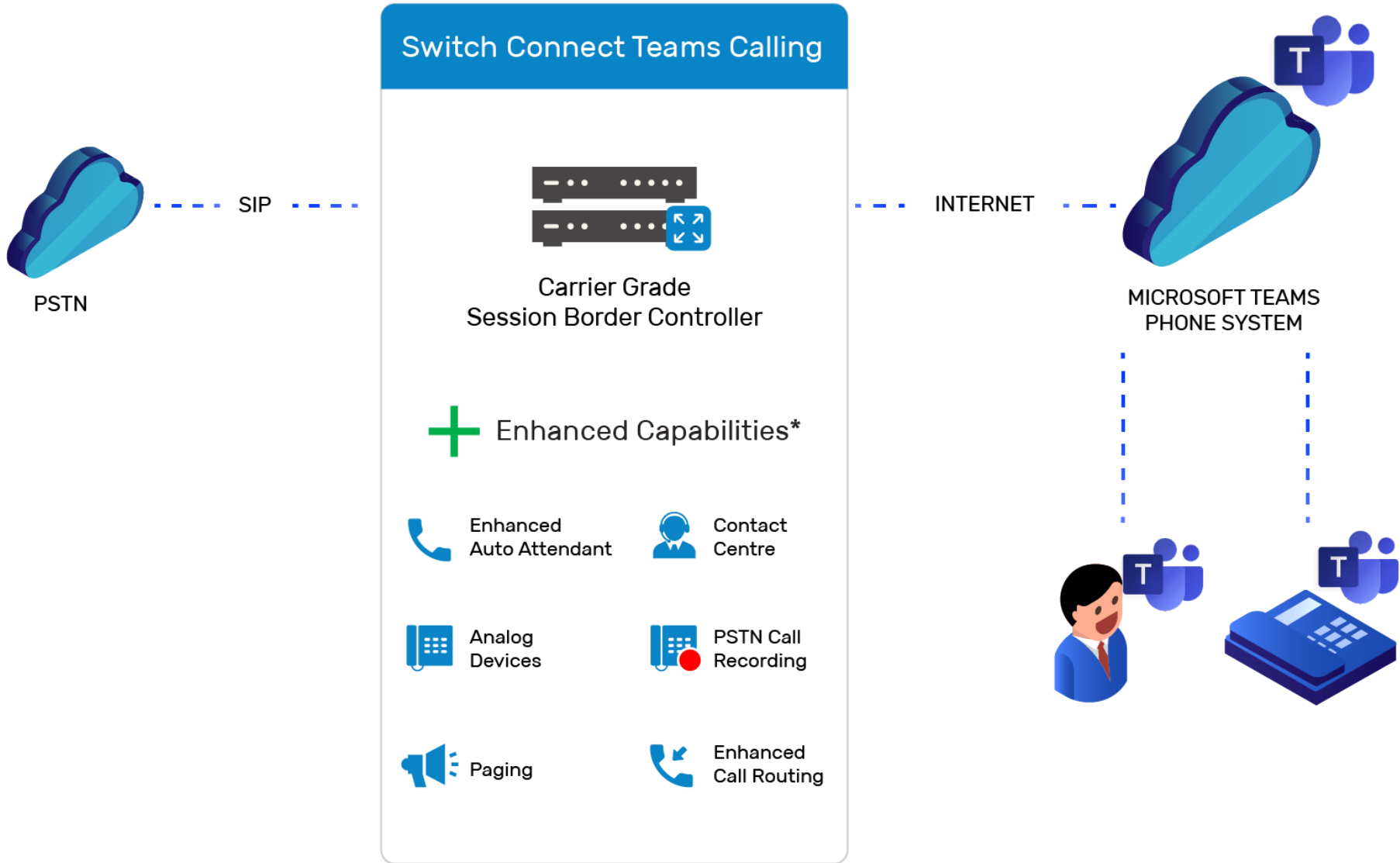
Fully integrated Collaboration

- ✓ Voice
- ✓ Cloud
- ✓ Mobility
- ✓ Collaboration

Top Customer Benefits

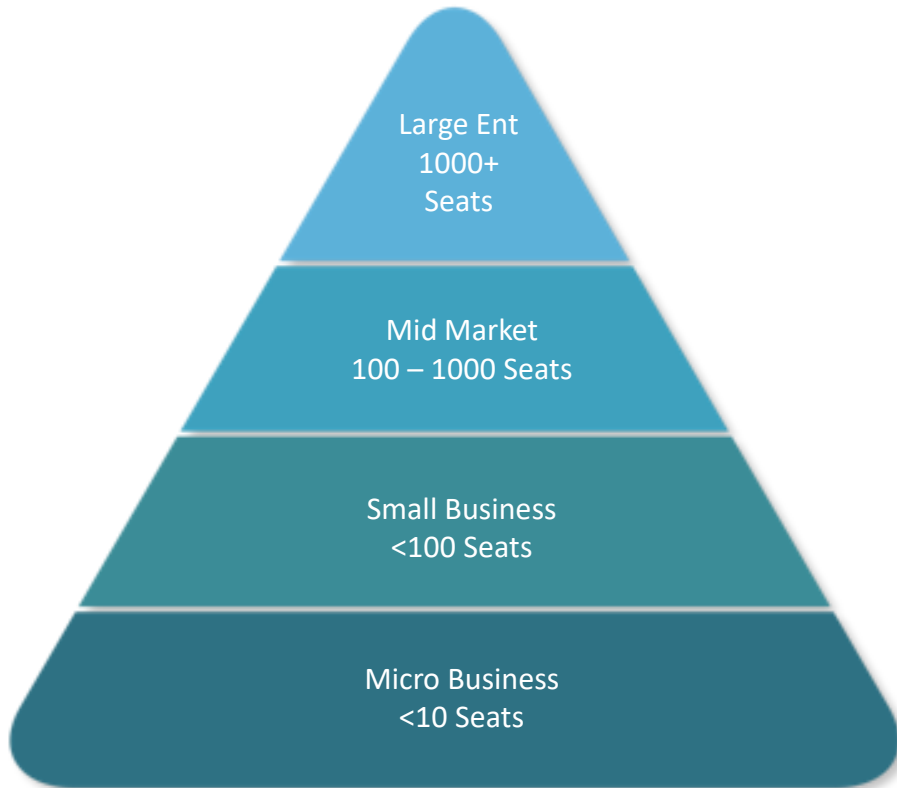
- 1. Lower Total Cost of Ownership**
- 2. Work Anywhere, Improve Productivity**
- 3. Flexibility of Solution**
- 4. Enable Collaboration**
- 5. Integration with Applications**
- 6. Disaster Recovery**





Microsoft Teams Calling

Market Segments



Microsoft Teams Meets Cloud Communications Requirements Across All Market Segments

- Delivering a broad range of Communications services
- Seamlessly integrated across devices and networks

Microsoft Teams Calling

