



MS Teams Direct Routing

MARCH 2023

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Why are we here?

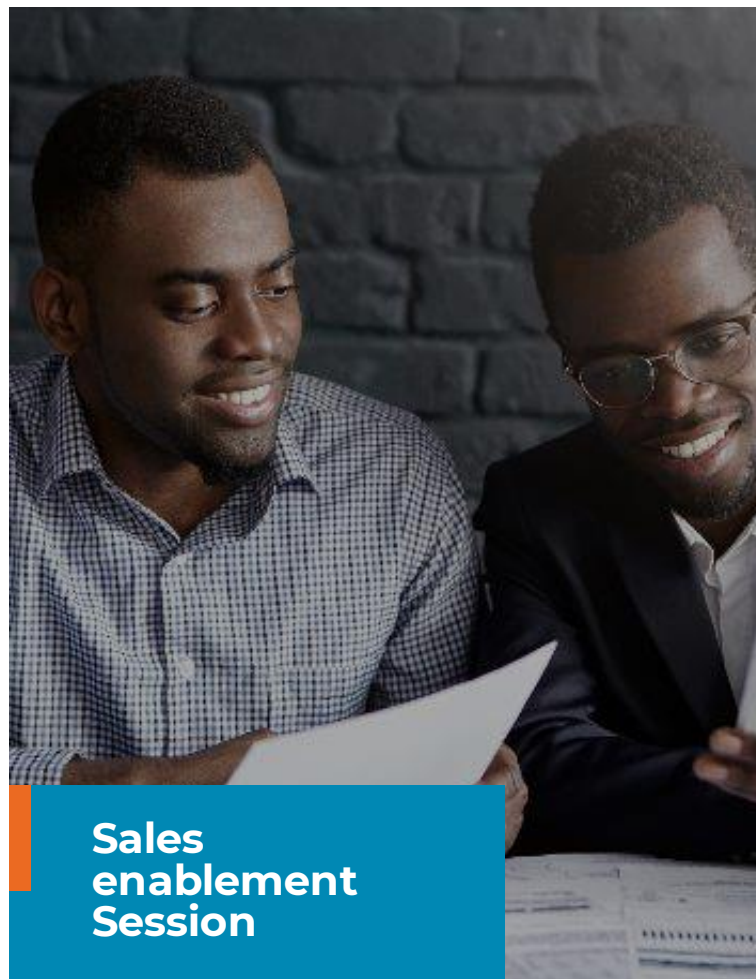
- We are redefining and realigning our workflows across the entire customer journey to deliver exceptional customer experiences
- We are protecting our customer base with an aggressive upgrade program to move them from their traditional analog voice solution to a unified communications solution tailored to their collaboration needs.
- We are bringing Direct Routing to the market for customers that already use MS Teams for collaborate
- In the next 120 minutes, we'll walk you through the why, what and how to sell this new offer



Viya®

**Your
enablement
journey**

**We are
here!**



**Sales
enablement
Session**

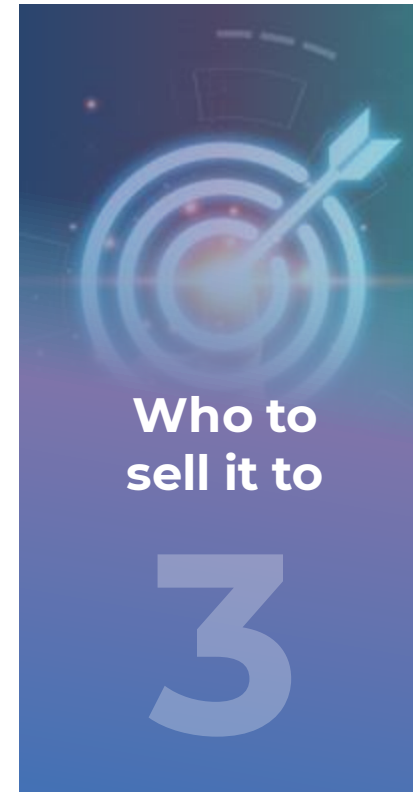
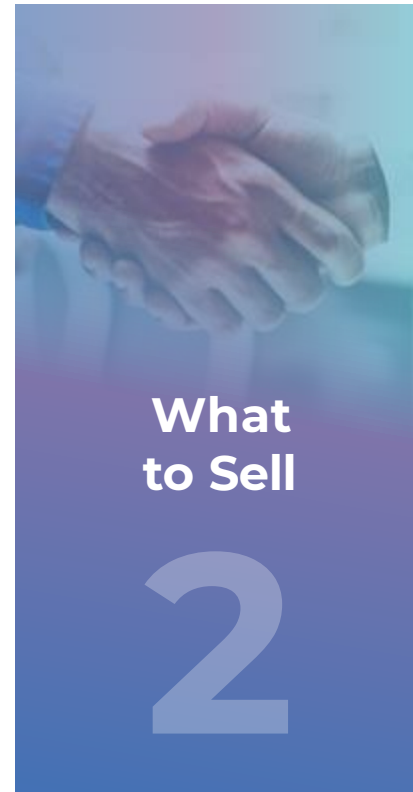


