



Linc Group

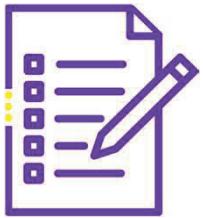
Business
Technology

Teams Phone Sales Training

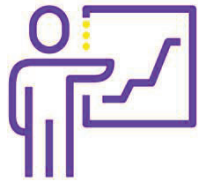
Operator Connect

Agenda

Today we will cover....



Teams
Portfolio



The
Market



What is
Operator
Connect



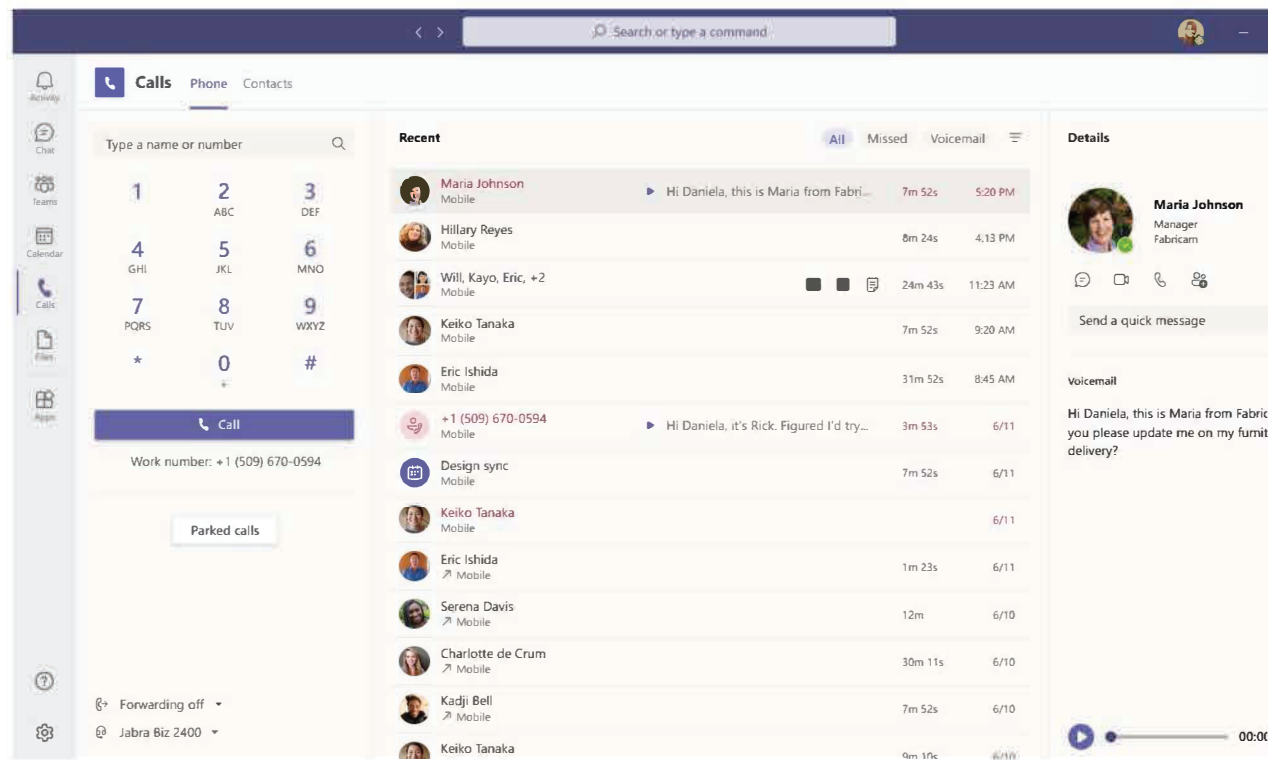
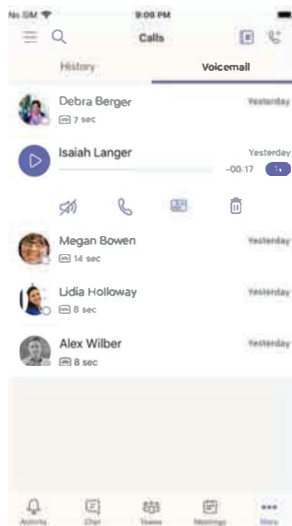
Portal
demo's

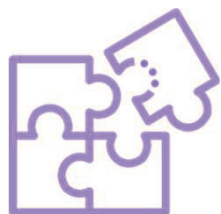


How to
sell it!