How to Monetise Microsoft Teams with Switch Connect

Managed Services



The Intelligent Edge

BGP, RIP, and OSPF



WAN Router

Preventing toll fraud and DDoS attacks



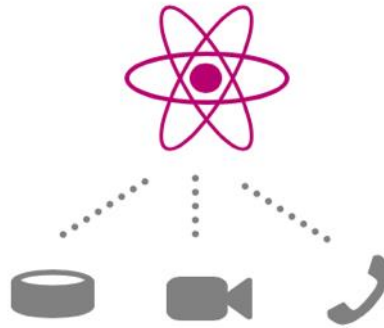
SIP Firewall

Private IP address management and dynamic address assignment



NAT/DHCP

EDGEMARC
INTELLIGENT EDGE



SIP proxy for UCaaS;
header manipulation for SIP
trunking



ALG/B2BUA



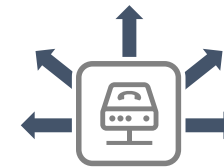
Application
Prioritization

Prioritize traffic over a
single WAN connection or
across two WAN links



PSTN Gateway

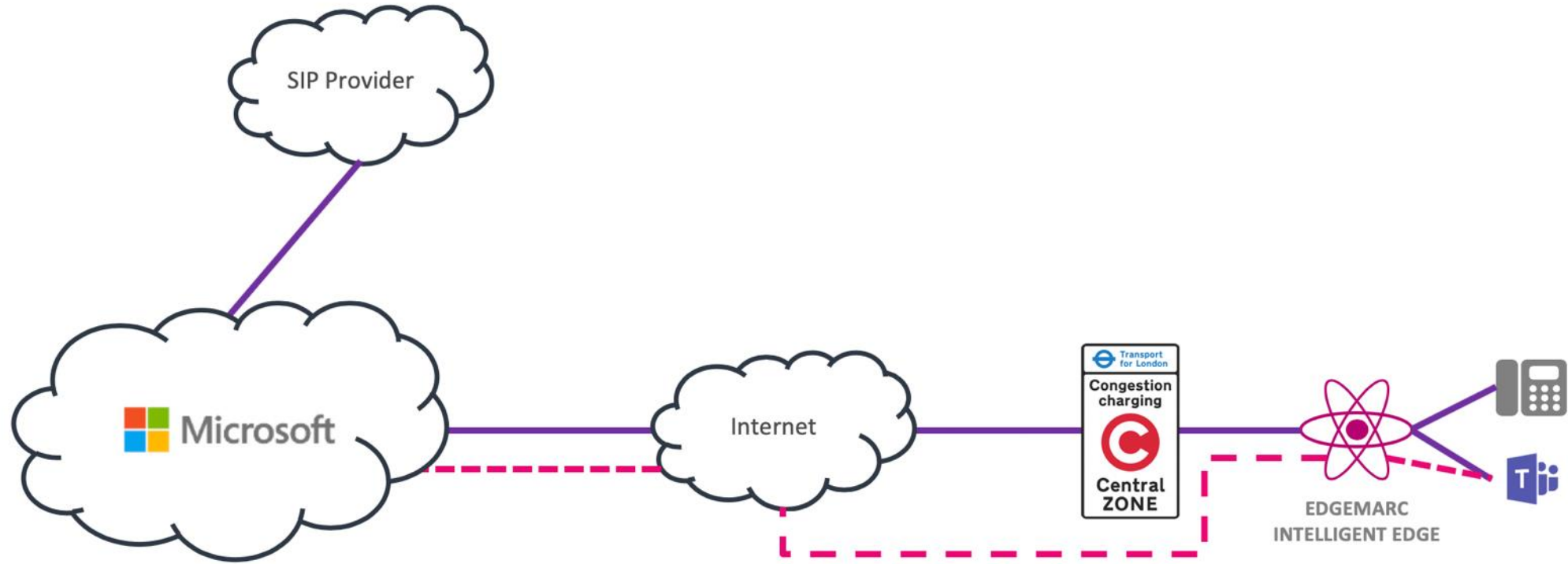
T1/E1 plus FXS/FXO
(Select Models)