**+ 45
days**

**Impact
assessment**

BUSINESS VOICE TRAINING

Today's Agenda





Why Sell Collaboration

MS TEAMS DIRECT ROUTING





The Evolution of Unified Communication

Three Main Voice Solutions
Deployed In Businesses Today

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Traditional Phone Systems

- Phone closet with onsite equipment
- Limited features; additional equipment (and costs) required to add features
- Expensive upfront capital to scale as you expand
- Ongoing costs to upgrade and maintain

**TDM/PRI
On-Premise
PBX**



Voice Over IP (VoIP)

- Phone service connected to internet
- More features but still mostly just voice communication
- Lower upfront costs and lower TCO
- Quality of service issues and lacking customer support are common problems

**IP-PBX
SIP Trunks**



Unified Communications as a Service

- Minimal onsite equipment. Lower upfront costs and lower TCO
- Seamless integration of computer + mobile + desk phone for unified experience
- Platform that connects & integrates business communications such as instant messaging, meeting, chat... collaboration! with the regular calling features
- Designed, implemented and supported by the provider with no additional costs

UCaaS

We are selling this!



What Business Problems do Collaboration Solutions Solve?





TIME FOR AN IMPORTANT QUESTION

**But aren't there MANY
collaboration tools
available already?**

WHY DO YOU THINK IT MAKES SENSE TO SELL COLLABORATION?



Viya[®]

**Why not
just do
WhatsApp
or Zoom?**



The case for a Unified platform



Increased Productivity

No swivel chairing between tools to get your calls across



Greater Reach

Your sales reps and support staff are always within reach, anywhere, anytime



Reduced Expenses

Consolidating service functions leads to operational simplicity & savings



Increased Reliability

An end-to-end solution creates a better experience for customers and staff



Why MS Teams?

MANY ORGANIZATIONS ARE ALREADY USING TEAMS

It closely integrates with other MS products, and people can immediately share documents within Teams without switching apps.



Microsoft Teams innovation supports new ways to work together

- Empowering a digitally connected, distributed workforce requires the right combination of culture and technology to enable simple and reliable communication and collaboration regardless of location or device.
- Over the past year, Microsoft introduced over 450 features in MS Teams to help organizations address the evolving needs of today's workforce.



Flexible, enterprise-grade calling in Teams

- With nearly 80 million active users, Microsoft Teams Phone has been at the core of digital transformation across the globe, providing the flexibility and functionality organizations rely on to stay connected and productive..

Why MS Teams?

COMPETITIVE POSITIONING

Leader in 2022 Gartner® Magic Quadrant™

- 4 consecutive years receiving this recognition. Placed highest on the **Ability to Execute** and furthest on the **Completeness of Vision** axis.
- With 270 million monthly active users, Microsoft Teams has become essential to how hundreds of millions of people meet, call, chat, collaborate, and do business.
- As many markets start to emerge from the pandemic, there have been increased usage and engagement in Teams—users interact with Teams 1,500 times per month on average and spend more time in Teams chat than they do in email.

Figure 1: Magic Quadrant for Unified Communications as a Service, Worldwide



Why MS Teams Direct Routing?

