

RingCentral

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# Microsoft Teams Direct Routing



# Foreword by Gareth Johns

Due to COVID-19, Microsoft Teams, positioned as free for [many public sector organisations](#), came as a saviour in a time of crisis. It helped many organisations pivot to remote working overnight.

For those who aren't familiar, Teams is Microsoft's integrated collaboration suite. Teams is a chat-based workspace within Microsoft 365 that has been designed to bring together people, conversations, and content so colleagues can collaborate easily.

While many organisations adopt Teams for workforce communication thanks to its integrations into the rest of the Microsoft suite, Teams is missing a critical component of collaboration—the humble phone call. The telephony in Teams is not yet enterprise-grade, suffering from low SLAs, limited international coverage, and key reliability issues. Thus, Microsoft (acknowledging this weakness) launched Teams Direct Routing, an add-on that can bring enterprise-grade voice calls to complete the collaboration suite.

In this eBook we explore the Microsoft Teams Direct Routing option for cloud telephony: what it is, why it's a necessary consideration for Teams users, what it means for UK public sector organisations, and how adding Direct Routing can help you get more out of your Microsoft 365 investment.



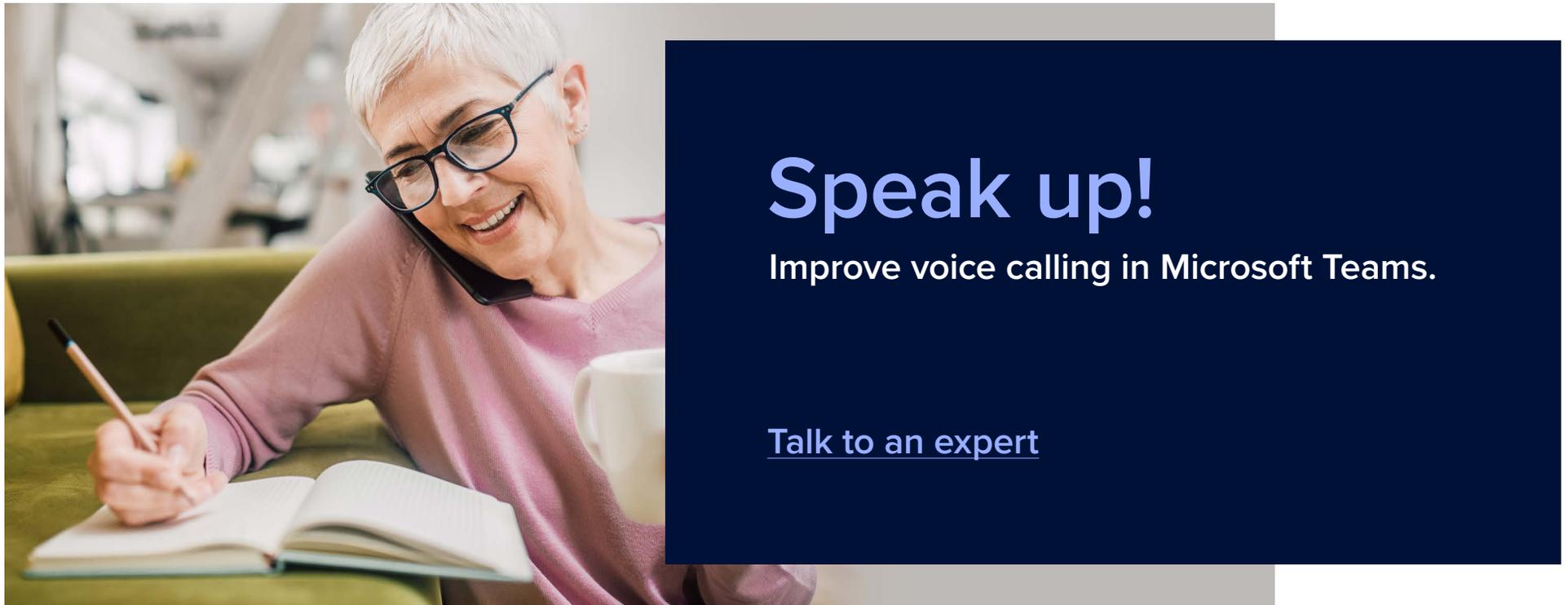
# What is Direct Routing for Microsoft Teams?

