RingCentral

Bring world-class customer experiences and calling into Microsoft Teams

Microsoft 365 is a key employee productivity platform for organizations everywhere. Those organizations count on widespread adoption of well-established apps like Word, Outlook, and Excel. Many are also looking to maximize their investment by driving usage in other services included in their subscription, like Microsoft Teams.

Remote and hybrid work has also become the norm. Teams saw increased adoption as a result, with millions now using the platform daily. Dispersed teams use the messaging and video conferencing capabilities to collaborate, keeping them connected despite not being in the same physical location.



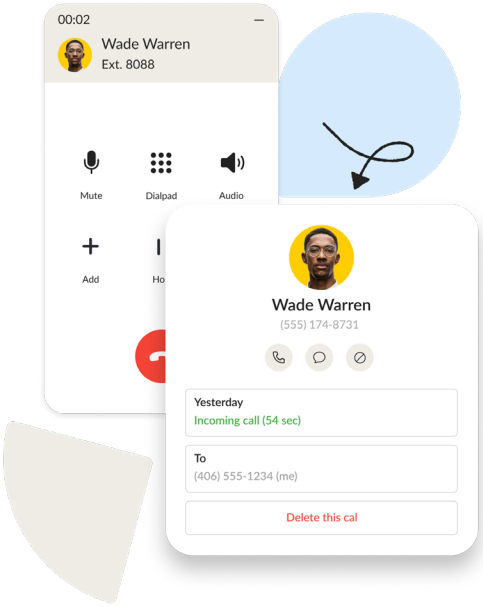
Adoption of Microsoft Teams has grown, but many find it doesn't fit their calling needs

Many organizations that adopt Microsoft Teams plan on using the service for its message, video, and phone capabilities. It may come as a surprise, then, to discover that calling capabilities are only included with a Microsoft 365 E5 license. This leaves organizations with an E1 or E3 license to consider whether to pay for the upgrade to an E5 or Teams Phone license or to seek a more cost-effective solution. The data is clear on how organizations are approaching this: a study from Cavell Research Group discovered that 85% of Microsoft Teams voice users leverage a third-party telephony partner instead of using a Microsoft Calling Plan. Most cite a few common reasons why they search for a value-added service:



- **Return on investment:** Only 8% of Microsoft 365 customers choose an E5 license. However, organizations without an E5 license must pay an additional fee to Microsoft to obtain calling capabilities. When balancing the added cost of the upcharge to the E5 or Teams Phone license with the value of the Microsoft calling service, many organizations don't find the investment worthwhile.
- **Advanced calling use cases:** Some employees just need a dial tone to place and receive calls. Others need more advanced capabilities. Receptionists, sales people, support staff, and others rely on capabilities like CRM integrations, custom IVR, and a receptionist console. Many organizations find Microsoft's calling capabilities are limiting and don't meet the demands of phone power users.
- **Reliability:** Microsoft's Service Level Agreement (SLA) for Teams allows for more than 52 minutes of downtime per year. However, Teams experienced more than seven hours of outages by early February 2023, exceeding their annual downtime SLA by a factor of nearly eight just a few weeks into the year.
- **International coverage:** For multinational organizations, Teams may not provide calling coverage to countries where they do business. This forces them to take on another phone provider for international calls.
- **Contact Center integration:** Microsoft doesn't offer a Contact Center solution, leaving organizations to find a third party solution to integrate with Teams.
- **Integrations:** Teams is well-known for its communications capabilities. But most organizations rely on apps outside the Microsoft 365 ecosystem to run their businesses. Teams may not provide integrations that optimize workflows, forcing context switching and lost productivity.
- **Advanced analytics:** Microsoft Teams offers basic adoption and usage and quality of service reporting. For advanced analytics, organizations will need to buy a costly PowerBI license. Additionally, they'll need to hire an expert to create, manage, and distribute reports.