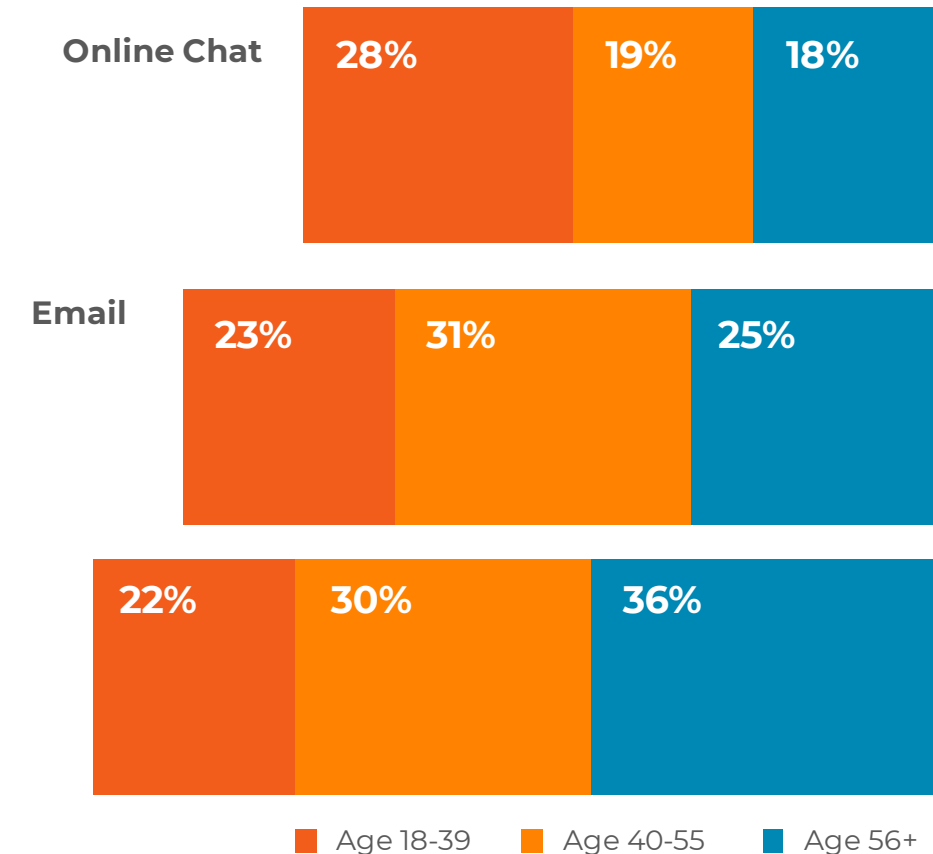
BUSINESS NEEDS

Phone lines are not already dead

- Phone calls are still the preferred communication channel for customers after they've bought something from a company.
- Consumers also aren't just picking up, they are calling too. An Invoca survey found that 65% of people have called a business in the last month, compared with only 22% who contacted a business through social media.



Preferred business communications method after purchase





Why us?

OUR UNIQUE VALUE PROP

Powering teamwork without compromise



Turn-key Solution

- Viya design, configures, and provisions the seats and features
- Viya provides the access/transport
- Viya is responsible for selling, installing and providing technical support
- 24/7 support with a single point of contact



Competitive pricing / All inclusive

- Delivered over the same network used for Internet access and **delivered as a bundled offer**
- A next-generation IP PBX. Eliminates the need for less secure, over-the-top applications (such as WhatsApp, Skype)
- Predictable monthly pricing



Easy-to-Deploy

- Advanced admin features
- No need to buy expensive hardware



What to Sell

OUR VALUE PROPOSITION





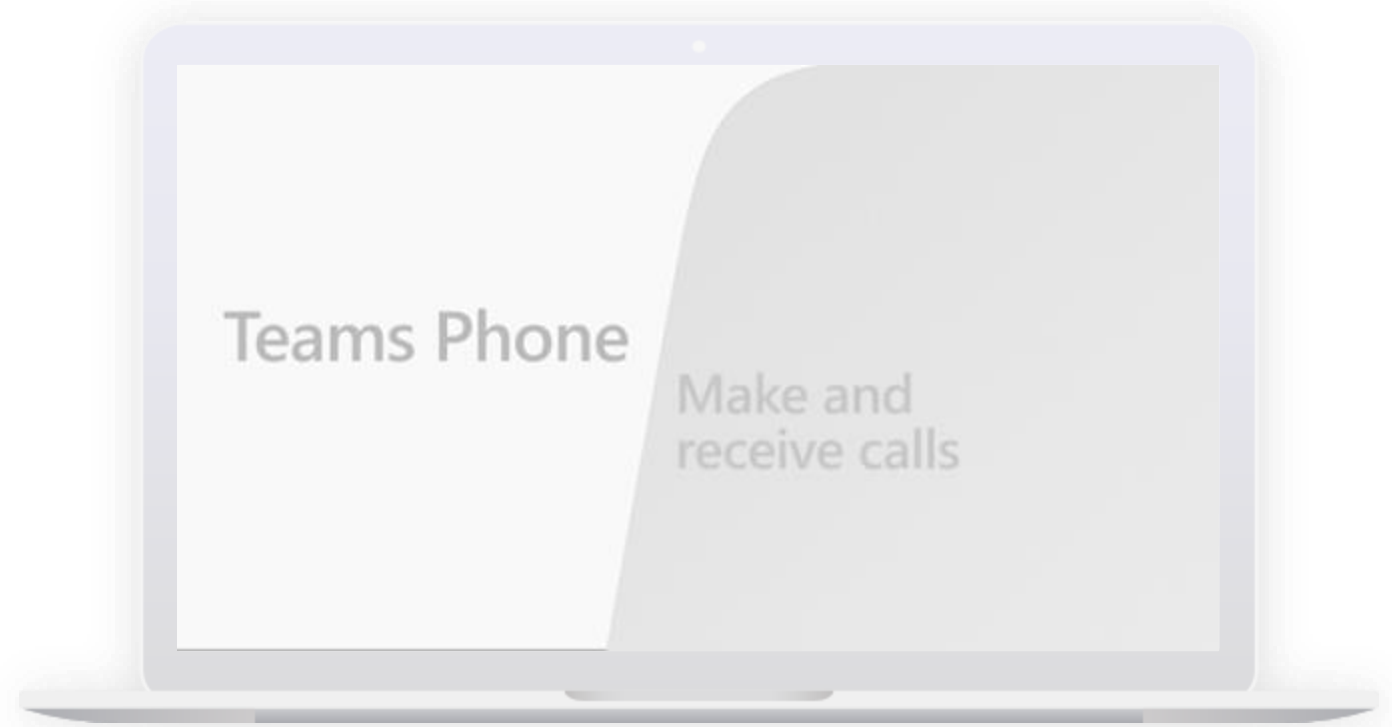
Get started with Teams Phone in Microsoft Teams



[Watch Video](#)



How to make and receive calls in Microsoft Teams



[Watch Video](#)



What is MS Teams Direct Routing?