Value
Adds





Horizon Integration

Direct Routing

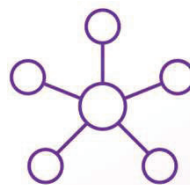
**Operator
Connect**

**Direct Routing DIY
(SIP/STCM)**

Cloud UCX



**Supported by
Linc Voice**



**API Driven /
Strategic
Partnership**



Bespoke





320M

Microsoft
Teams active
users
worldwide



80M

Teams
Phone
active users



1B+

monthly 1:1 Teams calls



20M

Teams Phone PSTN users



90%

of Fortune 500
companies use Teams
Phone

Microsoft Teams UK Forecast



User Forecast	Q4 2022	Q4 2023	Q4 2024	Q4 2025	Q4 2026	Q4 2027	Q4 2028
Total Teams Users	1,497,402	2,231,340	2,922,069	3,670,422	4,562,746	5,562,801	6,770,440
Microsoft Teams market share	18.7%	23.4%	26.3%	28.7%	31.2%	35.3%	41.4%

Teams Voice Enablement Provider



4th Global

Operator Connect
Provider

Leading

Teams Voice Enablement in
the UK: 500k+ users voice-
enabled on PSTN

100% Uptime



Operator Connect

- Voice enabling Teams
- Operator Excellence programme
- Guaranteed Quality of Service through a voice interconnect
- Shared SLA 99.999%
- Management of DDI's and users in the Teams Admin Center.
- Get started in minutes
- Reduce complexity and training

The screenshot displays the Microsoft Teams admin center interface. The left sidebar contains navigation options: Dashboard, Teams (Manage teams, Teams policies, Update policies), Devices, Locations, Users, Meetings (Conference bridges, Meeting policies, Meeting settings, Live events policies, Live events settings), Messaging policies, Teams apps, and Voice. The main content area is titled 'Phone numbers' and includes a description: 'To set up calling features for users and services in your organization, you can get new numbers or port existing ones from a service provider. You can manage phone numbers including assigning, unassigning and releasing phone numbers for people or for services like audio-conferencing, auto attendants or call queues. Learn more'. Below this is a filter bar with 'Numbers' and 'Order history' tabs. A table lists phone numbers with columns for Phone number, Location, Number type, and Status. The table shows 7 entries, all with 'Users' as the number type and 'Unassigned' as the status. A 'Need help?' button is located at the bottom right of the table.

Phone number	Location	Number type	Status
+1 203 290 1453	Bridgeport, United States	Users	Unassigned
+1 206 413 6393	Seattle, United States	Users	Unassigned
+1 325 400 9361	Abilene, United States	Users	Unassigned
+1 346 360 0120	Houston, United States	Users	Unassigned
+1 520 216 6701	Phoenix, United States	Users	Unassigned
+1 604 262 8971	Vancouver, Canada	Users	Unassigned
+1 604 262 8909	Vancouver, Canada	Users	Unassigned

Getting Started

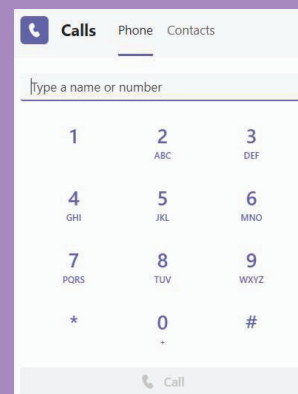
The image features a dark purple vertical bar on the left side, which contains the text "Getting Started" in white. To the right of this bar, there are several overlapping, semi-transparent purple shapes that create a sense of depth and movement. The background of the entire image is a light purple gradient that transitions from a very light shade at the top to a slightly darker shade at the bottom.

