Call2Teams

Your partner, for a complete and native voice integration into Teams

21/11/2023

Audience – External, for partners.

We get you to market quickly and keep you ahead.

Complete support, from onboarding to in market and beyond.



Effortless integration and management

Effortless onboarding, quick G2M and easy in life account and user management with our intuitive multi-tier portal



Your complete voice choice

Certified, high availability service with global deployment, elastic multi-tenancy and unrivalled interoperability. Together with multiple options to suit your customer needs



Stellar development and support

Laser focused Continuous Improvement and Product Development, backed with 24/7 follow the sun support

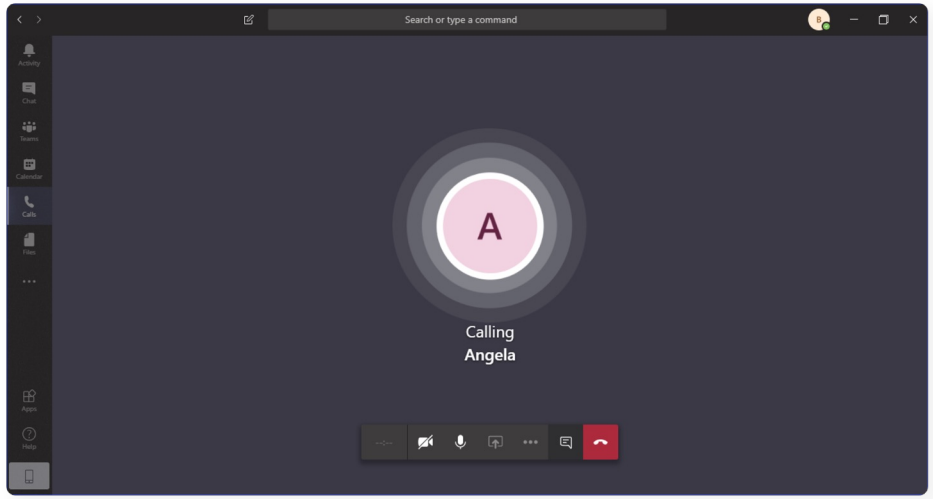
Call2Teams.

Cloud native middleware, connecting existing telephony to Microsoft Teams.

Helping you deliver a world class Teams native voice integration solution.

Connect Teams users to virtually any UC / PBX or bring your own SIP trunk to our Direct Routing as a Service

- Fully native experience for users whilst maintaining full phone system functionality
- 3 different pathways, providing a variety of options for end customers – including Call2Teams Go.
- Effortless integration and management
- Multi-tier portal – offering unrivalled account, subscription, integrated billing and user management
- Multiple branding options, including white labelling



Microsoft Teams

Call2Teams dstny

We’re a market leader in what we do.

Enterprise grade service with extensive interoperability.

Enterprise Grade

On-demand enterprise ready global deployment built on solid Microsoft approved infrastructure

- Teams calling policy management
- High availability, elastic multi-tenancy
- Fully certified SBC deployment
- Enterprise grade resilience and geo-redundancy
- Microsoft Co-sell validated
- Silver ISV partner
- Approved global infrastructure
- Azure based architecture

Extensive interoperability

Multiple PBX and Trunk integrations together with a world-class API offering, empowering boundless opportunities.

- Extensive API library
- Global PBX support (over 30 integrations)
- Multi PBX per customer
- Over 30 Trunk integrations

Pathways, architecture and Microsoft Licensing.

- Our 3 core pathways for Teams integration
- High-level architecture of all 3 options
- Microsoft Licensing when using Call2Teams

dstny

Call2Teams pathways.

Our flagship PBX, Trunk and Call2Teams Go options.

Call2Teams PBX

Our DRaaS product, which 'Teams enables' existing PBXs, combining all Teams features with full PBX functionality

- Phone System license **is required**
- Key features – TTT and DET
- Fully agnostic connectivity
- Enterprise grade service for voice path
- Geo-redundancy and global infrastructure
- Elastic Multi-tenancy

Call2Teams Trunks

Our Trunks DRaaS product, which 'voice enables' Teams, incorporating existing phone service provider numbers and minutes into Teams

- Phone system license **is required**
- Key features – TTT and DET
- Leverage BYOC and keep existing numbers and minutes
- Enterprise grade service for voice path
- Geo-redundancy and global infrastructure