RingCentral enhances the Teams calling experience with a business phone system you'll love



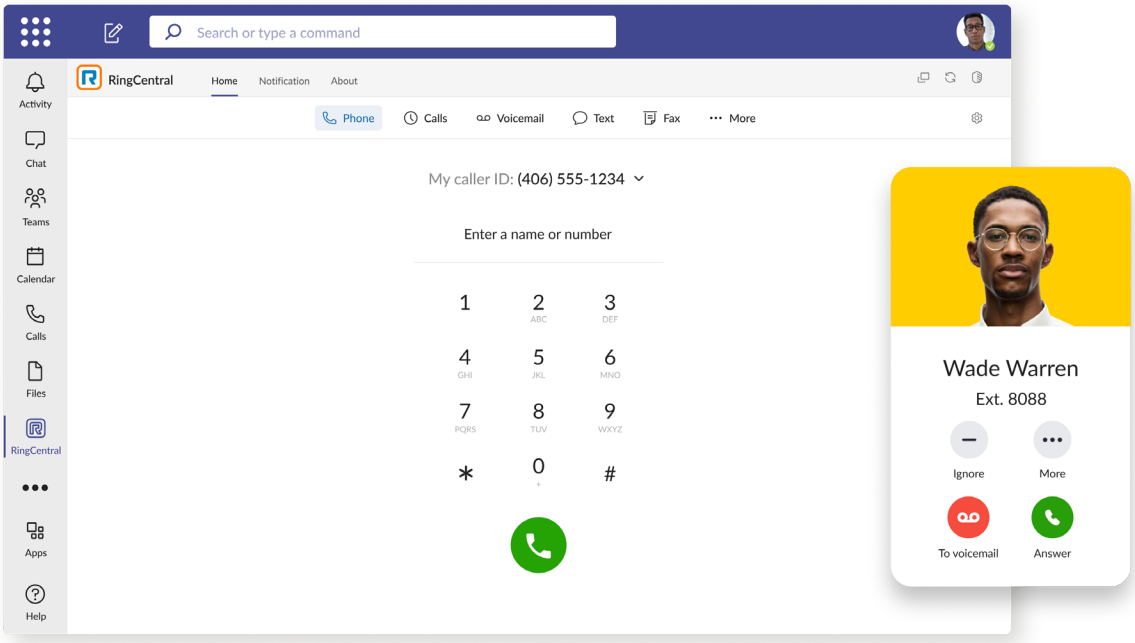
These complications have left many IT decision makers with a dilemma. To maximize their investment in Microsoft 365, they must adopt as many services as possible, including Teams. But the incomplete experience offered by Teams leaves them with critical communication gaps and unsatisfied users.

One strategy has become pervasive among these organizations: leverage Teams for its messaging and video conferencing, but adopt a best-of-breed strategy to enhance the Teams calling experience.