Getting Started

Microsoft 365
or Office 365
base license
which
includes
Teams



**Teams Phone
Standard
license** (Not
Needed with
E5/A5 license)



* £7.70 per user

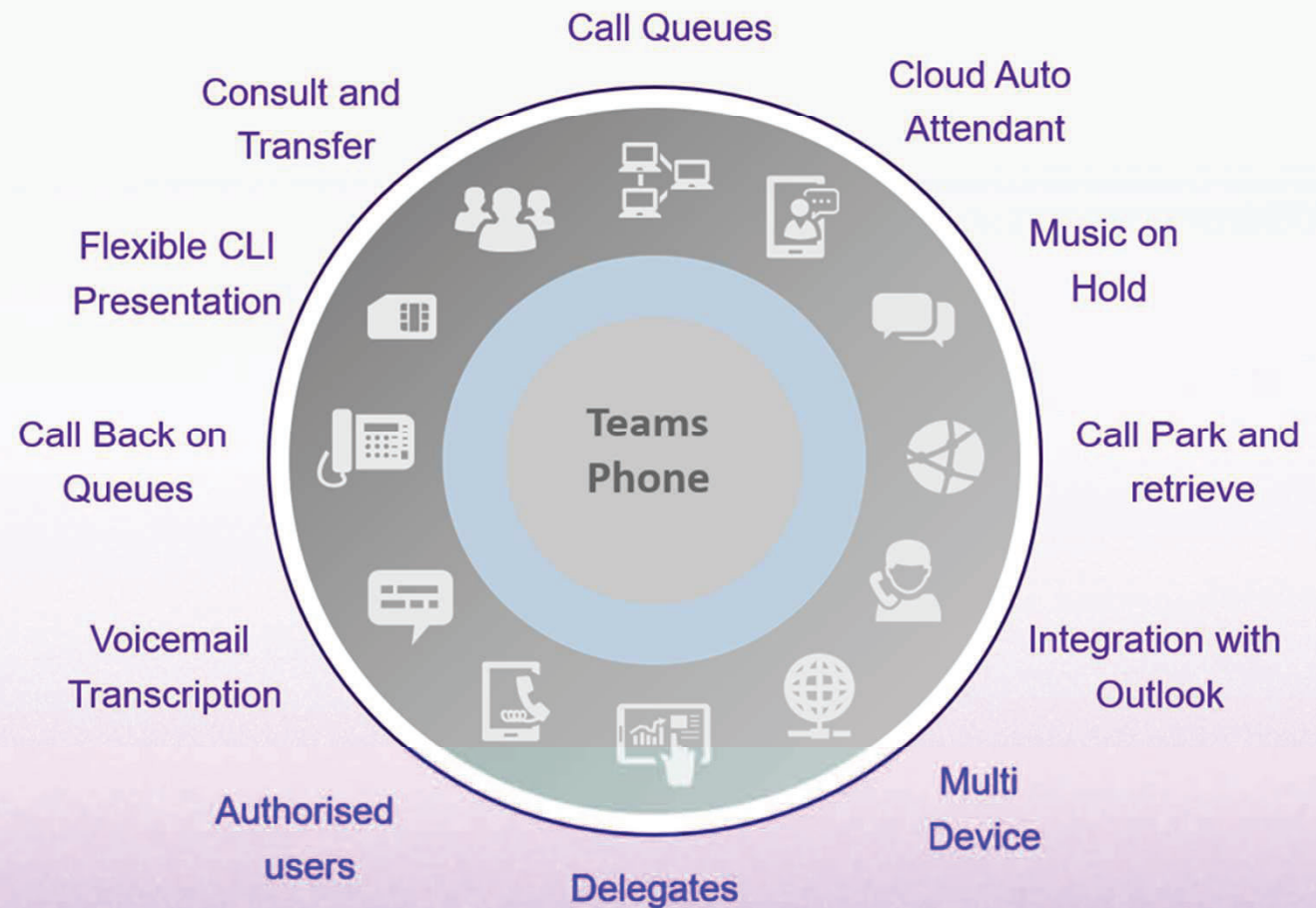
**Operator
Connect!**



MS Teams Direct Routing and Operator Connect

Price per user, per month	£2.50 - under 299 users £2 - 300-999 users £1.50 over 1000 users
Contract Term	30 day* or 3/5 year terms
Call Bundle	2,000 to UK Geo 2,000 to UK Mobile
Features	
PSTN Break Out	Fraud Management
Microsoft Interconnects	Feature Enhancements (STCM)
Fully Managed Service	Automated Provisioning
Carrier Grade Architecture	NGN Termination

The Core Functionality



When to sell Teams Phone?

Those using
Microsoft
Teams

Microsoft
Calling Plans

Non-Profits,
Schools,
Charities
etc.

When Selling
Microsoft
Licensing

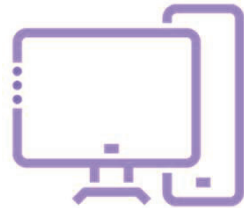
E5 licenses



Microsoft Calling Plan - gotchas



Expensive



Fraud Management

Top up credit card
Communication
Credits



Unsupported NGN's

03's & 08's



Flexibility & Support

Customise calling
tariffs, no porting
SLA's



Operator Connect vs Calling Plans

The diagram compares two pricing models for Microsoft Teams Phone. On the left, 'Microsoft Teams Phone Standard' is priced at £7.70 per user/month. This is added to either 'Direct Routing' or 'Operator Connect', which are priced at less than £2.50 per user/month. The total cost is shown as less than £10.20. On the right, 'Teams Phone with domestic calling (country zone 1 - UK/Canada)' is shown as a single package priced at £13.10 per user/month. The diagram uses purple rounded rectangles for the components and a central dark purple box for the total cost comparison.

Microsoft Teams Phone Standard

A fully featured cloud-based calling solution native to Teams

£7.70

user/month, paid yearly

(Annual subscription-auto renews)¹

Price does not include VAT.

[Buy now](#) [Try free for one month](#)

See trial terms²

- Cloud-based phone system
- Make and receive voice and video calls over PSTN or an internet connection
- Add PSTN service with Teams Calling Plans, Operator Connect or Direct Routing
- Combine mobile calling plans from participating operators with Teams Phone Mobile
- Join calls from a range of devices and seamlessly transfer calls between devices
- 99.999% uptime SLA
- A separate license for [Microsoft Teams](#) is required

+

Direct Routing

Or

Operator Connect

<£2.50

<£10.20

VS

Teams Phone with domestic calling (country zone 1 - UK/Canada)

Includes domestic calling

£13.10

user/month, paid yearly

(Annual subscription-auto renews)³

Price does not include VAT.