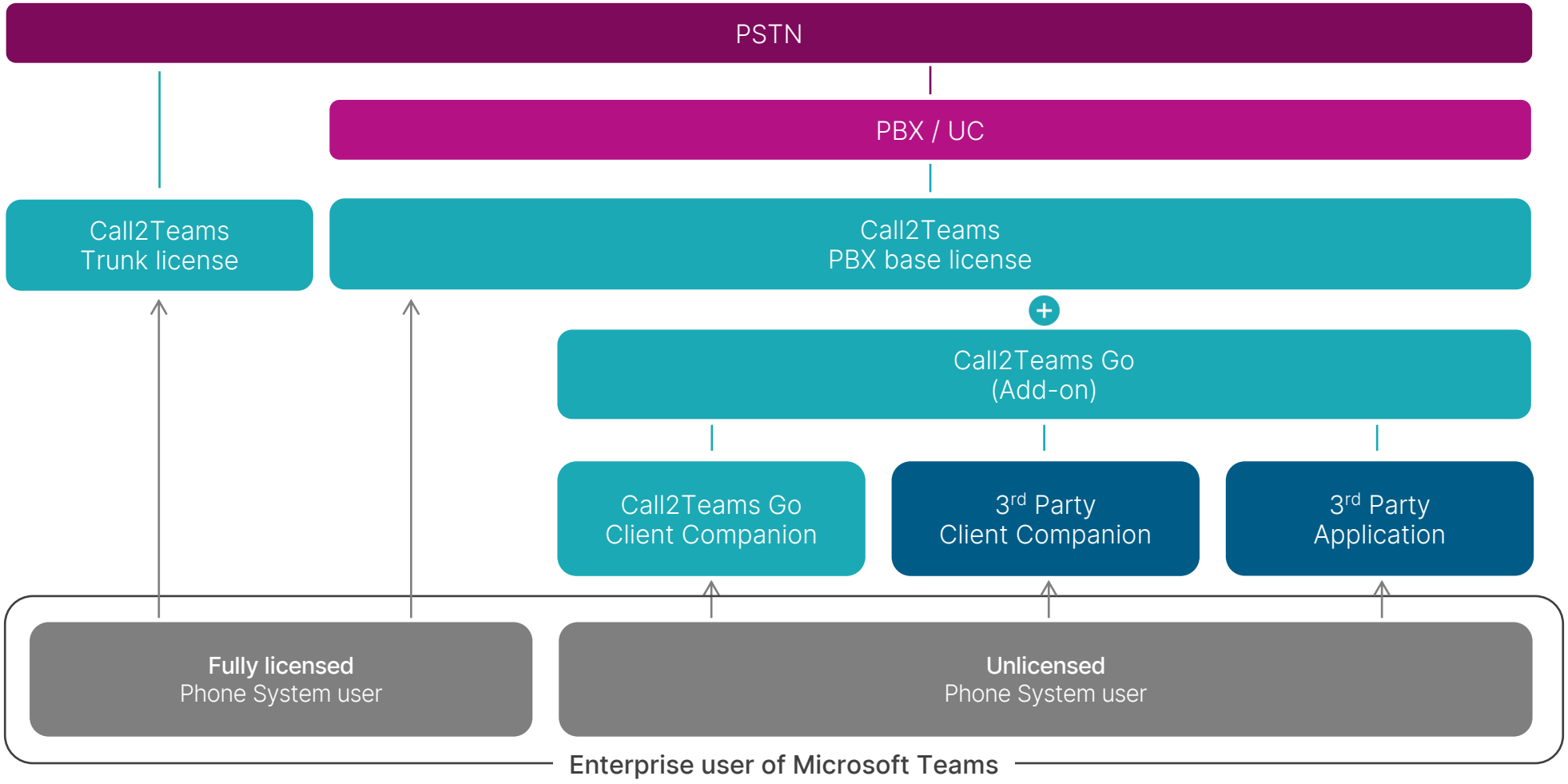
Call2Teams Go (Add-on to PBX)

Teams enable an existing PBX, providing all the core features of Teams, with a choice of 3 delivery modes

- Phone System license is **not required**
- **Requires Call2Teams PBX base license**
- Comes with TTT as standard
- Out the box brandable option for fast G2M
- 3rd party application development opportunities using our call initiator **(Release date TBC)**
- Same infrastructure and Enterprise grade service with standard Call2Teams

Call2Teams pathways.

For users with and without phone system licenses.



