

RingCentral

RINGCENTRAL.CO.UK

# A voice for Teams

8 considerations for public sector organisations with Direct Routing for Microsoft Teams

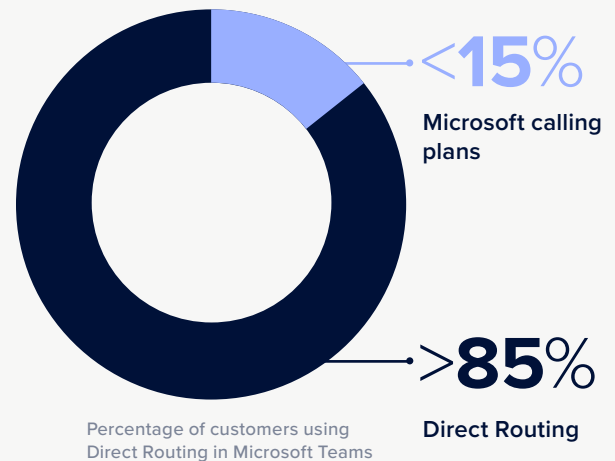


# Did you know 85% of Microsoft Teams Voice users choose Direct Routing over Microsoft Calling Plans?<sup>1</sup>

As public sector organisations across the world instituted remote work amid COVID-19, Microsoft Teams' daily user count jumped from 20 million to a staggering 115 million. RingCentral UK recently conducted a local public sector survey, in which [77% of respondents said they actively use Microsoft Teams at](#)

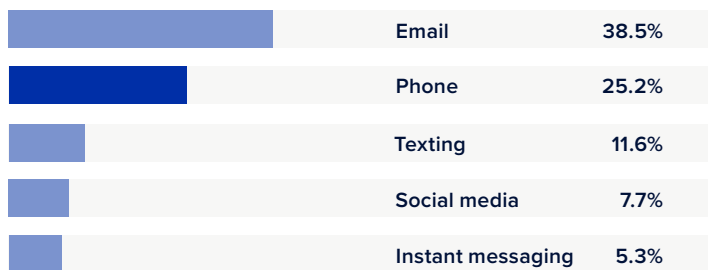
[work every day](#). With 260 million Microsoft 365 users globally—which often includes Teams for free—Microsoft Teams has become the collaboration platform of choice for many public sector organisations who need to balance innovation with budget pressures every year.

Despite its popularity, Microsoft Teams lacks a critical feature for UK public services: **enterprise-grade telephony**. Telephony isn't included in most Microsoft Teams packages. Even when purchased as a separate add-on, it comes with limitations in geographic coverage, PBX functionality, and feature sets. Most notably, Microsoft calling plans are relatively expensive, so many customers source Direct Routing from alternative providers. **In fact, more than 85% of global Microsoft Teams users have Direct Routing through third-party telephony partners rather than Microsoft's own Calling Plans.**<sup>2</sup>

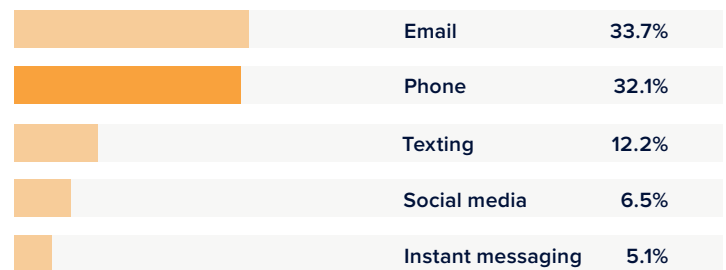


When it comes to business communications, voice is still a universal top contender. Phone ranks as the second most popular channel for internal and external communication.

## COMMUNICATION WITH CO-WORKERS



## COMMUNICATION WITH OUTSIDE CONTACTS



1. [Evaluating enterprise telephony for Microsoft Teams](#)

2. [Evaluating enterprise telephony for Microsoft Teams](#)

## Direct Routing: An integrated solution

Luckily, there's a solution for public sector organisations to have enterprise-grade telephony integrated into Teams: Direct Routing. Direct Routing allows organisations to connect PSTN services natively into Teams.