[Buy now](#)

Includes Teams Phone Standard, plus a calling plan:

- Phone number with 3,000 outbound domestic calling minutes from Microsoft⁴
- A separate license for [Microsoft Teams](#) is required
- For SMS rates, download the [rates sheet \(PDF\)](#).
- [Calling and audio-conferencing rates](#) may apply
- Teams Phone with Calling Plan is available in [specific markets](#).

Questions to ask your customers

How do they obtain their Microsoft licenses?

Is the customer deploying and managing the Teams Admin Centre?

Is a 3rd party IT company deploying and managing the Teams Admin Centre?

Do you need Professional Services to support in setting up the Teams
Gamma can provide Pro Services for configuration, set up, user training etc.....
Phone?

Who has Office 365 Global Admin and Teams Admin Credentials?

Where are your numbers, type of numbers?

How many users in your organisation need to make external calls, access to the PSTN?

Does the customer require **additional services** i.e. Call recording, call reporting,
contact centre, devices...?



Gamma Portal - Release 23.10.1

+

←

↺

🔒

https://www.gamma-portal.com/voip/operator-connect/start.jspa

🔍

A

☆

⚙️

🔄

📄

🌟

🔒

🔗

⋮


🔍


🔗

⚙️

🔗

+

 **Gamma Portal**

🔔 Notifications (8 Unread)  Holly Sharp

Help Site Map Settings Logout

Provisioning & Service Management ▾ Number Porting ▾ Reporting ▾ Billing ▾ Help & Support ▾ Admin ▾ Internal ▾

New Microsoft Teams - Operator Connect Order

1 Contact Details

2 Contract Terms

3 Access Type

4 Service Configuration

5 Call Manager Configuration

6 Number Selection

7 Order Confirmation

Channel Partner Details

Account: *

XXXX - Gamma Test 1 - 44000169

✓

Email Address: *

holly.sharp@gamma.co.uk

✓

Microsoft Tenant ID

Microsoft Tenant ID: *

a9a8a305-bc5f-4831-8673-fffb90

✓

Customer Contact Details

First Name *

✓

🏠

🔍 Type here to search

📺

🔴

🌀

📶

14°C

🔊

🔌

🌤️

🔊

14:25

30/10/2023

🗨️ 4

Phone numbers - Microsoft Teams

admin.teams.microsoft.com/phone-numbers

Contoso Electronics

Microsoft Teams admin center

Search

MA

Dashboard

Teams

Users

Teams devices

Teams apps

Meetings

Messaging

Voice

Phone numbers

Operator Connect

Direct Routing

Phone numbers

Routing rules

Order history

Create a new case

View my existing cases

View my existing company cases

Numbers

Routing rules

Order history

30 items

Search for phone numbers

Phone number

Number provider

Location

Emergency address

Assigned to

15°C

17:27

22/09/2023

19

Activity

Chat

Teams

Calendar

Calls

OneDrive

Abuse

...

Apps

Search (Ctrl+Alt+E)

GA Grady Archie

View contacts

Type a name or number

123

456

789

*0#

Call as myself

Work number: +44 1256 639102

Parked calls

Delegate team

LH Lidia Holloway

MG Minam Graham

History

Holly Test (External)

Outgoing

Holly Test (External)

Outgoing call by you

Holly Test (External)

Outgoing call by you

Holly Test (External)

Outgoing

Holly Test (External)

Outgoing call by you

+44 7740 361171 (External, Lidia)

Incoming from Lidia Holloway

+447740361171 (External)

Incoming for Sales CQ

+44 7740 361171 (External)

Forwarded to voicemail

+44 7761 943295 (External)

Missed incoming

Holly Sharp (External)

Outgoing call by you

Holly Test (External)

Incoming

Holly Test (External)

Outgoing

Holly Test (External)

Outgoing call by you

Archie Vance

Speed dial

GA Grady Archie

MG Miriam Graham

AllMissedIncomingVoicemail

	5s	09:42
	42s	09:41
		09:38
	5s	Thursday
1m 24s		Thursday
39s		Wednesday
41s		Wednesday
		Wednesday
		02/08/2024
2m 4s		02/08/2024
1s		31/07/2024
5s		31/07/2024
1m 48s		31/07/2024