Direct Routing allows you to use your preferred PSTN carrier with your Teams Client.

With a Viya Calling Plan, users can now utilize Teams to place and receive calls outside of the Teams app.



Agility & Flexibility

Enterprise-grade IP PBX features. Enables teams to work anywhere--get online and in-sync, on any device



Cost Reductions

Reduced cost-of-ownership with savings on both CAPEX and OPEX. Easily add/remove features and services to fit your changing business needs



Reliable

Encrypted communications with no on-site critical components ensures business continuity



Fully Managed

24/7 monitoring, support and management of your services. A true one-stop-shop. We sell, install and provide technical support.

Business Voice and Collaboration Business Benefits



Connect • Communicate • Collaborate



Work Smarter

- Team collaboration inter/intra company
- Simplifies decision-making processes



Work From Anywhere

- Empowers the mobile warrior
- Provides the means to stay connected while on the go



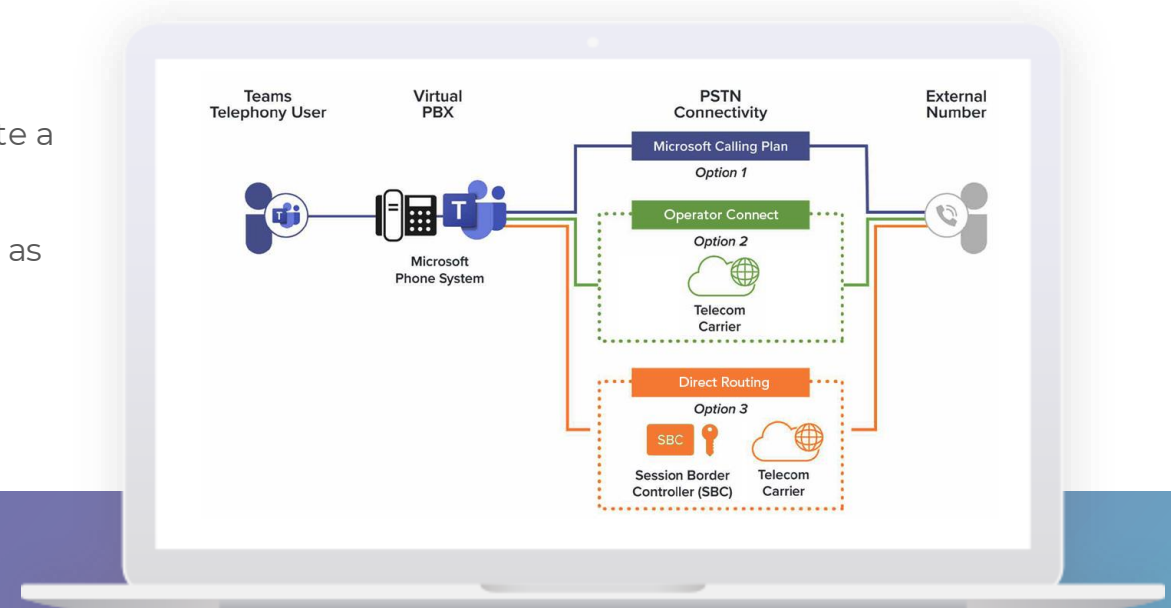
Connect Your Way

- Enables access & integration to other collaboration & productivity tools
- No need to jump between multiple apps to collaborate

What are the options



Microsoft aims to simplify the process of adding external PSTN communication to Teams by offering options that accommodate a variety of needs. Operator Connect provides users with a third option for migrating their telephony to Teams, alongside Direct Routing and Microsoft's own Calling Plans. One way to view it is as three alternatives on a sliding scale, with Operator Connect positioned in the middle as a compromise between the convenience of ordering services through Microsoft and the flexibility of Direct Routing.



Microsoft Calling Plans

Calling Plans provide bundles of domestic and international minutes directly from Microsoft with a Microsoft 365 Business Voice or Microsoft 365 E Calling Plan.

Operator Connect

Operator Connect allows you to add PSTN calling from directly within the 365 admin center by connecting carrier services from approved third-party providers.

Direct Routing

By far the most popular option, Direct Routing allows you to connect external carrier services from your chosen provider to Teams via a Session Border Controller (SBC) located either on-premises or in the cloud.



ARE YOU SURE YOU GOT IT?

Do you understand the components?

WHAT'S PSTN?