Direct Routing requires two things:

- A Microsoft Phone System licence for each user, at a cost of £6 per user for E1/E3 licences (Phone System licences are included in E5)
- Connectivity to the public switched telephone network (PSTN), which provides phone lines and minutes for businesses opting for Direct Routing over a Microsoft Calling Plan

## Evaluating Enterprise Telephony for Microsoft Teams

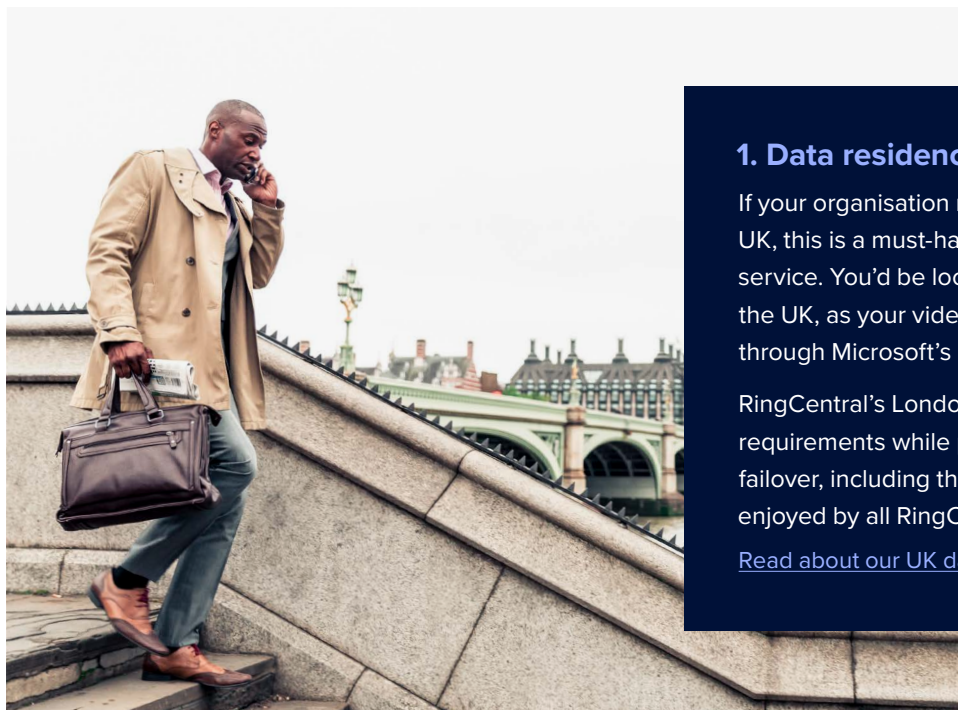
[Read the report](#)

### 8 qualities to look for in a Direct Routing telephony partner

As with any external vendor, there can be big differences in cost, functionalities, and other criteria. While some options may confer basic phone functionality and little beyond, other Direct-Routing-as-a-service providers enable more advanced features

and have broader geographical coverage, support provision, and other benefits.

Let's look at eight key considerations when evaluating a Direct Routing vendor for Microsoft Teams.



#### 1. Data residency

If your organisation requires you to keep your data in the UK, this is a must-have component for your Direct Routing service. You'd be looking for only voice data to stay within the UK, as your video and messaging data would run through Microsoft's application.

RingCentral's London data center meets high data security requirements while providing GDPR compliant in-UK failover, including the same 99.999% uptime trusted SLA enjoyed by all RingCentral customers.

[Read about our UK data residency](#)

## 2. Enterprise-grade telephony

Why do you need enterprise-grade telephony? Public sector organisations tend to make a higher frequency of simultaneous conference calls than small-to-medium-sized business VoIP users. Large organisations often need advanced call management, mobility, and other special features geared towards improving efficiencies and service delivery.

RingCentral's cloud telephony service is well established and recognised as a leader in the industry. Built-in features such as caller ID and call recording help streamline the end-user experience and eliminate the hassles and wasted time of native standalone apps.

[WATCH: Call, listen, whisper, and barge into a Microsoft Teams call using RingCentral](#)



## 3. Cloud analytics

In value terms, more than a fifth of our purchases are made online, and 38% of UK citizens say they expect to vote for a political party online in the next three years.<sup>3</sup> Public sector organisations are expected to keep pace with digital adoption by using digital tools to improve their service delivery. Cloud analytics is an untapped opportunity for many public sector organisations, allowing advanced data collection and analysis to shape data-driven decisions for better citizen outcomes. Cloud analytics has proven to be a faster way to gain operational insight for decision making—especially in times like COVID-19.