Voice Quality
Monitor

Granular service
monitoring on every
call; reports back to
EdgeView

Teams Service Assurance with the Intelligent Edge

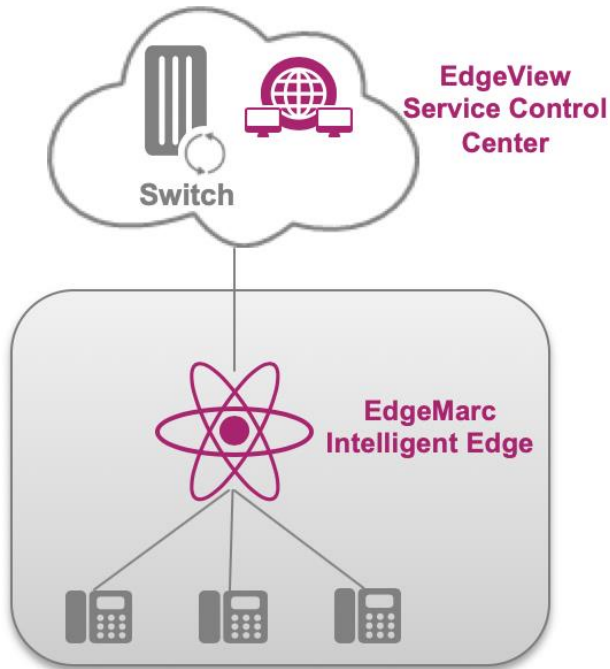


Teams Service Assurance from **Cloud to Edge**

Intelligent Edge leveraging SD-WAN prioritisation and calculating MOS scores

Network Edge Assurance

Ribbon's hybrid Cloud-Edge solution for Service Assurance, SIP Security, OpEx Savings and New Revenue Streams for UCaaS Providers



EdgeView



Provision and Manage



Monitor and Alert



Troubleshoot and Remediate



Report and Analyze

EdgeMarc



Zero Touch Provisioning



Service Configuration



Status Streaming and Event Triggers



Interoperability



SERVICE ASSURANCE

Ensure service quality, load balancing, and resiliency across one or multiple WAN links



SECURITY

Prevent toll fraud, DDoS attacks and other threats with our VoIP Firewall



OPEX SAVINGS

Performance data and analytics allow faster problem solving, reducing costly service incidents



NEW REVENUE STREAMS

Monetize the network edge with Service Assurance, SD-WAN and Survivability

Buyer Personas



Executive or Owner Buyer

What will it do for us?
What is the risk associated with this?
Where can I find efficiencies?
How easy will this be to manage?
How long will it take everyone to get used to it



Financial Buyer

Where is the return on Investment in time and cost?
Where will the savings come from across the business cost centres?



User Buyer

What will it do for me?
Can I still do what I do now?
Does it change the way I work?
How easy will it be for me to learn how to use it?



Technical Buyer

What is the impact on our current technology infrastructure and security?
What do we need in place for it to work?
What features are there?
How do I manage the features?
What support do we get?

Microsoft Teams Calling

Key Sales Triggers

1. **Replacing the PBX**
2. **Moving Offices or Merging**
3. **Flexible Working or Mobile Users**
4. **Improve Customer Contact**
5. **Integrate Communications into other applications**
6. **Assistance in Managing a Mixed PBX estate**

ISDN End Date:

Incumbent providers across the world have announced the switching off of their PSTN/ISDN network, forcing customers to have to change from their existing telecom infrastructure and therefore consider SIP and Cloud Communications.

Microsoft Teams Calling

Key Qualifying Questions

- What do you think your business will look like five years from now and how will communications need to adapt to support this?
- How important will the Millennial workforce be for your business and for your customers?
- Are you currently using other cloud services?
- What is the greatest challenges you are facing with your current solution/provider/network?
- How is the transformation from ISDN to IP communications going to affect your business?
- How many offices or remote workers do you have?
- What network connectivity do your sites have?
- What are the key Applications you use in your business?
- How do you currently manage your communications platforms when you need to add users or features?
- How important is collaboration and messaging to your current business requirements?



SWITCHCONNECT 

get connected stay connected