In 1 call group

Don't forward

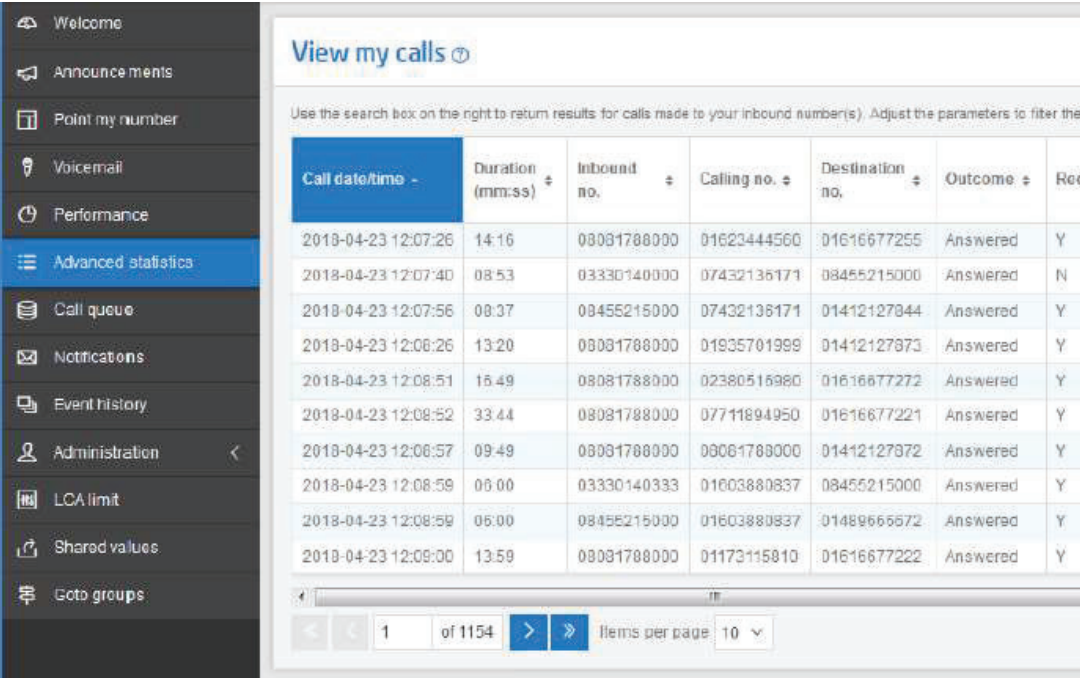
Poly 81700

SIP Trunk Call Manager

Manage inbound number estate
(01, 02, 03 and 08's)

Divert in case of Network error and
build business continuity call plans

Performance and advanced
statistics



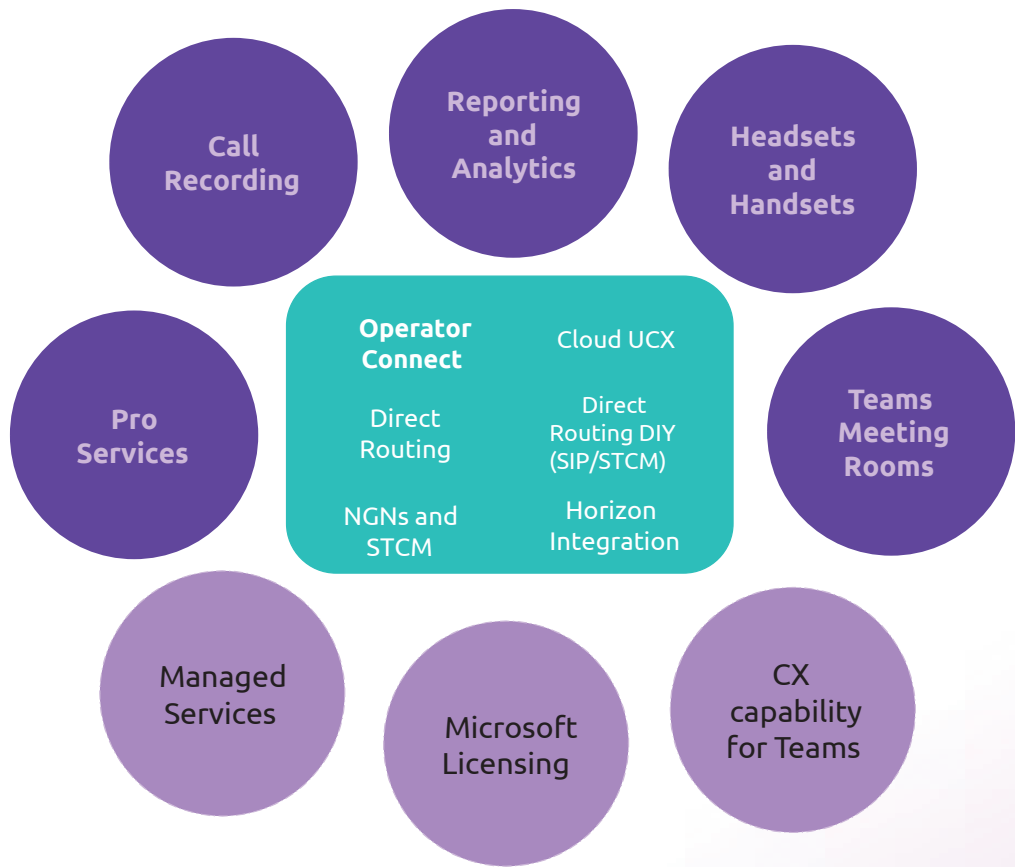
The screenshot displays the SIP Trunk Call Manager interface. On the left is a dark sidebar menu with the following items: Welcome, Announcements, Point my number, Voicemail, Performance, Advanced statistics (highlighted in blue), Call queue, Notifications, Event history, Administration, LCA limit, Shared values, and Goto groups. The main area is titled 'View my calls' and includes a search instruction: 'Use the search box on the right to return results for calls made to your inbound number(s). Adjust the parameters to filter the results.' Below this is a table of call records.