WHAT'S SBC?

WHAT'S "MS PHONE"?

HOW'S "MS PHONE" IS DIFFERENT FROM THE BUILT-IN "CALL" FEATURE?



Self-Managed Vs As-a-Service

DIRECT ROUTING IS A SOPHISTICATED AND COMPLEX SOLUTION THAT REQUIRES SPECIALIST EXPERTISE TO IMPLEMENT PROPERLY



Self managed

- Retain control of, and responsibility for, overall system design, maintenance and uptime
- Extensive internal resources and specialist skills required
- Interactions/contracts with multiple third parties necessary to deploy Teams Calling
- PSTN carrier negotiations to be undertaken individually
- Responsibility for getting licenses and updates and ensuring adequate capacity
- Analysis and oversight tools will need to be developed in-house or bought in



As-a-Service

- Outsource management of, and responsibility for, overall system design, maintenance and uptime
- Specialist skills from external experts
- Comprehensive, end-to-end service, with no capacity constraints
- One contract: no other third-party interactions or costs necessary for Teams Calling
- Tailor-made, cost-effective solutions, leveraging PSTN carrier relationships and economies of scale
- Flexibility over deployment
- Sophisticated oversight and analysis tools

What are the options

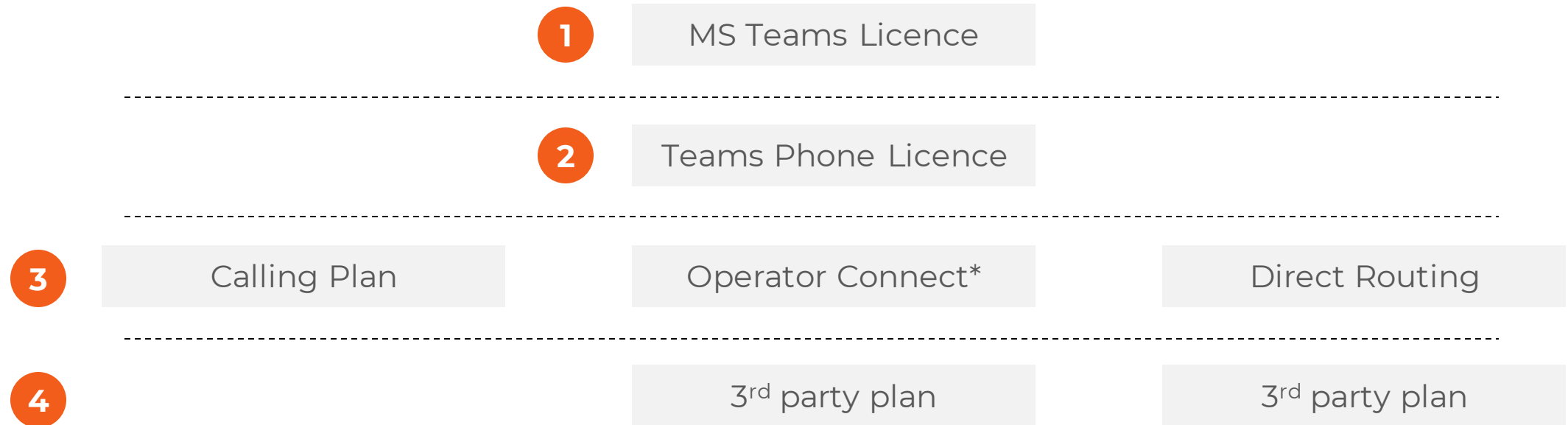


	Microsoft Calling Plans	Operator Connect	Direct Routing
Voice Connectivity	Provided by Microsoft	Provided by one of the carriers available on Operator Connect through trusted cross connects between their network and Microsoft	External carrier services are connected to Teams via a cloud-based or onpremises session border controller (SBC)
Voice Service Management	Managed in the 365 admin center	Managed through the 365 admin center and the carrier's portal	Number and service management through the carrier's online customer portal.
Integrations	Only supports applications designed for Teams using 365 API integrations	Only supports applications designed for Teams using 365 API integrations	Voice application integrations are fully supported
Pricing	Bundled calling plans, minutes, and licensing on a per-user, per- month basis	Pay carrier for the minutes used + monthly rental charge	Pay carrier for the minutes used + monthly rental charge
Supporting Hybrid Environments	Not supported	Not supported	Supported; different platforms, contact centers, legacy systems, and analog devices can all be connected using the same voice network
Voice Routing	Standard options only	Standard options only	Completely configurable
Global Coverage	Limited to the 26 countries where Microsoft offers service as of late May	Limited to the countries the Operator Connect carriers can provide PSTN replacement services in	Get the coverage you need around the world via hosted, fully managed SBCs

The cost associated



DOING IT IN-HOUSE ALSO CARRIES ADDITIONAL COSTS





What they are paying for

SIMPLIFIED BILLING AND IMPLEMENTATION

1

MS Teams Licence

2

Viya Direct Routing



Our service offer

Microsoft 365 includes Teams Per employee \$22

- Customer currently has implemented Microsoft 365
- MFST License managed by Viya or by the customer