RingCentral analytics provides key insights into all of your Teams calls made on the RingCentral platform. For example, you can identify key usage trends, understand call patterns and customer behaviour with speech analytics, and use real-time data to make instant decisions through one comprehensive analytics suite.

[WATCH: RingCentral QoS analytics video](#)

## 4. Years of experience in developing cloud telephony

With a huge selection of providers on the market, it's important to evaluate each vendor or refer to a trusted source, like a credentials body, who has done that legwork for you. Does the vendor have an established track record in creating industry-leading telephony systems? Do they have the coverage and scaling capacity to meet your service needs for all locations?

This is especially important for central governments and for organisations that may expand to new service areas through consolidation of councils or growth of the workforce.

RingCentral is a 5x Leader in the UCaaS Gartner Magic Quadrant, recognised for our industry-leading technology, manageability, and reliability. We have over 20 years'

<sup>3</sup> [Atos, Central Government, Creating citizen-centric public services](#)



experience implementing, managing, and improving mission-critical cloud communications for customers across all sectors and have helped over 400,000 customers and millions of users

migrate to the cloud. Our celebrated customer onboarding and end-to-end migration support is notable to our success in the UK.

[Click here](#) to review RingCentral's industry awards and third-party analyst reviews



5x Leader in the UCaaS Gartner Magic Quadrant



Over 20 years' experience implementing, managing, and improving mission-critical cloud communications for customers across all sectors



Helped over 400,000 customers and millions of users migrate to the cloud

## 5. Out-of-box native business application integrations

While communications tools are critical, they're far from the only business apps employees use every day. Whether it's CRM software, document storage, or a ticketing system, each team within an organisation relies on specific apps to do their job. The problem is the more unique apps each individual has to use, the greater the risk of eroding efficiency and adding to "app overwhelm."

Local authorities can reduce such friction by working with a partner that offers the ability to integrate other platforms. From a user's perspective, using one single interface offers familiarity and eliminates the need to switch between multiple applications and systems, offering a consolidated, simpler workflow.

RingCentral has over 200+ pre-built integrations (no coding needed, plug and play!) as well as thousands of open APIs to build custom integrations.

[Check out the RingCentral integrations gallery](#)

## 6. Cloud security architecture

In 2020, the average cost of a data breach reached £3 million, according to [IBM's Cost of a Data Breach Report](#). This number underscores the importance of built-in security in order to protect customer data, trade secrets, and other sensitive

information. To meet the need for best-in-class protection, look for solutions that offer accreditations and certifications such as: [GDPR compliance](#) [SOC 2 compliance](#) [SOC 3 compliance](#)



A pure cloud player, RingCentral knows the importance of security. RingCentral cloud services deliver world-class security greater than many traditional solutions. As a RingCentral customer, you will benefit from all the best practices built into RingCentral's policies, architecture, and operational processes, which are designed to satisfy the requirements of our most security-sensitive customers.

Our commitment to security starts with a global team of cybersecurity experts that participates not just in the planning and development of the platform but also in its daily operations. Read our white paper on [secure cloud communications and collaboration](#) for full details into our security architecture.

## 7. Reliability and resilience

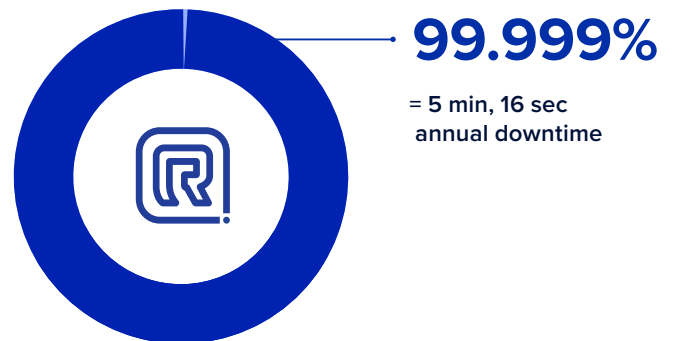
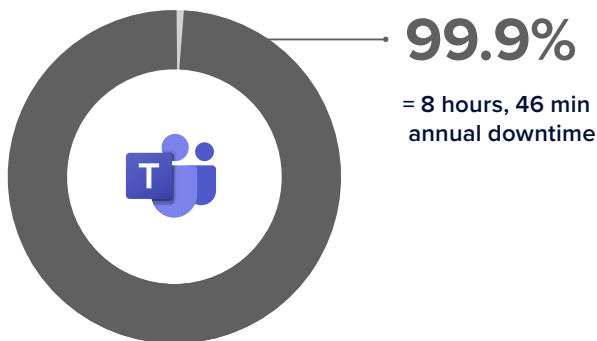
Downtime can harm a business on multiple fronts, including loss of revenue and reputational damage due to poor customer experience. Internally, communication outages and other issues can also be costly, to the tune of an average of £50 million per year, according to the [Society for Human Resource Management](#).