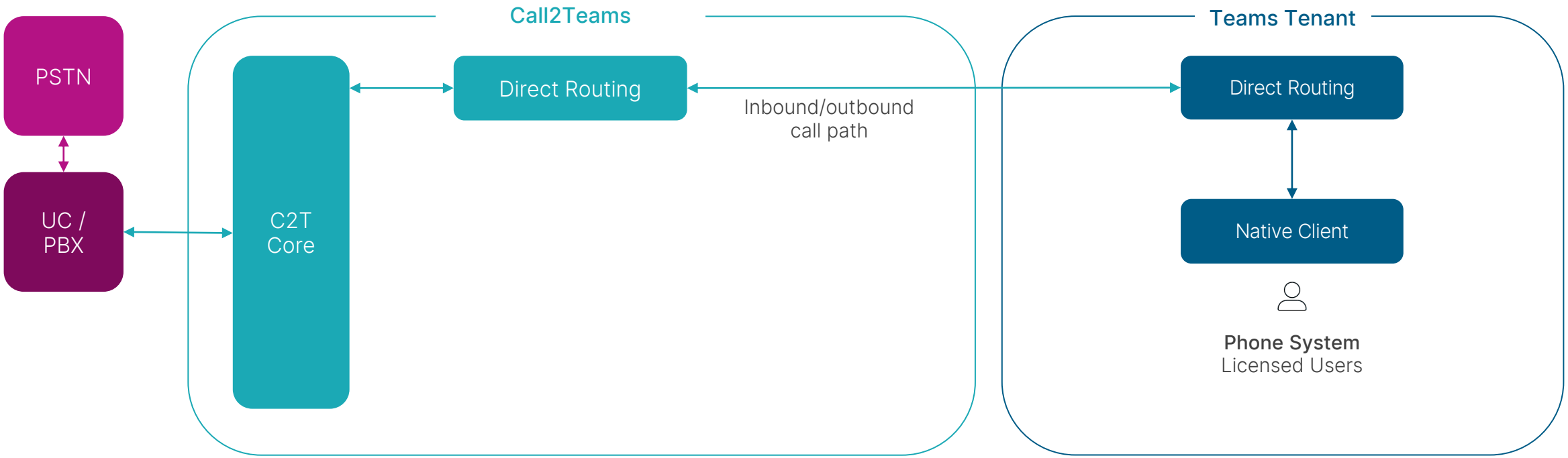
Call2Teams dstny

Call2Teams PBX Mode.

Brief overview of our standard Direct Routing product for PBX / UC.

Inbound and outbound using Direct Routing

Routes calls between the UC/PBX from the Call2Teams core to Teams Phone System licensed users via standard Direct Routing interface for both inbound and outbound calls.



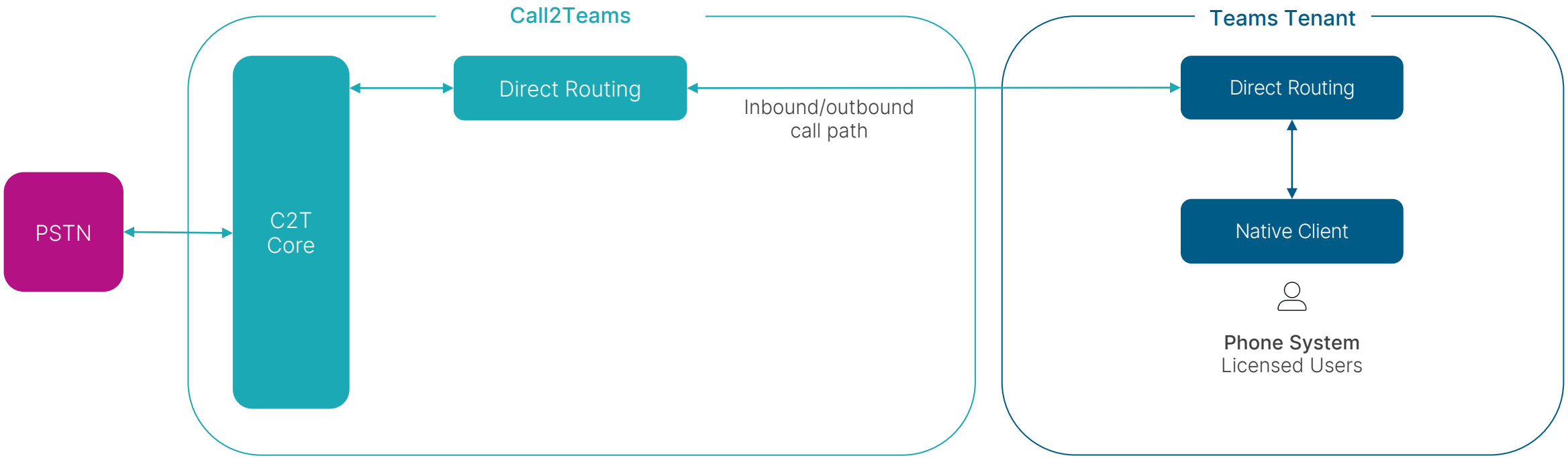
Call2Teams dstny

Call2Teams Trunk Mode.

