



WHITEPAPER

Microsoft Teams Phone

Pivotal for the modern workplace

 **fidelity**
group. empowering xaas.

The last step to a truly modern workplace

Things have changed. Where employees once had to navigate between several different applications or systems, they now have access to more unified solutions.

Where employees once had to haul themselves into an office to do their work, they now have access to all the tools they need at home. Employees now expect their employers to implement efficient, unified systems that evoke a more modern, streamlined feel akin to that of modern websites or applications. The workplace and work itself have shifted into a new normal – flexible, dynamic and unified.

A huge part of this sea-change was driven by the mass adoption of Microsoft Teams. The platform allowed organisations to replace existing systems and integrate them into a more unified workflow. In essence, Teams delivered the Unified Collaboration part of the equation – but many organisations did not take advantage of the Unified Communications aspect.

With hybrid or fully remote working, many employees are relying on personal devices such as a home phone or mobile, not controlled by the organisation. This is a huge security concern, since these devices and connections are outside of organisational control and management. Hybrid and remote working also effectively render an office-based phone system redundant. In all locations, workers are having to jump between various voice platforms to collaborate, rendering the Unified Collaboration aspect of Teams far less effective than it otherwise could be.

This raises questions:

Why unify collaboration and not communication?

Why leverage the Microsoft 365 landscape with the exclusion of voice?

These questions are of course rhetorical, since integrating the very last aspect – voice – is the final step many organisations need to take to truly enter the new normal:

- Eliminate redundant office phone systems
- Enable PSTN calls in the cloud
- Ease the burden of managing costly legacy phone systems
- Fully unify all aspects of workflow to achieve true unified communications and collaboration



of UK businesses use Microsoft Teams meaning businesses are perfectly placed to take the leap into the future – and more easily than they might have thought.¹



The past and the future?

THE PAST

In many cases, non-integrated legacy phone systems have not provided users with the features they desired – nor have they been cost-effective or easy to maintain.

THE FUTURE

Teams Phone provides the required features and is easier to manage and expand – crucial for growing businesses. Indeed, Teams Phone achieved a 100% Apdex score – the highest for uptime and service quality.²



THE PAST

Many businesses do not have a fully unified collaboration system that includes voice, hampering communication and collaboration efforts among employees.

THE FUTURE

Businesses that have previously implemented Teams can easily take the next step, improving their competitiveness and ability to seamlessly collaborate both internally and externally. Over a million organisations are using Teams worldwide (including 91 out of the Fortune 100 companies). Your business will likely be using Teams – adding Phone is easy.³

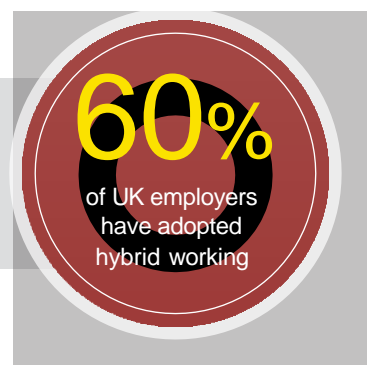


THE PAST

The move to modern working practices (hybrid and work from home), forces businesses to face systemic communications challenges and makes change critical. In 2022, a report showed that 60% of UK employers had adopted hybrid working in their organisations. This will only increase further if trends continue.⁴

THE FUTURE

The plug and play nature of Teams Phone makes the transition and management of hybrid and work from home voice solutions faster and far easier to achieve.



Positive change with added security

There are two hemispheres to the organisational brain: the business, and the people. Both have shared and unique needs. Among many other considerations, these are relevant to positive impacts of implementing Teams Phone:

A business seeks to be secure

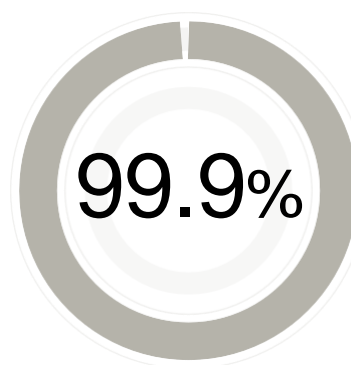
- Teams Phone is a part of Microsoft 365's security stack.
- Voice is tied to user identity via Azure AD with added multi-factor authentication.
- Faster business decision making in light of network threats and fraud management.
- Work from anywhere positively impacts business continuity plans.
- Working from home and hybrid working are now more secure.

