calltower

Microsoft Teams

# CALLTOWER'S MICROSOFT TEAMS CALLING PLANS

Partner Guide

calltower

**CallTower** delivers an integrated Office 365 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. The Microsoft Teams Phone System powered by CallTower enables customers to bring their current voice serves into the Microsoft Cloud through Direct Routing. Direct Routing ensures the ability to leverage CallTower's preferred rates and unlocks the full potential of a Microsoft Teams Phone System.

## CALLTOWER DELIVERS AN INTEGRATED OFFICE 365 MICROSOFT TEAMS EXPERIENCE WITH DIRECT ROUTING

### STAY CONNECTED:

Chat, calls and meetings within your team, in private or small group conversations + guest access to extend collaboration.

### INTEGRATED APPS:

Expose your team to all applications that are part of the O365 software stack from within Teams

### COEXIST WITH SKYPE:

Increase user flexibility by leveraging capabilities in Teams that are not available in Skype

### CHANGE MANAGEMENT:

Guidance with deployment, resource planning, technical readiness and adoption to ensure success

## CALLTOWER'S MICROSOFT TEAMS CUSTOMER VALUE PROPOSITION

CallTower's Microsoft Teams Calling Plans bring together chat, collaboration, meetings, and calling to:

- Improve Online meetings and reduce the number and duration of meetings
- Decrease the number of communication tools and increase productivity
- Built with enterprise-grade security and compliance
- CallTower Network is completely optimized for Voice
- Direct Routing as a Managed Service
- Coexist with Skype for Business
- Mix-and-match CallTower and Microsoft Calling Plans
- US-based 24/7/365 Tier 1/Tier 2 Support

Microsoft Teams is integrated with the Office 365 suites of product you know and use such as Exchange, Skype, SharePoint, OneNote, and more.

## PARTNER OPPORTUNITY WITH CALLTOWER'S DIRECT ROUTING FOR TEAMS

Teamwork represents the largest and fastest expanding Microsoft 365 opportunity for partners across all four delivery areas:

- Deployment
- Advisory and adoption services
- Business solutions
- Managed services

A major catalyst for this growth opportunity is the increasing adoption of a teams-centric model and the ability to integrate Online meetings, meeting rooms, and calling into one unified collaboration and communication solution.

## CUSTOMER SAVINGS STUDY

| RATE BREAKDOWN<br>Based on 3-months of business calls | calltower | | | Microsoft | | |
|---|---|---|---|---|---|---|
| | Quantity | Cost | Total MRC | Quantity | Cost | |
| Number Call Blocking | 1 | $15.00 | $15.00 | 1 | $15.00 | **$15.00** |
| DID | 182 | $0.75 | **$136.50** | 182 | $0.00 | **$0.00** |
| *Toll Free Number Charge | 3 | $5.95 | **$17.85** | 3 | $12.00 | **$36.00** |
| MS Teams Direct Routing **Metered** | 1,311 | $4.95 | **$6,489.45** | Not Offered | - | **-** |
| MS Teams Direct Routing **Metered Usage** (Minutes) | 68,432 | $0.01 | **$684.32** | - | - | **-** |
| MS Teams Direct Routing **Auto Attendant** | 18 | $11.95 | **$215.10** | 18 | $0.00 | **$0.00** |
| MS Teams Direct Routing ****Unlimited** | 10 | $11.95 | **$119.50** | 1,321 | $12.00 | **$15,852.00** |
| International Calling Plan | 32 | $0.00 | **$0.00** | 32 | $12.00 | **$384.00** |
| **Total MRC** | $7,677.72 | | | $16,287.00 | | |

Cost **Difference:** $8,609.28 53%

*Microsoft's Toll Free numbers require a calling plan of $12.00 which includes 3,000 minutes.

**Microsoft's similarly priced plan includes 3,000 minutes per user, on a cumulative basis. Additional charges for overages.

## BUILDING A MICROSOFT TEAMS PRACTICE

Deciding to build a practice for Microsoft Teams is very exciting and offers a great deal of opportunity. In this section we will walk you through a 7-step process for developing your practice.

**1** Analyze the shifts and trends within the market and explore how Microsoft Teams differentiates itself in the marketplace.

**2** Learn how partners can profit from licensing, managed services, deployment, and device sales by building a practice.

**3** Identify key partner roles involved in the development of a practice.

**4** Assess your capabilities and skills to determine your readiness for a Teams practice.

**5** After evaluating existing skills and capabilities within an organization, develop a training plan and identify resources to ensure the readiness of your technical and sales teams.

**6** Create a portfolio of services to support customers across the Microsoft Teams life cycle. Use existing or new go-to-market accelerators and related IP kits to develop a structured, repeatable offer.

**7** Once you have created your Microsoft Teams offer, use go-to-market resources to build end-to-end sales and marketing motions to drive customer interest in your capabilities.

# GET READY FOR MICROSOFT TEAMS

1

**PITCH**

Understand the end-to-end customer value proposition for Microsoft Teams

2

**DEMO**

Experience Microsoft Teams with demos

3

**VALUE**

Drive digital transformation using Microsoft 365

4

**ADOPT**

Learn how to help your customers adopt Teams

5

**ENABLE**

Ready everyone in your organization from IT admins to end users

## TECHNICAL:

### FUNDAMENTALS

Learn how Microsoft Teams leverages Azure Active Directory, Office 365 Groups, SharePoint, OneDrive for Business, and Exchange

### MANAGEMENT

Learn how to manage teams in the Microsoft Teams admin center with this introduction to governance, management, and lifecycle in Microsoft Teams

### CALLING

Check out Phone System in Microsoft Teams and learn how to add cloud voice capabilities for your Teams users

### MEETINGS

Learn how to add the Meetings workload in Microsoft Teams, including audio conferencing, video, and sharing

### DEVICES

Learn how the full portfolio from personal to shared devices is exposed through Teams-enabled devices