Call date/time	Duration (mm:ss)	Inbound no.	Calling no.	Destination no.	Outcome	Record
2018-04-23 12:07:26	14:16	08081788000	01623444560	01616677255	Answered	Y
2018-04-23 12:07:40	08:53	03330140000	07432136171	08455215000	Answered	N
2018-04-23 12:07:56	08:37	08455215000	07432136171	01412127844	Answered	Y
2018-04-23 12:08:26	13:20	08081788000	01935701999	01412127873	Answered	Y
2018-04-23 12:08:51	15:49	08081788000	02380515980	01616677272	Answered	Y
2018-04-23 12:08:52	33:44	08081788000	07711894950	01616677221	Answered	Y
2018-04-23 12:08:57	09:49	08081788000	08081788000	01412127872	Answered	Y
2018-04-23 12:08:59	06:00	03330140333	01603880837	08455215000	Answered	Y
2018-04-23 12:08:59	06:00	08455215000	01603880837	01489666672	Answered	Y
2018-04-23 12:09:00	13:59	08081788000	01173115810	01616677222	Answered	Y

At the bottom of the table, there is a pagination control showing '1 of 1154' items and a dropdown for 'Items per page' set to '10'.



Service Suite for Microsoft Teams



46% of Teams Phone deals attach value-added services

19% service revenue growth per user per year

More margin

Simple ordering

Customer satisfaction

Margin Opportunity: 50 user 36-month term

		Cost	Margin	Monthly Margin	Total contract Margin
50x	Operator Connect License	£2.50	£3	= £150	= £5,400
20x	Call Recording	£9.95	£6	= £120	= £4,320
20x	Handsets Yealink MP54	£6.30 24 month rental	£1.26	= £25.20	= £604.80
Total contract margin: £10,324.80					

Dubber Call Recording

Billing through Linc Group

Rolling Monthly Contracts with no set up fees

5 Free demo licenses



Package Level Features	Dubber Lite	Dubber Teams	Dubber Premier
AI-Transcription	-	-	✓
AI-Sentiment	-	-	✓
AI-Tone & Emotion	-	-	✓
AI Notifications	-	-	✓
Recording Deletion	✓	✓	✓
Download-Single	✓	✓	✓
Download-Bulk	✓	✓	✓
Data Exporter	✓	✓	✓
Legal Hold (No Deletion)	-	-	✓

New Dubber Licences

Dubber Lite

Recording + Trends

£3.95 RRP £4.95

- **Unlimited Storage and retention**
- Access One Dubber Moment as a trend
- Secure and compliant recording
- Universal compatibility
- Unique license to Linc Group

Dubber Teams

Unified Capture

£9.95 RRP £15.95

- **Everything in Dubber Lite**
- Premium APIs for bulk downloads
- Includes one full Moment
Transcription, AI summaries,
Basic reporting and more!
- Redaction
Included

Dubber Premier

Insights

£29.95 RRP £39.95

- **Everything in Dubber Teams**
- Access up to 3 Moments
- Legal Hold
- APIs for CRMs

Showing 1-20 results

Consent conversations

+610433177134 Chelsea Henry 16/02/2024 07:57 AM 2 min

Conversation Summary

Speaker 1 apologizes for not having good news on the publishing date and explains the process will take 24 hours after magnetic strips are in place. Speaker 2 apologizes for misunderstanding and Speaker 1 will update when there is more information.

Rita Manning +610427108177 16/02/2024 07:50 AM 1 min

Conversation Summary

Speaker 1 reported website/application issues and lack of support information. Speaker 2 offered empathy, support information, and further assistance.