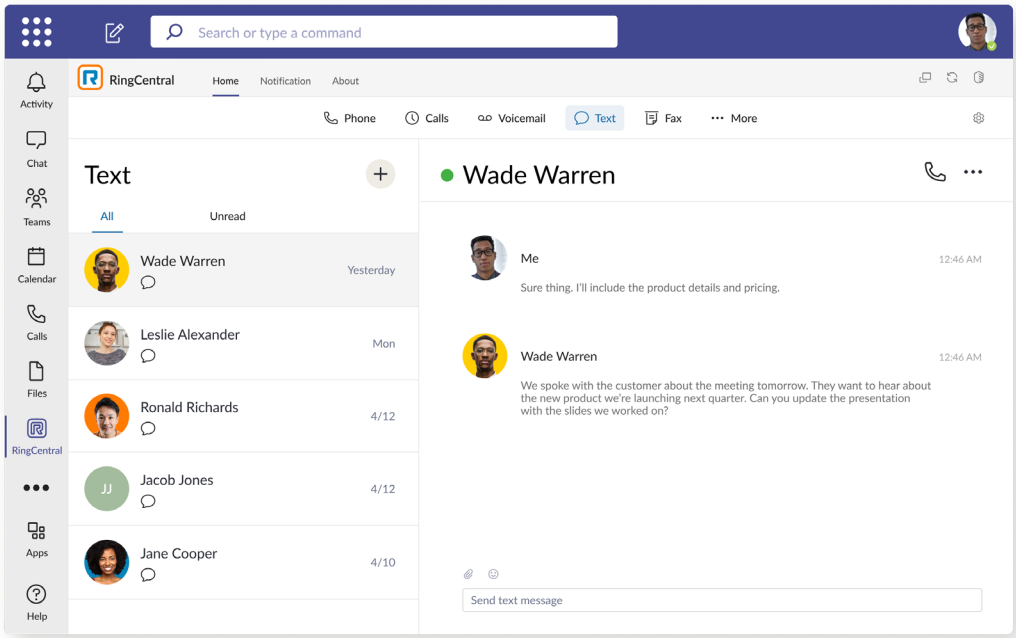
Businesses that want to optimize their investment with Microsoft 365 while using Teams for messaging and video can do so with RingCentral's advanced cloud phone system. With two options for deployment, RingCentral provides both the flexibility and capabilities needed to complement Teams. When evaluating calling solutions to enhance Teams, organizations choose RingCentral for several reasons:

A business phone system and more

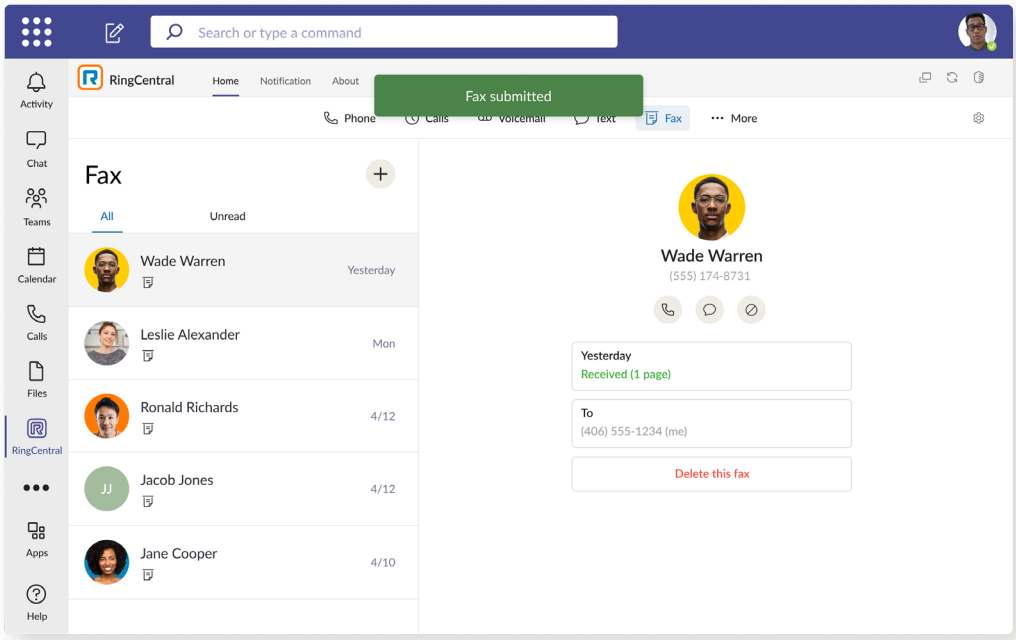
- **Business phone, everywhere:** Embed RingCentral's telephony into the Microsoft Teams app to get a high-performing business phone on your desktop or mobile device.



- **Business SMS:** Send text messages from your business phone, and keep your personal number private. Since business text messages aren't sent through a personal number, they remain discoverable and auditable.