Brief overview of our standard Direct Routing product for Trunks.

Inbound and outbound using Direct Routing

Routes calls between the PSTN and the Call2Teams core to Teams Phone System licensed users via standard Direct Routing interface for both inbound and outbound calls.



Call2Teams dstny

Call2Teams Go.

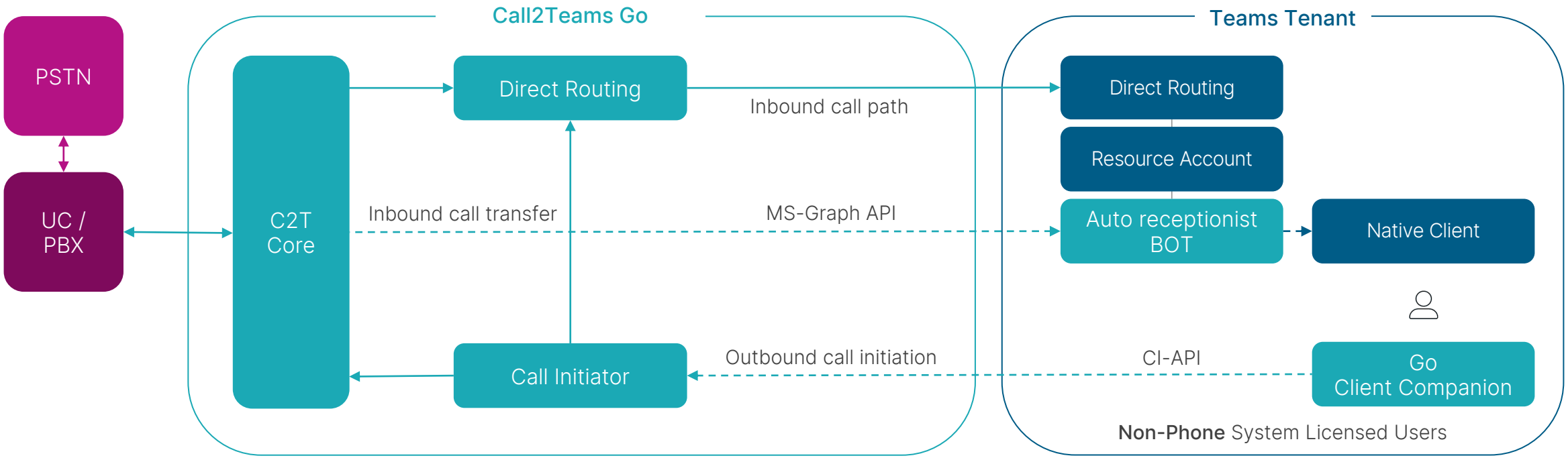
Brief overview of our Call2Teams Go client companion.

1. Inbound (to Teams) transport layer

Routes calls from Call2Teams core to Call2Teams Go enabled Teams users via standard Direct Routing interface. Instructs the Auto Receptionist BOT (Microsoft 365 Teams Phone Resource Account) which user to transfer the call to

2. Outbound call initiator (Go platform) and Dstny Client Companion

Manages the orchestration of outbound calls from the Teams user using the Go Platform



Call2Teams dstny

Microsoft Licensing when using Call2Teams.

Licensing to enable our pathway integration into Teams.

Office 365 / Microsoft 365 subscription licenses	Teams voice enablement subscription licenses	Call2Teams applicable service
Office 365 A1 / G1 / E1	Teams Phone Standard License	PBX / Trunks / Go*
Office 365 A3 / G3 / E3	Teams Phone Standard License	PBX / Trunks / Go*
Office 365 A5 / G5 / E5	No (already included)	PBX / Trunks
Microsoft 365 A5 / G5 / E3	Teams Phone Standard License	PBX / Trunks / Go*
Microsoft 365 A5 / G5 / E5	No (already included)	PBX / Trunks
Microsoft 365 Business Basic / Standard / Premium	Teams Phone Standard License	PBX / Trunks / Go*
Microsoft 365 F1	Teams Phone Standard License	PBX / Trunks / Go*
Microsoft 365 F3	Teams Phone Standard License	PBX / Trunks / Go*

***One unallocated Microsoft Teams Phone Resource Account license is required for Call2Teams Go**

Call2Teams products and features.