Teams Phone Standard License \$8

- Cloud-based phone system
- License per user

\$45 Total with License/ Viya Plan/ Handset

Viya's Plan Starting at \$25 per user

Includes:

- Fully Managed MFST Teams calling platform
- SIP and DID per user [Phone Service & 340 Number]
- Unlimited Local calling (including US & PR)

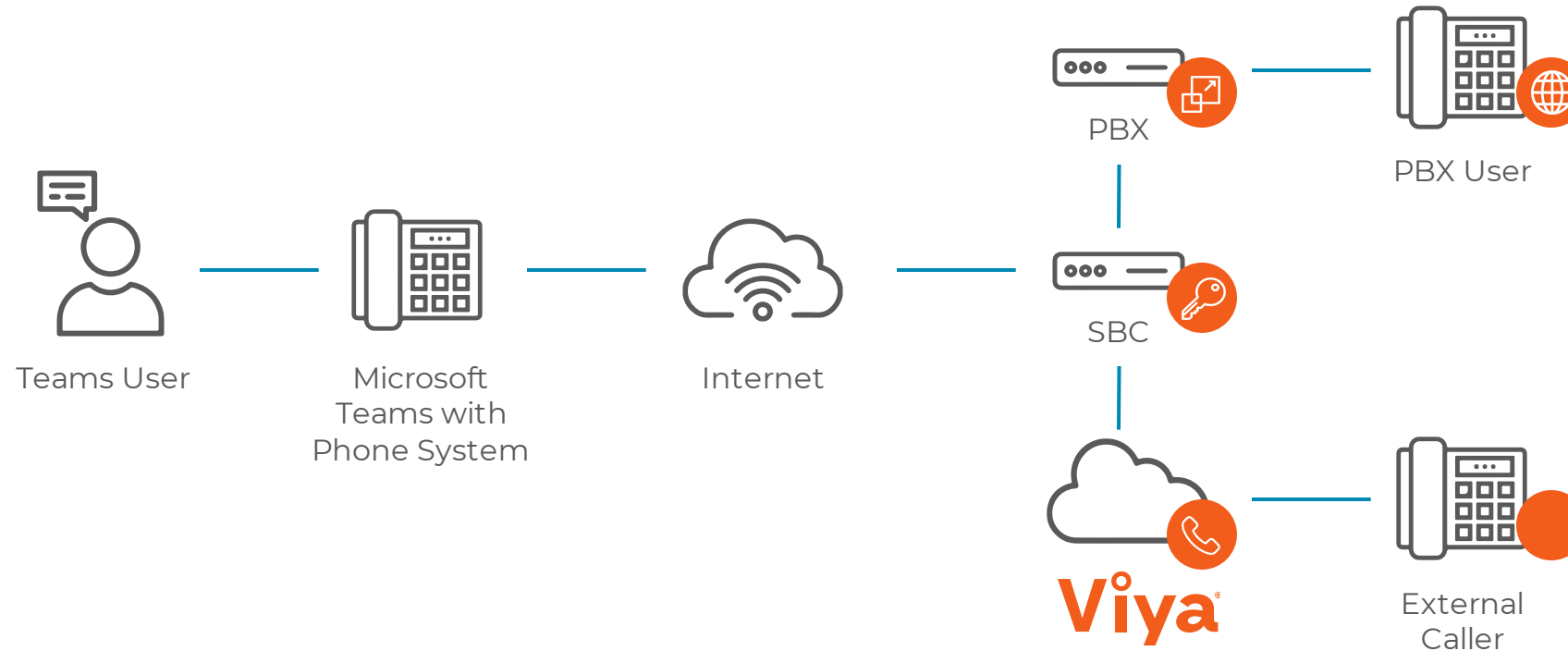
Add-ons

- Standard Desktop phone - \$12 a month
- Executive Desktop Phone - \$16 a month
- Teams Rooms Audio I Video (Custom)
- \$ per minute long distance included
- * International calling not included

Microsoft Teams Rooms Pro \$40

- Meeting Room License - per room
- Require Video / Audio conferencing system
- Requires Pre-Sales Engineer/ Site Survey

How it Works



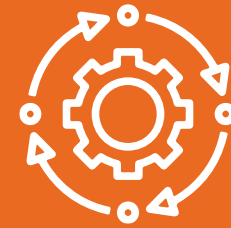


Target Businesses



5,000

Anywhere
minutes



Unlimited

Landline
calls



Who to Sell Business Voice to

TARGET CUSTOMERS





Where to start?

Make sure that your prospect already uses MS Teams for collaboration.





3 Key Questions

Take some time with your customer to understand

- 01** Out of all the customer-facing communications in their company, how many of those are conducted over the phone?
- 02** How are they handling these types of interactions today?
How are they doing with the remote employees?
- 03** And then, if internal people are talking one way, and their customer comms are conducted in some other way... isn't this a source of miscommunication for your business?