+623 Vic Mahamood 16/02/2024 07:50 AM 1 min

Summary

the company's customer service and communication, citing issues with response time. representative apologizes and promises to work towards improvement

Insights Capture

Abuse

Complaints

Sales Close

Service Delivery

Topics All Teams All Users All

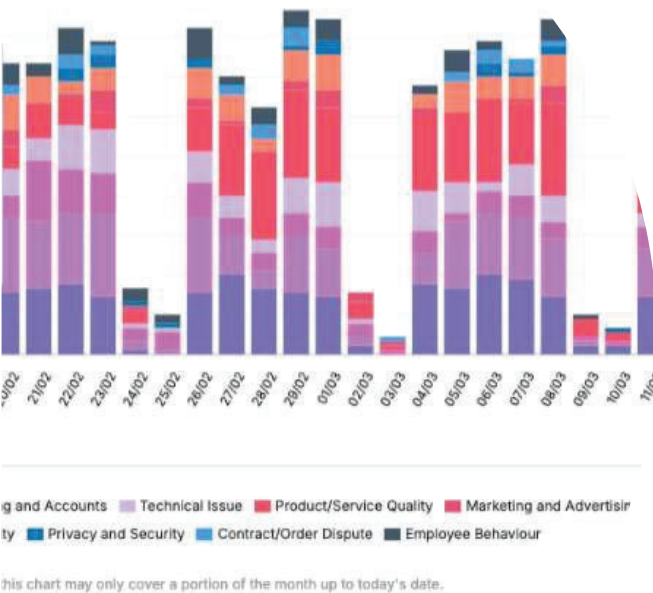
Clear All Apply

There have been 1561 complaints over the past 30 days, 10% lower than average. The most detected complaint topic is "Delivery", which continues to increase in volume compared to the previous 30 days

1,561 Complaints Captured

10 Complaint Topics

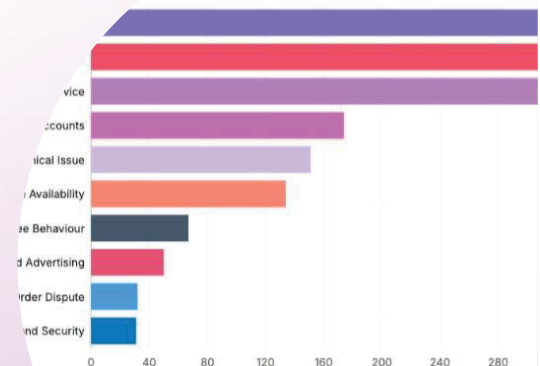
10% Change Over Previous Period



Dubber Moments

One Moment included with Dubber Premier

- Abuse
- Complaints
- Sales Close
- Service Delivery



Akixi Teams Analytics

Options for both real-time or historic call reporting

Native application within Microsoft Teams

No PowerShell needed simple provisioning

SKU	Partner Price	Customer RRP
Historic	£ 0.85	£ 1.00
Real-time	£ 1.83	£ 2.15
Advanced	£ 5.57	£ 6.55





Poly CCX 400 Business
Media Phone for Microsoft
Teams and PoE-enabled No
localization



Poly CCX 505 Business
Media Phone for Microsoft
Teams and PoE-enabled



Poly CCX 600 Business
Media Phone for Microsoft
Teams and PoE-enabled

HP- Poly

Yealink



Yealink MP52 Microsoft
Teams Phone



Yealink MP54 Microsoft
Teams Phone



Yealink MP56 Microsoft
Teams Phone



Poly Blackwire 3220
Stereo USB-C Headset
+USB-C/A Adapter
(Bulk)



Poly Voyager 4320 Microsoft
Teams Certified Headset
+BT700 dongle +Charging Stand



Poly Voyager Focus 2
Microsoft Teams Certified
with charge stand Headset

HP- Poly

Yealink



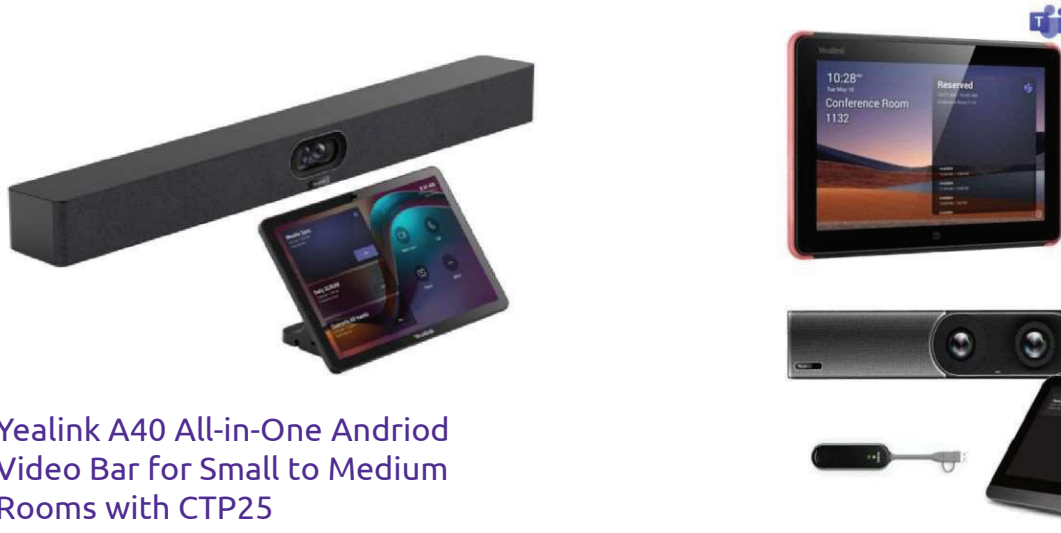
Yealink UH34 Dual
Professional Headset



Yealink BH70 Dual Teams USB-C



Yealink WH64 Mono Teams



Yealink A40 All-in-One Android Video Bar for Small to Medium Rooms with CTP25



Yealink A30 All-in-One Android Video Bar for Medium Rooms (includes 8-inch display)