It goes without saying that voice is a key component to any communications strategy—this is [what COVID-19 taught us about communications in the public sector](#).

While Microsoft is exceptional at developing productivity applications, their brand credibility sheds an inaccurate light on their true abilities in the UCaaS space. Microsoft is a very new player in the cloud phone and collaboration space, with less than three years' experience, and doesn't yet have best-in-class software in this field. Most notably, Microsoft's voice platform, IT administrator user experience, global coverage, and uptime SLAs still need improvement.

RingCentral's Direct Routing offer, Cloud PBX for Microsoft Teams, is a fully managed, carrier-class solution that connects to your Teams and Microsoft 365 environment. This allows users to make and receive external phone calls from anywhere on any device running natively in the Teams application.

Public sector organisations that have already adopted Microsoft Teams can use Direct Routing to connect their call functions (voice calls, voicemails, call routing, IVRs) with their Teams collaboration functions (messaging and video meetings) making their communications infrastructure robust and complete.



## Speak up!

Improve voice calling in Microsoft Teams.

[Talk to an expert](#)

# Why would you use Direct Routing for Microsoft Teams?

Direct Routing allows you to use the best phone system features available on the market natively in Microsoft Teams.

## KEY BENEFITS:

- **Save a lot of money:** It's much cheaper than Microsoft calling plans to do Direct Routing. That's why you see so many local authorities choosing this option.
- **Maintain freedom:** Keep control over your inbound numbers and make your own decisions and deals on your calling plans.
- **Improve resilience:** Get better resilience options in terms of not having all your services with one vendor (Microsoft).
- **Improve disaster recovery:** If Microsoft goes down or has an outage, you are at least able to rely on voice communications in the meantime.
- **Drive productivity:** Embed a softphone into more than just your Microsoft apps—choose a cloud phone provider that has a robust integration platform, and you'll be able to have softphones in Salesforce, Zendesk, ServiceNow, and whatever else you use daily.
- **Increase control:** It gives you greater control over your important inbound calls, your citizens' inbound dialling, and the numbers that your teams are calling out to.
- **Improve phone functionality:** Additional cloud phone system features like basic call centre IVRs, call recording, call reports etc. have been very useful for improving local service delivery and citizen outcomes.

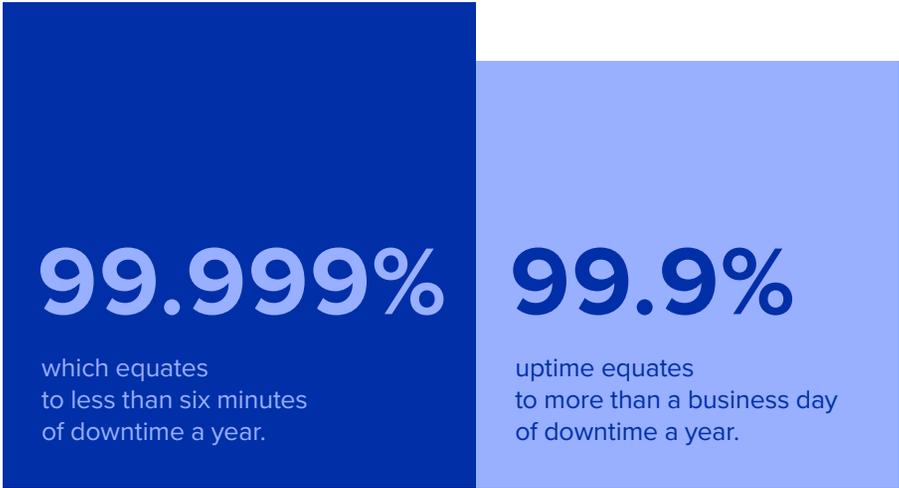
## MORE REASONS TO CONSIDER DIRECT ROUTING:

- **User experience matters:** Driving change in the public sector can be hard, especially when introducing new tools. If you have decided to leverage Teams for messaging and video, keeping users at the centre of the Teams experience is vital for successful adoption across your organisation. Building your phone capabilities natively into Teams is a great way to point all users to one experience.
- **Robust analytics:** Data-driven decision making is the future. An enterprise-grade telephony provider can give you deeper insights into your voice communication trends.
- **Rapid innovation cycles:** Get frequent updates for your voice communications technologies, which is still a universal top contender for usage among employees. Phone ranks as the [second most popular channel](#) for internal and external communication. RingCentral delivers significant updates every quarter.