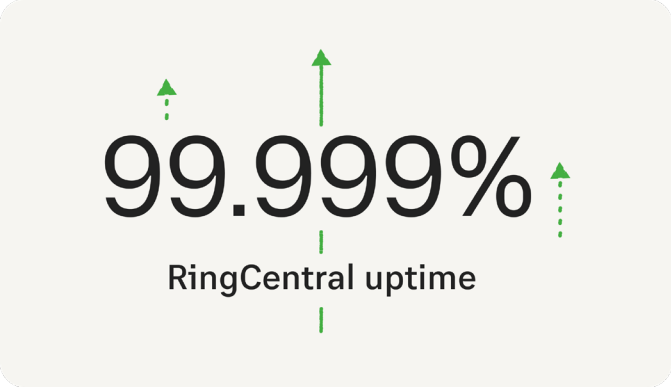
- **Internet fax:** Send and receive faxes using your desktop, mobile, or tablet. Attach files from your local or cloud storage solutions, and add a cover page if needed.



- **Auto-attendant and IVR editor:** Never miss a call with an extended phone menu and advanced call routing rules. Make changes on the go with a visual editor.
- **Head-up display (HUD) and call delegation:** View if a user extension is available in real time. This enables delegates, like administrative assistants, to manage multiple calls.

Reliability

- **99.999% uptime:** RingCentral MVP offers 99.999% uptime. That translates to less than six minutes of downtime per year, including scheduled maintenance.



Global reach

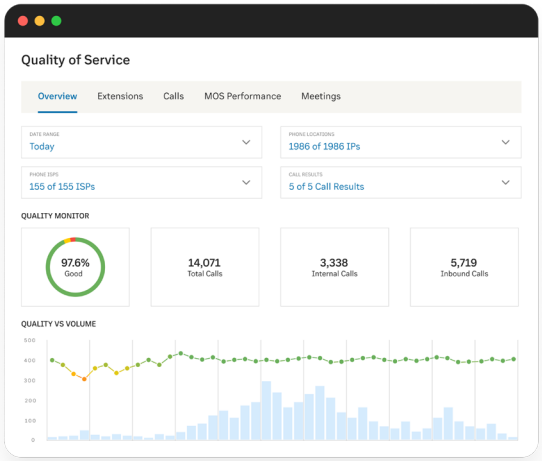
- **Single solution for your international calling needs:** With native public switched telephone networks (PSTN) to 44 countries and local phone numbers in more than 110 countries through international virtual numbers, RingCentral provides global reach for your business phone.

App integrations



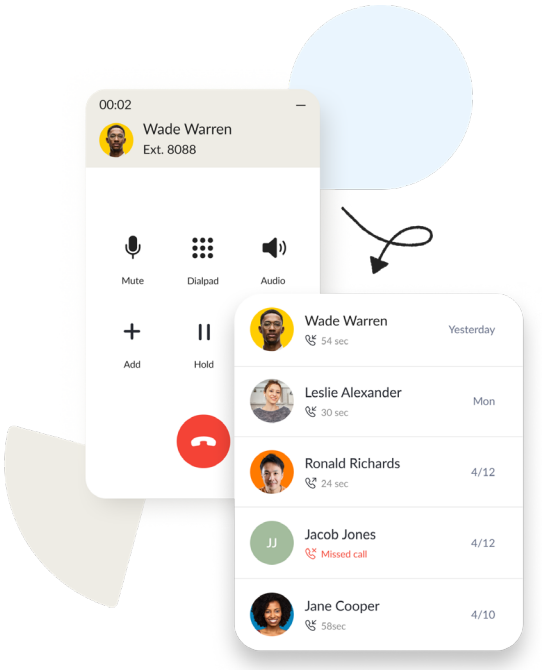
- **Over 330 out-of-the-box integrations with leading business apps:** Reduce app switching by integrating your business phone with your mission-critical apps like Salesforce, Hubspot, Okta, Google Chrome, and hundreds more.
- **Build custom solutions with our APIs and SDKs:** With more than 500 publicly available APIs for voice, SMS, team messaging, and more, RingCentral empowers developers to build custom solutions to meet their needs.