- Call2Teams digital enablement
- Branding options
- Call2Teams Go – our new product innovation
- Teams True Transfer (TTT)
- Dynamic Emergency Trunk (DET)

dstny

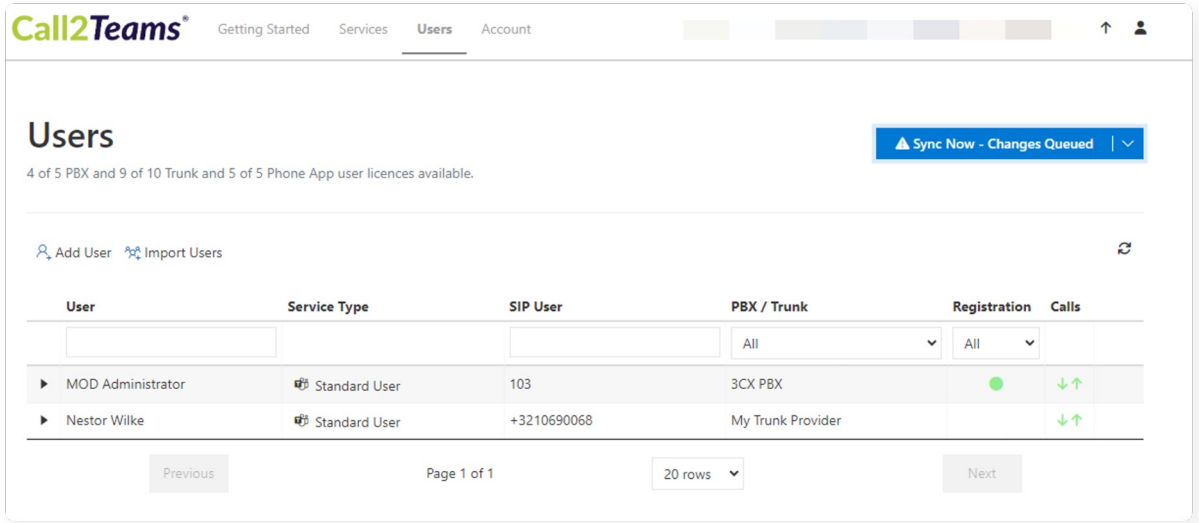
Call2Teams digital enablement.

Empowering partners to deliver a value adding service to customers.

Providing you ultimate service flexibility

The Call2Teams digital enablement can be utilised in two ways; our portal that helps manage the ongoing service or through rich APIs – shape the offering how you want.

- The home of our service set up with you (wizard)
- Simple and intuitive interface – no training required
- Our portal can be used for quick G2M, whilst developing a richer OSS/BSS integration using our rich API library
- Create your own ‘organizational structure’ using our multi-tier (hierarchal arrangement) feature
- Integrated billing feature



Call2Teams dstny

Branding.

Three options to allow you to tailor to your brand and take to market.

Out the box

No representation of your brand with this option. Straight out the box with Call2Teams branding and full visibility of the use of our service with your customers.

- Call2Teams portal logo
- Call2Teams Favicon
- Call2Teams URL
- Call2Teams Microsoft Consent
- Call2Teams Store and support links
- Common PBX and trunks templates

Brand Essentials

Create a light branding touch to certain aspects of the portal. Visibility of the use of 3rd party software will remain.

This is a self-service option.

- Portal logo
- Favicon
- Store and support links
- Manage PBX and trunks templates
- Call2Teams URL
- Call2Teams Microsoft Consent

Brand Complete

Offering best brand value. Exclusively use your brand, with no visibility of the use of 3rd party software.

This is not a self-service option.