# Why do you need strong cloud telephony alongside Microsoft Teams?

Local authorities make a higher frequency of calls, simultaneous calls, mobile calls, and conference calls than SMB VoIP users. They also tend to need greater functionality such as conference calling, automatic call recording, large voicemail storage boxes, etc. Robust enterprise-grade telephony also includes advanced mobility features such as call routing, unified inbox, and advanced mobile apps.

Resilience is another consideration for public sector organisations with cloud telephony. Downtime can harm service delivery and citizens' well-being on multiple fronts, including loss of lives in moments of crisis, government reputational damage, and overall frustrated citizens with a lack of responsiveness. 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](#).



**RINGCENTRAL'S UPTIME SLA**

**MICROSOFT'S UPTIME SLA**

# Why not just keep my on-premises PBX system?

Many on-premises PBXs are reaching end-of-life or end-of-support, and the big question is what to do next? Do you sweat the asset, sticking with the trusty PBX that's served your business well over the years? Or switch, migrating to a new, more modern cloud IP telephony system?

Many public sector organisations have faced or are facing this same scenario. In recent years, there's been a succession of end-of-support and end-of-life announcements by manufacturers—from Siemens to Nortel, Avaya to Cisco. At end-of-life, the manufacturer of your system will stop making replacement parts—such as gateways, servers, or circuit cards. It means they'll be harder to source and costly to buy.

Furthermore, from 2020 onwards, you will no longer be able to purchase ISDN and PSTN circuits in the United Kingdom. **As of 2025, the PSTN circuits will be shut off completely.** This is a major step towards the United Kingdom's mass IP-network migration, with a VoIP core network set to replace all of the outdated legacy technology.

If you find yourself in a situation where you need to add capacity, you'll find the costs start mounting up, and there will be other challenges along the way. Skills and expertise around the system will become harder to find. If you need them, they're likely to cost a premium. In short, bear in mind that your maintenance and management costs could rocket.

With no more updates, upgrades, or patches available, it might not be too long before your system becomes less reliable. There's then the risk of outages that could impact your business continuity. Could your organisation operate without its phone system for a few days?

It's highly likely the way your people work is changing—and their expectations about how they communicate are radically different now than when your PBX was first deployed: More mobile. More voice notes and quick messages. More group conference calls. Less desk-based and single-device-based work.

If you're trying to keep up with your employees' needs, it can mean buying multiple services from different vendors, meaning different user interfaces for them to contend with. When employees find approved technology inefficient or unhelpful, they turn to unsanctioned services—out of sight and out of your control.