Poly Studio Medium Room Kit for MS Teams: Studio USE Video Bar with GC8 (ABU)



Poly Studio Small Room MS Teams: Studio R30 USB Video Bar with GC8 (ABU)



HP Mini Conf G9 wMTR i712700T 16GB/256 PC Intel i712700T, SSD 256G 2280 PCIe NVMe, 16GB DDR5, W11B DT64 COL - UK English localization

Queues included with Teams Premium....

Activity

Queues

Chat

Calendar

Calls

OneDrive

Viva Connections

People

Resource Center

Apps

Search (Ctrl+E)

Contoso

Queues

Fan Support

Holly's Business Sales

Hospitality Enquiries

Sales

Ticket Box Office

Analytics

Real-time

Historical

Search

Auto attendants

Newcastle United Main Number

Queues

All

Hospitality Enquiries

Fan Support

Sales

Ticket Box Office

Agents

All

Adele Vance

Lidia Holloway

Auto attendants: Newcastle United Main Number

Since 12:00 AM local time, updated 0s ago

Total call volume ⓘ

6

External6Internal0

Abandoned calls ⓘ

0

Average time in auto attendant ⓘ

37s

Average caller action count ⓘ

1

Type here to search

N

F

O

E

P

X

T

7°C

15:05

09/12/2024

Activity

Chat

Teams

Calendar

Calls

Queues

...

Apps

Queues

Contoso bank woodland

Contoso woodland support

Analytics

Quick access

Contoso bank woodland overview

Chris Naidoo (You)
Available

Opted-out

Manage queue

People

Opted-in (4)

Keiko Tanaka
In a call for 34m

Joshua Vanburen
In a call for 17m

Reta Taylor
In a call for 2m

Kayo Miwa
In a call for 2m

Opted-out (1)

Miguel Silva
Offline

Monitor

Opt out

Call as myself

Chat

Dialpad

Activity

Service level

80%

Waiting calls

15

Average call answering time

4m 12s

Longest call waiting time

17m 32s

Abandoned percentage

30%

Total offered calls

500

Unanswered calls

Abandoned

Overflow

Timed out

No agent

Unanswered call reasons

Related

Call with +1 000 470 0304

Resume

Transfer

Hold

End

More

Leave

Transfer the call

Invite someone or dial a number

Suggested

Aaron Buxton

Aadi Kapoor

Bruno Zhao

Laurence Gilbertson

Ring back if there's no answer

Cancel

Transfer

00:01

00:01

Queues

Contoso bank woodland

Contoso woodland support

Analytics

Real-time

Historical

Search

Auto attendants: All

Contoso bank woodland

Contoso bank woodland

Contoso bank woodland

Contoso bank woodland

Agents

Andre Lawson

Bryan Wright

Charlotte de Crum

Danielle Booker

Erika Fuller

Joshua Vanburen

Kadi Bell

Kayo Miwa

Keiko Tanaka

Kristal McKinney

Total call volume

220

External

120

Internal

100

Abandoned calls

21

Average time in auto attendant

32s

Average caller action count

1.2

Total system-initiated disconnects

30

Total callers

100

Key options selected

1

2

3

4

Others

Transfer and/or call initiated by caller

Transfer and/or call initiated by system

Quick access

Contoso bank woodland overview

Chris Naidoo (You)
Available

Opted-out

Manage queue

People

Opted-in (3)

Keiko Tanaka
In a call for 34m

Joshua Vanburen
In a call for 17m

Reta Taylor
In a call for 2m

Opted-out (1)

Kayo Miwa
Available

Miguel Silva
Offline

Monitor

Opt out

Call as myself

Chat

Dialpad

Activity

Service level

80%

Waiting calls

15

Average call answering time

4m 12s

Longest call waiting time

17m 32s

Abandoned percentage

30%

Total offered calls

500

Unanswered calls

Abandoned

Overflow

Timed out

No agent

Unanswered call reasons

Related

Support for you

New collateral available now on Accelerate and the Academy

- Microsoft Teams Phone Brochure
- Operator Connect Battlecard
- Proposal documents
- Call recording for Microsoft Teams Phone Brochure
- Call reporting for Microsoft Teams Phone Brochure
- Service Suite for Microsoft Teams Brochure
- Service Descriptions and In-life guides

Sales Specialists and Pre-sales



Teams Phone Administration training: 20th
May Service Suite Administration training:

29th May



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