

Trunks Battle Card



Bringing calls from your company phone service to Microsoft Teams users

SIP2teams is the perfect service for bringing calls from your company phone service to Microsoft Teams users. Adding voice and calls to Teams delivers a step-change in user productivity and the effectiveness of the Microsoft Teams collaboration platform. The implementation of SIP2teams is performed through an intuitive web portal, doesn't require any hardware or Software, and importantly, there is no disruption to your company phone service, you don't even need to port numbers.

Customer Pain Points

- Users have two systems: Teams for collaboration and a company PBX for calls
- Using Teams for calls means switching the phone system to Microsoft, or a complex integration with the current PBX using expensive hardware & software
- Users want to have the full call capability of Teams on all devices, PC, Mac and Mobiles so users can work remotely
- IT departments don't want to manage several different communication and collaboration platforms

The SIP2teams advantage

- Connect virtually any phone service provider to Microsoft Teams users without buying hardware or software
- Works with Teams on PC, Mac, and Mobile
- IT departments can reduce the number of systems to manage by using Teams as a single platform for calls and collaboration
- Fully secure and ready for use on leading SIP Trunk providers
- True native integration to Office 365, no workstation software to install and manage
- Pay-as-you-go Subscription-based pricing

How Does It Work?

- Controlled via an easy-to-use web portal, no hardware or software required
- SIP2teams routes calls between your existing phone service and Microsoft Teams through gateways operating in Microsoft Azure data centres
- The regional, load-balanced architecture provides enterprise availability and global capability

Target Market

The IT Administrator who wants to:

- Provide voice and calls to Microsoft Teams users
- Reduce the number of software products to manage without compromising user features
- Use cloud services rather than have capital expenditure on hardware and software
- See no disruption to their existing voice and IT infrastructure.

The Business Manager who wants to:

- Have increased efficiency by bringing together collaboration and calls
- Provide full communication mobility to users on PC, Mac, and mobile devices
- Enable BYOD
- Have a simple subscription service removing the need for a large project with cost overheads

Comparison of methods to achieve calls in Microsoft Teams	SIP2teams for PBX	Microsoft Calling Plans	SBC & Direct Routing	SIP2teams for Trunks
Simple per-user subscription	✓	✓	✗	✓
No number porting required	✓	✗	✓	✓
No hardware or software required	✓	✓	✗	✓
Keep PBX call flows & groups	✓	✗	✗	✗
Keep call centre functionality	✓	✗	✗	✗
No complex PBX configuration required	✓	✓	✗	✗
Keep existing desk phones & devices	✓	✗	✗	✗
Available in all countries	✓	✗	✓	✓
No special training or knowledge	✓	✓	✗	✓
Cost effective for SMB	✓	✓	✗	✓
Mix Teams and standard VOIP phones for users	✓	✗	✗	✗
Keep current phone provider	✓	✗	✓	✓

Common Sales Objections

Why do I need to have calls in Teams?

Bringing calling into Teams brings the productivity benefits of having all communication tools in one place, users can use one software tool for everything. IT departments enjoy the efficiency of managing one software platform, instead of separate collaboration, communication and phone tools for their users.

Can't I just use Microsoft Calling Plans in Teams?

Microsoft Calling Plans can work out costly if there are many users, as customers are purchasing bundles of minutes they may not use.

Customers that need international calling capability, even on a modest level, will need the Microsoft International Calling Plan, which is far more expensive than the domestic plan. Microsoft Calling Plans are not available everywhere the customer may have an office.

Customers who want to bring their own phone service to Microsoft Teams can use SIP2teams to retain all of their numbers and call bundles and use as a simple PAYG service.

I need to keep my existing numbers and call rates as they are

SIP2teams for Trunks is designed to allow you to bring your own carrier to Teams without any disruption around number porting, and there is no hardware or software to deploy to make this work.

SIP2teams allows you to bring phone service providers from anywhere in the world, if you have international offices, they can all benefit from the full Teams experience.