Some people argue that you actually improve your resilience by diversifying your communications stack, by not having all your services with Microsoft (in case there is an outage, at least your phone system will still work). Direct Routing gives you greater

control over your important inbound calls, outbound calls, and phone numbers. It means you're not wholly reliant on Microsoft, which gives you extra resilience and failover options.

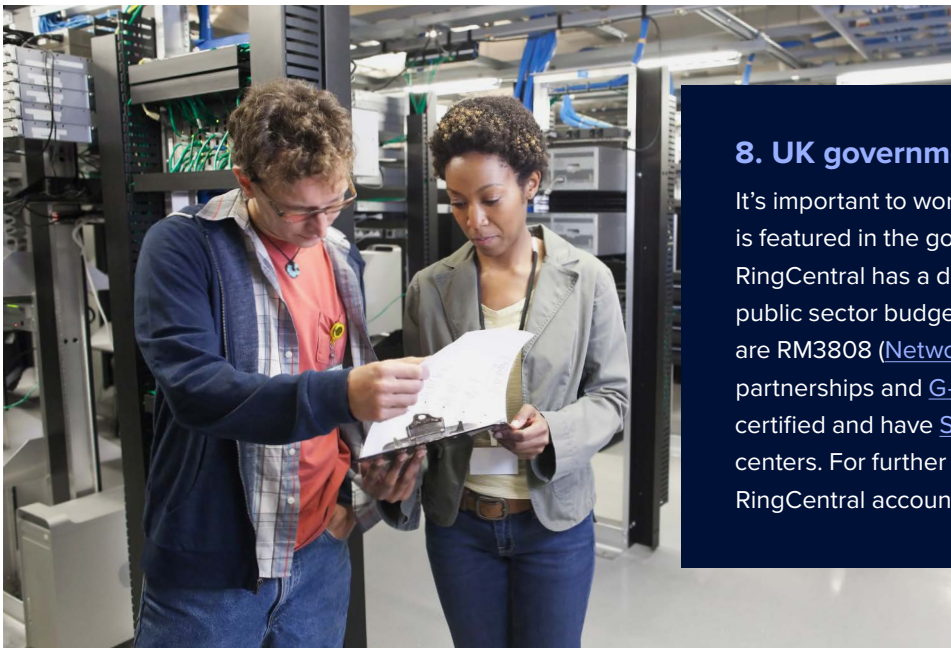
The RingCentral platform supports failover conditions in case of an emergency. Using SIP trunking, RingCentral provides real-time disaster recovery by switching active services from one data center to another. Thanks to redundant internet connections, our fax, voice, voicemail, and conferencing services can all continue to operate without interruption.

**Microsoft Teams offers only a 99.9% uptime SLA across its core service areas. In a continuously functioning system, this equates to nearly nine hours (or one full business day) of downtime per user every year.**



Public sector organisations, especially those delivering frontline services that cannot afford to be down for nine critical hours, should look for third-party telephony products that meet or exceed this SLA and conduct a thorough evaluation of support team expertise and procedures.

RingCentral's active-active resilience, 99.999% SLA, 24/7 platform monitoring, and seven layers of security delivers the reliability public sector organisations need to deliver the highest standards of service delivery.



## 8. UK government frameworks compliance

It's important to work with a Direct Routing provider that is featured in the government's procurement frameworks. RingCentral has a deep understanding of the UK public sector budget and procurement processes. We are RM3808 ([Network Services 2](#)) compliant through partnerships and [G-Cloud compliant](#). We are SSAE 18 certified and have [SOC 2/ISO 27001](#) compliant data centers. For further details on all these, contact your RingCentral account executive.