Employees seek happiness and wellbeing at work

- The ease of use provided by Microsoft Teams Phone helps to minimise the frustration that comes with switching between different systems.
- Younger generation employees expect unified comms.
- Less turnover of staff/loss of talent due to higher job satisfaction.

Teams Phone covers both bases

Microsoft Teams Phone has earned the highest scores for UCaaS provider uptime and quality – 99.9% of users rated Teams as the very top of the league when it comes to ease of use, performance and features. So – the business can feel secure with uptime and quality, and users can feel satisfied with stellar performance and user friendliness.



of users rated Teams as the very top of the league when it comes to ease of use, performance and features.⁵

A further crucial pillar to any organisation is its customer base – whether this is end users in the public sector, or private paying customers. Happy customers engage positively with organisations both directly and through recommendations from their friends, family and online reviews. Positive interactions are key to maintaining and securing reputational health. Teams Phone, plugged into the 365 environment, benefits the customer with its seamless simplicity – the modern workplace improves the customer experience as much as it increases business efficiency and employee satisfaction. Customers can contact and collaborate with people at businesses using Teams Phone integration.

The time is now

The 2020s have been punctuated by catalysts for change. Globally, Covid-19 pushed many organisations to revisit and modify their communication and collaborative systems.

In the UK specifically, the PSTN shutoff similarly offers organisations an opportunity to take the only logical step – a final move into a truly modern way of working.

With that being said, we should return to questions that were asked earlier in this white paper, and we should add a further question.

- Why unify collaboration and not communication?
- Why leverage the Microsoft 365 landscape with the exclusion of voice?
- Why, with all of the challenges faced in the 2020s, are some organisations still not taking this step?

“ **There has never been a better time to make the leap to truly unified communications with Teams Phone.** ”

Microsoft commissioned a Forrester Total Economic Impact™ Study with regard to Teams Phone in order to quantify the real monetary benefits to making this change.

If only for the saving, let the numbers speak for themselves:

Microsoft Teams Calling for Enterprise customers - Benefits (Three year) ⁶

Improved communication



Eliminated previous voice solutions



Replaced telephony IT support



Microsoft Teams Calling for SMB customers - Benefits (Three year) ⁶

Improved communication



Eliminated previous voice solutions



Replaced telephony IT support





Take the leap with us

Gamma are experts in enabling voice for Microsoft Teams Phone. We've been a Gold Partner with Microsoft for 15 years and we recently attained designation as a Certified Microsoft Solutions Partner for Modern Work as part of Microsoft's new cloud partner program.

In addition to this we also earned advanced specialisation in Calling for Microsoft Teams. This certification is testament to our deep knowledge, extensive experience and proven customer success with Microsoft Teams Phone solutions.



“ You're in safe hands with Gamma – with our proven expertise and accreditation as well as impeccable customer service, we are perfectly placed to make the transition as seamless as possible for you. ”



One of a small, select group of providers specifically picked by Microsoft to offer Operator Connect in the UK.



20 years' experience in delivering cloud- first communications services.



We are committed to providing excellent customer service and support – not only will you benefit from dedicated account management, but we also have UK based support teams offering 24/7 first line support.



Accredited provider across several public sector purchasing frameworks.



Choose how you enable PSTN calling with Operator Connect, Direct Routing or Horizon for Teams. Our flexible Direct Routing options can be managed, unmanaged or customised. Whatever your needs, we have a solution to suit your business.

References. 1. <https://www.commsbusiness.co.uk/content/news/9-in-10-businesses-using-microsoft-teams#:~:text=A%20new%20study%20has%20revealed,UK%20businesses%20currently%20using%20it.> 2. <https://techcommunity.microsoft.com/t5/microsoft-teams-blog/microsoft-teams-phone-earns-highest-scores-for-ucaas-provider/ba-p/3639610> 3. <https://www.businessofapps.com/data/microsoft-teams-statistics/> 4. <https://www.acas.org.uk/new-survey-shows-3-in-5-employers-have-seen-an-increase-in-hybrid-working-since-the-pandemic> 5. <https://techcommunity.microsoft.com/t5/microsoft-teams-blog/microsoft-teams-phone-earns-highest-scores-for-ucaas-provider/ba-p/3639610> 6. <https://tools.totaleconomicimpact.com/go/microsoft/voicedteii/>