# Why is RingCentral the best vendor for your Direct Routing needs?

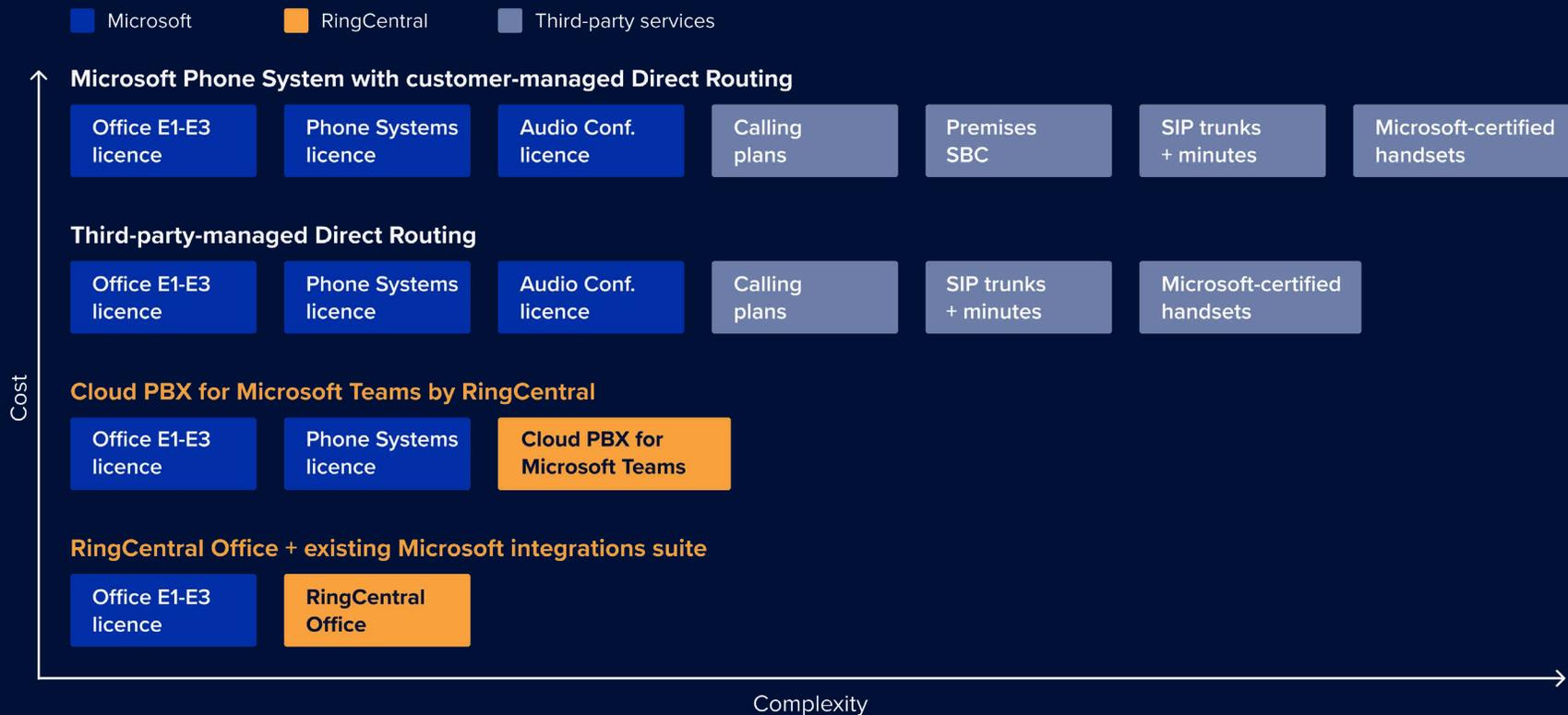
Here are some reasons why customers are choosing RingCentral for Teams Direct Routing:

- RingCentral has **the most advanced cloud PBX feature set on the market today**. In terms of comparing it to Microsoft Teams calling plans, we have noticed many feature gaps including: no integrated internet fax, automatic and on-demand call recording, overflow call queues, cost centre management, intercom and paging, UK unlimited calling, monitoring (whisper, barge), and more.
- RingCentral offers the industry's **highest standard for uptime SLA** with 99.999% guaranteed uptime. Teams only offers a 99.9% uptime SLA, which results in one business day of downtime every year. Teams also does not support PSTN failover.
- RingCentral provides emergency calling, callback, outbound/inbound calls, and extension-to-extension dialling as standard cloud phone services, making the package very beneficial for public sector organisations.
- RingCentral offers **local UK data residency** for telephony features on demand.
- RingCentral has been developing cloud telephony for over **20 years** and has been recognised as a Gartner industry leader for multiple years.



- **200+ out-of-box integrations** with Salesforce, Zendesk, ServiceNow, plus thousands of open APIs to build custom integrations.
- **UK government framework compliance:** RingCentral is a Network Services 2 (RM3808) and a G-Cloud 12 provider that is 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 top-line revenues into R&D and cloud telephony.