Analytics



- **Resolve end user issues faster with IT analytics:** As users work off company-managed networks and devices, it's more challenging to diagnose and resolve their issues. RingCentral's IT Analytics gives a granular view of potential issues, helping you find root causes and resolve issues fast.
- **Insights to make data-driven business decisions:** Historical call data can help you spot trends, forecast upcoming volume, and spot small issues before they become big ones. These insights positively impact the bottom line, helping control labor costs while ensuring you don't miss a sale because of extended hold times.

What's the best implementation for me?



RingCentral offers two deployment options: the embedded app and direct routing. This flexible model empowers you to pick what fits your workstyle, technology strategy, and budget.

RingCentral for Teams - Embedded App

RingCentral for Teams embedded app enables calling from the Teams app to both internal extensions and external numbers. It's the simplest way to supercharge the phone experience for both end users and IT admins without having to deploy a new app to end users. Most importantly, there's no need for an added Microsoft calling or E5 license to capture this value. This solution is ideal for organizations that want to:

- leverage RingCentral's superior telephony while maximizing the value of their Teams investment
- avoid the added cost of Microsoft's calling license

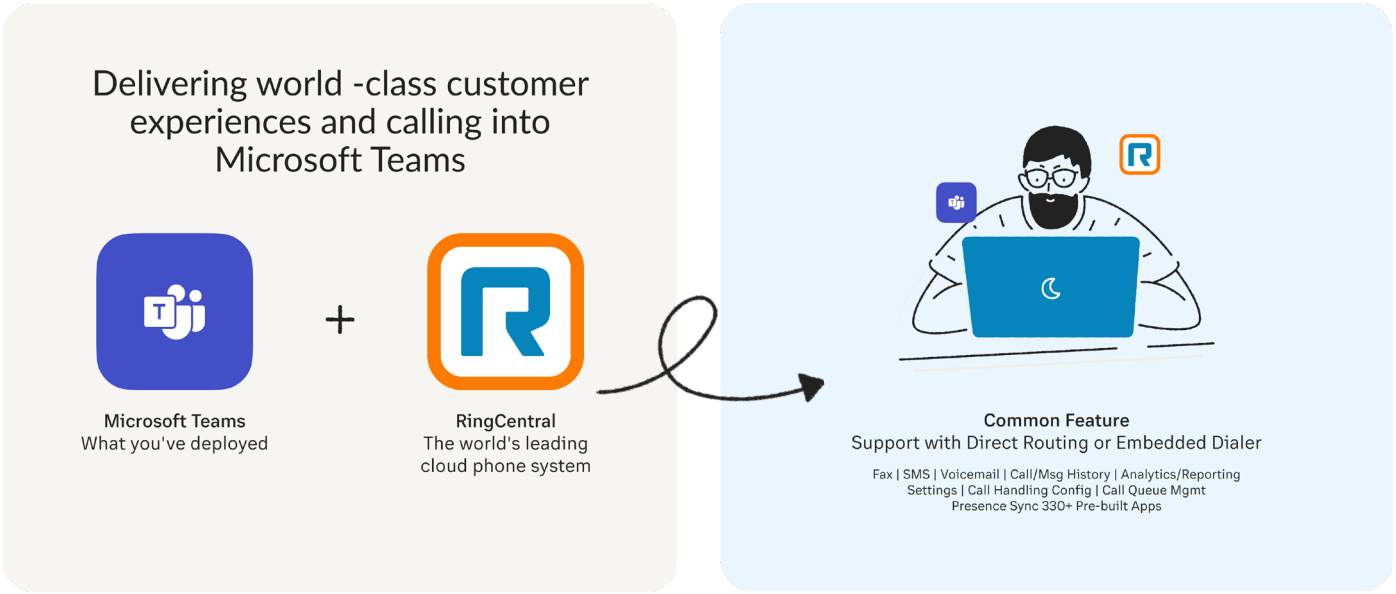
With the RingCentral for Teams embedded app, users access an icon presented in Microsoft Teams. They can then place and receive calls, access voicemails and voicemail transcriptions, and send or receive an SMS or fax. These tools fill critical gaps in Microsoft Teams, transforming it from messaging and video meeting tool to a communications powerhouse. This approach is also a money saver, as it doesn't require the added cost of a Teams Phone or E5 license.