It's not all about what **THEY** think...

Even though there may be an overabundance of tools to call, message and meet, people are still having trouble finding a common platform to communicate. It's honestly nearly impossible because the customers don't need/want to connect with them 'on their terms'.



Should we do a teams call?



Slack?



....Whatsapp then?



Zoom?



Oh wait, the customer is on the road right now, and their company doesn't do zoom!

Instant messaging and email are not the solution for everything

Let's face it: Everyone gets lost in their emails and chats these days. App fatigue is really a thing.



Hey, can you help me find the last version of our product specifications?



Maybe it was on our slack channel?



Oh gosh, and bob is not here at the office!



Often times all they need to figure things out is a simple phone call



Target Businesses



**Restaurants &
Bars**



**Field service
companies**



Beauty and Care



Healthcare



**Professional
Services**



Retail

Customer Stakeholders

Viya[®]



TECHNOLOGY / IT



**EXECS /
OPERATIONS**



**SALES / HR /
MARKETING**



Know your stakeholder Technology / IT



Pain points

- Needs to support office expansion and onboarding new hires
- Struggling with disparate systems
- Fast deployment is a must
- Consolidating communications systems across multiple locations
- Complex integrations; needs white-glove deployment / service
- Too many systems currently being managed
- Too many vendors to manage

Questions to ask

- What methods do your employees use to communicate and interact with customers, suppliers, or partners?
- Are employees working remotely, either from home or out of the office to sell or serve customers?
- What tools are you currently using to communicate/collaborate?
- What happens when your comm systems fail? And how often does this happen?



Know your stakeholder

Execs / Operations



Pain points

- Technology needs to support rapid growth
- Transition to more digital business
- Communications system is last thing on their mind
- Revenue generation/news sources of revenue
- Needs mobility- geography/ time constraints don't factor in
- Optimize bottom line across company
- Concentrate ROI analysis
- Solution must be global
- Hard to navigate and gain approval with procurement involvement

Questions to ask

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- Are employees working remotely, either from home or out of the office to sell or serve customers?
- What tools are you currently using to communicate/collaborate?
- What happens when your comm systems fail? And how often does this happen?



Know your stakeholder

Sales / HR / Marketing



Pain points

- Prove ROI
- Growth of business
- Productivity- focused
- Effective engage customer & workforce anywhere
- Easy to deploy
- Run the department/business easily
- Achieving each dept business objectives
- Tool integrations
- Security and compliance are big concerns
- Each department has own systems/vendors

Questions to ask

- What tools are you currently using to communicate/collaborate?
- Do they frequently “get in the way” of your ability to communicate internally/ with customers?
- Do “silos” between employee roles or software solutions make for extra work and poor experiences?
- What happens when your comm systems fail? And how often does this happen?



Sample Use Cases



Industry-Specific Use Cases

GOVERNMENT



Industry Challenges

- Reduce communication complexities
- Different locations
- Tie collaboration services directly to the phone.



Key features

- Integrated call transcriptions
- External VM transcription visible on MS Teams
- Transferring the call to different devices allow users to never miss an important call
- Click-to-call capabilities improves access and response times



Typical solution Results

- Reduced costs
- Improved service: Enhances service through reduction in abandoned calls and back-office automation.
- Simplified management: we help in getting things done

Industry-Specific Use Cases

FINANCE



Industry Challenges

- Speed-up decision-making processes
- Need to make local and international calls



Key features

- Integrate chat, presence, document and screen sharing, with voice options
- Transferring the call to different devices allow users to never missing an important call
- External VM transcription visible on MS Teams
- Integrated call transcriptions



Results

- Creating a consistent collaboration experience—including the delivery of expert resources and innovative services within the branch and online
- Enhancing the customer experience that can easily be redirected to a specialist



Industry-Specific Use Cases

REAL STATE



Industry Challenges

- Accelerated response times
- Enhanced collaboration



Key features

- Transferring the call to different devices allow users to never missing an important call
- Click-to-call capabilities improves access and response times
- Integrate chat, presence, document and screen sharing, with voice options
- Cloud collaboration to speed up contract closing / paperwork process



Typical solution Results

- Increase velocity in responding to customers and prospects
- Reduce need to go to Realtor's office to get things done



How to Sell Business Voice

SALES PLAYS



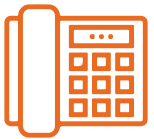


Where to start?

Our company has identified various customer segments and we want to focus on Small Businesses.



Positioning the right solution



Hosted PBX

- Small and Medium Businesses
- Need to have a professional image
- No collaboration tools needed
- File sharing
- Screen sharing
- Video conferencing
- Focus on availability when doing jobs outside the “office”



MS Teams Direct Routing

- Medium Businesses and Enterprises
- Already have MS Teams deployed
- Need to integrate communication channels
- Do a lot of telephone calls
- Local
- International
- Continental US
- Different locations
- Focus on extend the calling features and the ability to take or transfer calls to different devices

Creating an Elevator Pitch

An Elevator Pitch is a concise statement of your value proposition, meant to be shared orally and informally as a primary interaction with the customer.