## RingCentral for Microsoft Teams reduces the complexity and costs

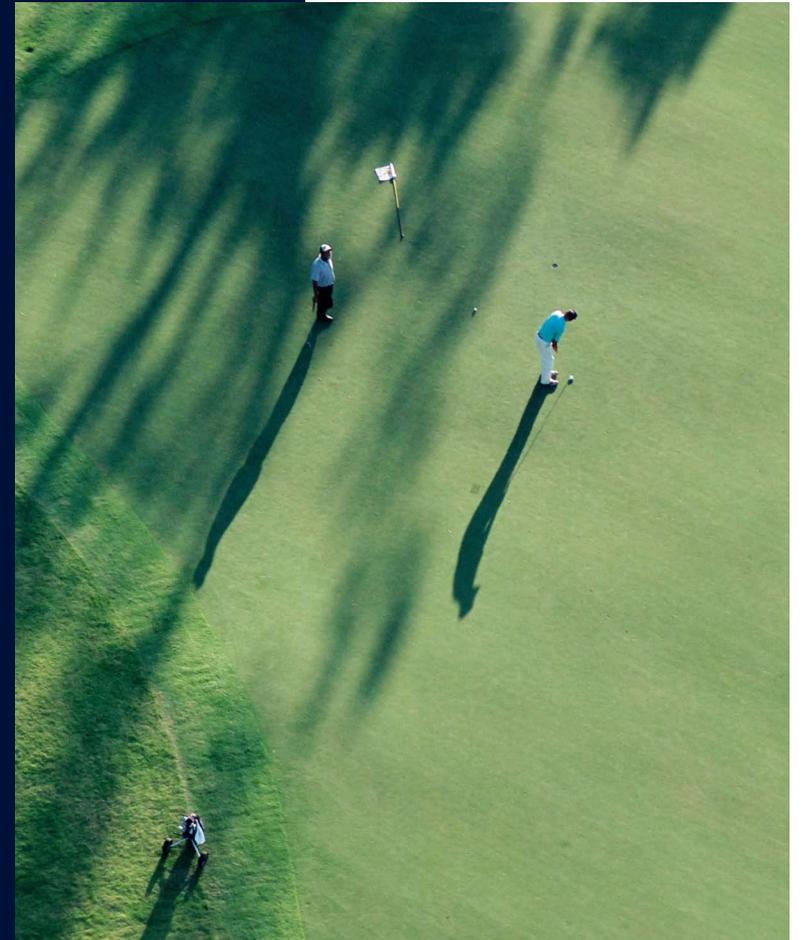


# Customer case study

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TaylorMade Golf chose RingCentral as a strategic communications partner to power their global telephony and contact centre platform. This key partnership will see RingCentral deployed across the US, EMEA, and APAC. TaylorMade Golf made this decision after an exhaustive market analysis, choosing to take advantage of RingCentral’s global offering and their ability to support TaylorMade Golf’s environment and make use of RingCentral’s Cloud PBX for Microsoft Teams offering.”

Jignesh Desha, EMEA IT Director, TaylorMade



# Summary

In summary, UK public sector organisations looking to optimise their Microsoft 365 investment can leverage RingCentral Cloud PBX for Microsoft Teams for the enterprise-grade phone system their employees and citizens expect. With RingCentral Cloud PBX for Microsoft Teams, all your employees can communicate with each other and with local residents natively within Teams in any mode (including voice). Because RingCentral's platform is open, your employees can call using any device, whether it's a physical phone, desktop or mobile client.

## Key takeaways



### Save money

It's much cheaper than Microsoft calling plans. Leverage our open platform to embed softphones into any application. Consider using our pre-built Microsoft 365 and Teams integrations to bypass Direct Routing entirely. Mix and match these options for an optimal investment.



### Improve resilience

Leverage our industry-leading SLAs, global footprint, and award-winning telephony platform. We have over 20+ years experience developing cloud PBX and are a Gartner Leader in this space. Diversify your reliance on Microsoft and protect yourself against outages.



### Drive user experience

If you are leveraging Teams for messaging and video, keeping users at the centre of the Teams experience is vital for successful adoption across your organisation. Building your phone capabilities natively into Teams points all users to one app.

# About RingCentral

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.

For more information, please contact a sales representative.  
Visit [ringcentral.co.uk](https://ringcentral.co.uk) or call **0800 098 8136**.