Direct Routing

Get the most native experience for calling by choosing RingCentral to take over the back-end telephony capabilities. This solution enhances the Teams call experience with RingCentral's powerful cloud PBX solution, all without leaving the Teams interface. This solution is ideal for organizations that aim to:

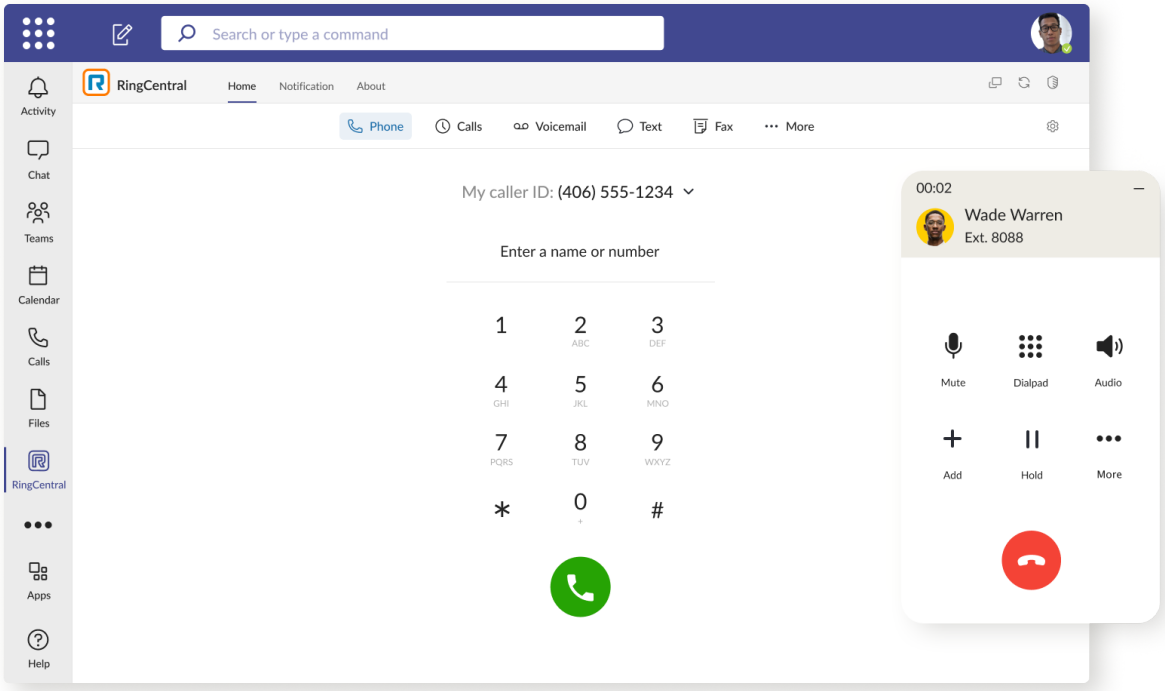
- depend on RingCentral's market-leading cloud PBX to power their calling
- deliver a single app experience for messaging, phone, and video to their end users
- have budget for the added cost of an E5 or Teams Phone license

Deployment options to fit your needs



Reliable, powerful calling for Microsoft Teams

RingCentral for Microsoft Teams turbocharges your Teams deployment with a market-leading cloud business phone. Advanced calling capabilities like head-up display empower executive assistants. Integrated SMS and fax streamline marketing. And market-leading analytics help both IT and department leaders make data-driven decisions. RingCentral for Microsoft Teams turbocharges any Teams deployment with the #1 cloud business phone.



As a RingCentral partner, we can design a RingCentral MVP solution to fit your business needs.
Contact us today to schedule a demo!

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RingCentral

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