An "elevator pitch" is a 60 - 90 seconds conversation that you could presumably give during an elevator ride. It's not a sales pitch but a way to turn a casual conversation into a sales opportunity. The main objectives are:

- 01** Open the door to a further conversation.
- 02** Get an invitation to present or demonstrate the solution to relevant stakeholders.





The components of an Elevator Pitch

It's not a magic recipe, but the basic parts of an elevator pitch are:



Customer Challenge



The Solution that solves it



Detail



Benefits



Next Steps

BUILDING AN ELEVATOR PITCH

Our Example!



Customer Challenge

New Viya customer without a PBX solution and 10 collaborators using WhatsApp only. Remote team operations



The Solution that solves it

Viya Business Voice Solution



Detail

It is a complete collaboration solution, that you can customize as you like. It offers telephony, instant messaging and video.



Benefits

It's hired as a managed service, so it requires no capital investment.



Next Steps

Schedule a meeting to present the detailed benefits of the solution.

Elevator Pitch

Viya®

“

It seems like your business is growing and handling more sales volume. I'm guessing its particularly challenging these days, with most of your team working remotely using their personal phone. Being able to re-route calls to wherever your team is at can be tricky, right?

That's why I wanted to talk to you, because we have a solution that can help your business have a more professional image, while making your team get together more easily. With our new Business Voice offer they can call each other, text and meet with anyone remotely, just like that.

It's also cloud-based and fully managed, so it's super easy to install and you can pay for it on a by user by month model. I'd love to chat with you to show you the user experience and walk you through our quick deployment process. What day works best for you?

”

Now it's your turn to create an Elevator Pitch for Business Voice

Our scenario

A landscape business with 10 field agents and several contractors, that needs to connect: send pictures of the job, make decisions on real time and make the clients happy

A close-up photograph of a young Black woman with short, curly dark hair. She is smiling broadly, showing her teeth, and pointing her right index finger directly at the camera. She is wearing a grey, short-sleeved top. The background is a blurred, light-colored wall. The Viya logo is in the top right corner.

Viya

Step 1

Complete this table



**Customer
Challenge**



**The Solution
that solves it**



Detail



Benefits



Next Steps

Step 2

Summarize your arguments in less than 500 characters

Viya[®]

Questions to turn **implied** needs into **explicit** needs



TARGET	QUESTION	CHALLENGE WE WANT TO UNCOVER
Executives	How do you get your team in sync? And what are the consequences of miscommunication in your business?	The hidden costs of not having your team in sync
Marketing / Sales/ HR	Managing branch offices & remote clients surely gets you traveling a lot, right? What are the costs associated with that?	Unnecessary Travel Expenses, time wasted and difficulty communicating
IT	I guess finding FXOs & FXs to expand your PBX must be a hassle. And what about support and response times?	Faulty (Or Old) PBX, with hidden costs and unplanned downtime

Customer **push back** and recommended **responses**



Customer pushback

Recommended response

01

My current communication tools are working fine...



[Explore the costs of downtime. Address mobility challenges and reach. Highlight the need for Omnichannel platform]

- Viya offers industry competitive SLAs
- Enterprise-grade collaboration platform. Mobile-first & cloud-ready
- On a simple contract in which you only pay for what you need

02

I don't feel comfortable with having all my customer user data run through and stored in the cloud...



- All communications are encrypted
- We follow industry best practices

03

Why should I invest in this when there are other more economic brands out there?



- Viya has industry competitive SLAs; When combined with Ethernet we guarantee **XX.XX%** circuit availability and a MTTR of **XX** hours
- We have a dedicated, local support team on hand at all times; if you have an issue, you can call a dedicated customer service associate

04

XYZ offer the exact same thing. Why you?



- **We own and operate the network.**
- We offer a true end-to-end solution



AND ONE LAST QUESTION

Why Business Voice instead of Teams?

WHY WOULD THEY PICK OUR SOLUTION? AND DO YOU KNOW WE'LL SOON BE SELLING TEAMS DIRECT DIAL?



Our combined value proposition



All-inclusive

A true end-to-end solution, fully managed



Affordable

Our cloud-based subscription model offers simple and competitive pricing



Scalable

Your communication tools grow as your business does



Reliable

Built and delivered over our regional network—your communications work when you need them

BEFORE WE GO...

Here's our Sales kit

We are committed to making your work easier



Solution Overview

DOWNLOAD

Sales Pitch Deck

DOWNLOAD

Cheat Sheet

DOWNLOAD

Demo Video

WATCH

Solution Video

DOWNLOAD

Proposal Template

DOWNLOAD



Questions or comments?

SALES PLAYS