## The right partner makes all the difference

Integrating enterprise-grade telephony with Microsoft Teams is an important way to reap the full benefit of streamlined communications and collaboration. But the right partner makes a big difference in the actual advantages your business will receive.

[RingCentral](#) Cloud PBX for Microsoft Teams gives your organisation everything it needs to supercharge communication and collaboration, with robust features such as IVR, call handling, QoS analytics, and call reports. RingCentral also offers the enterprise-grade coverage, connectivity, and reliability businesses need, including:

- **Local UK data residency** for telephony features on demand.
- **The industry's highest standard for uptime SLA:** 99.999% guaranteed uptime.
- **Worldwide UCaaS leader:** A 5x Gartner Magic Quadrant Leader for UCaaS, Worldwide, a leader in the 2019 Forrester Wave for UCaaS Providers, Gartner Peer Insights Customers' Choice for Unified Communications as a Service, Frost & Sullivan Company of the Year for 2019, 2017, and 2016, and Leader in the Aragon Research Globe for UCC for three years in a row.
- **Robust analytics:** Gain valuable insights into your phone system with actionable data.
- **Cloud telephony expertise:** We've been developing cloud telephony technology for 20+ years and been recognised as a leader for 5+ years (longer than Microsoft even). We've invested more in our cloud telephony features than most other cloud providers in the market today consistently.
- **Industry-leading cloud security** certifications such as GDPR, SOC2, SOC3, and HITRUST.
- **200+ out-of-box integrations** with Salesforce, Zendesk, ServiceNow, and many more, plus thousands of open APIs to build custom integrations.
- **UK government framework compliance:** Network Service 2 (RM3808) and a G-Cloud 12 provider. Listed in [GOV.UK's digital marketplace](#).
- **End-to-end migration support:** We'll hold your hand all the way through the migration and roll out your red carpet to the cloud.
- **Rapid innovation cycles:** 12-week release cadences for new features and enhancements backed by one of the industry's largest reinvestments of topline revenues into R&D and cloud telephony.
- **Unsurpassed global capabilities:** Full native PBX service in 40+ countries, 100+ local phone numbers, and 10+ local languages for those who need it.

With [RingCentral](#), Microsoft Teams users have a better telephony experience that also streamlines functionalities and delivers cost and security improvements for the entire organisation.

# About RingCentral

Our expertise is more than just cloud. RingCentral can strengthen the link between local government, small businesses, and UK residents to allow for greater collaboration, problem solving, and benefit sharing between all three. RingCentral is a 5x Leader in the UCaaS Gartner Magic Quadrant, recognised for our industry-leading technology, manageability, and reliability. We have over 20 years' experience implementing, managing, and improving mission-critical cloud communications for customers across all sectors and have helped over 400,000 customers and millions of users migrate to the cloud.

RingCentral integrates with your already familiar apps and services such as Microsoft Office, Outlook, Teams, Google Workspace, Google Chrome, Jira, and more. Our celebrated customer onboarding and end-to-end migration support is notable to our success in the UK. RingCentral has the cloud migration expertise to help define a viable path to the cloud for your government applications and data. We are on the G-Cloud framework and RM3808 (Network Services 2) certified and can offer UK data localisation as well.

---

For more information, please contact one of our solution experts. Visit [ringcentral.co.uk](https://ringcentral.co.uk) or call 0800 098 8136.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre based on its Message Video Phone™ (MVP™) global platform. More flexible and cost effective than the on-premises PBX and video conferencing systems it replaces, RingCentral helps employees communicate across devices from wherever they are. RingCentral offers three key products. RingCentral MVP™ combines team messaging, video meetings, internet phone and other functionalities in a single interface. RingCentral Video™, along with its team messaging feature, enables Smart Video Meetings™. RingCentral Contact Centre™ gives companies the tools they need to connect with customers across channels. These are available on an open platform that integrates with hundreds of third-party apps and makes it simple to customise workflows. RingCentral is headquartered in Belmont, California, USA, and has offices around the world.

**RingCentral**

RingCentral UK Ltd. 85 Uxbridge Road, 4th Floor, Ealing, London, W5 5TH, UK