- All of Brand Essential features, plus the below:
- A unique Portal URL
- Unique Microsoft Consent (Logo, name, terms)
- Custom domain and portal invites
- Customize PBX / Trunks templates

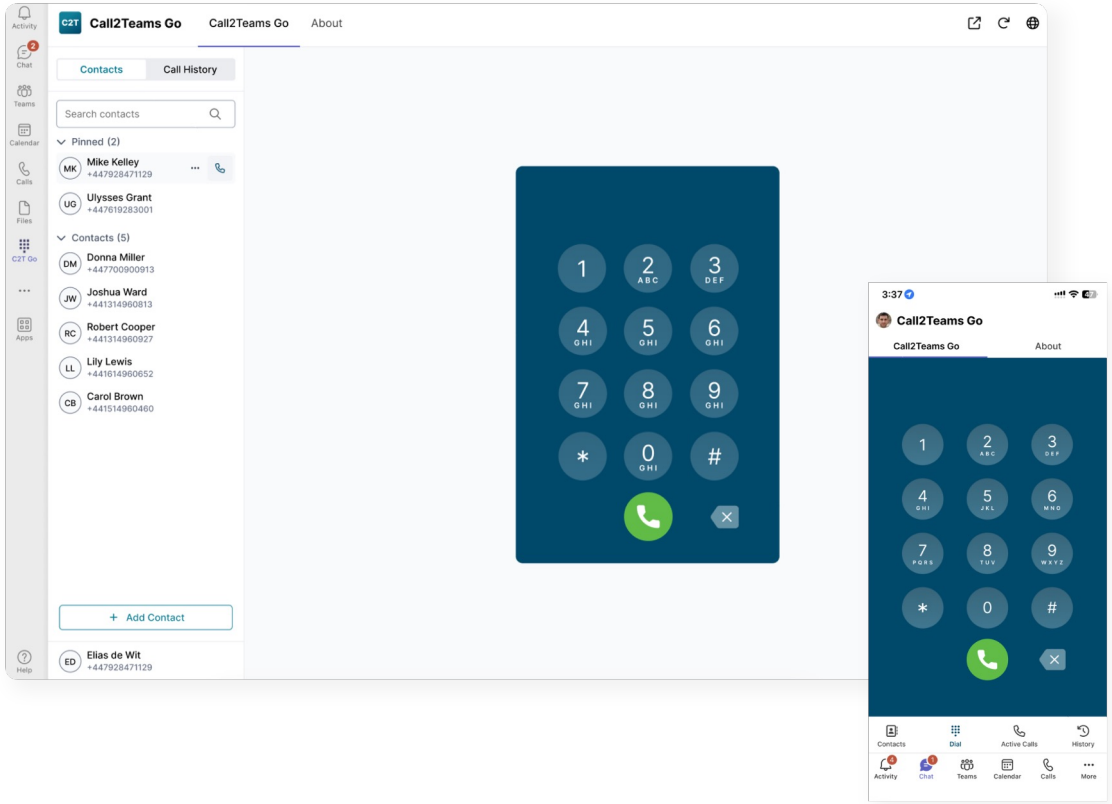
Call2Teams Go.

The only truly native client companion for Microsoft Teams.

PSTN calling made easy, without the licensing

Simple implementation and quick G2M with no end customer training required. Simply enable in Call2Teams portal and get users calling quickly

- Out the box brandable solution or use our call initiator API to build your own application (Release date TBC)
- Use all the core features Teams has to offer, together with Call2Teams features such as PSTN transfer, contact management and call history
- Use on Desktop or Mobile - providing a consistent UX



Call2Teams dstny

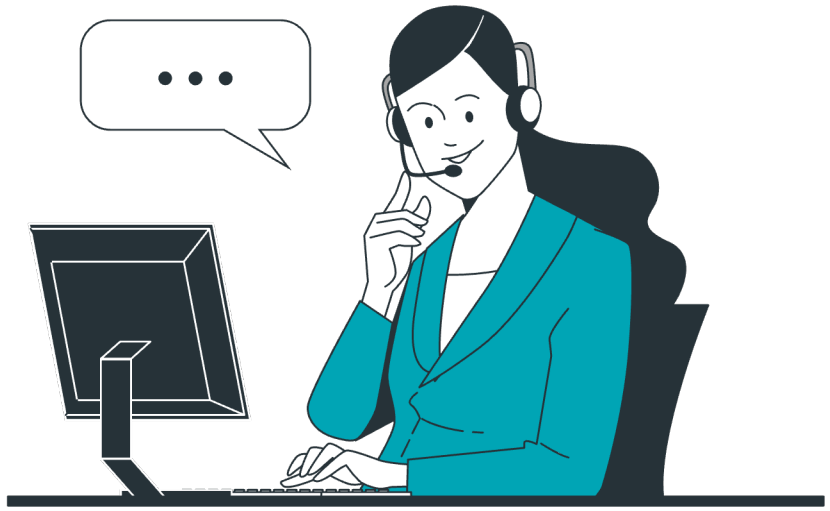
Dynamic Emergency Trunk (DET).

Our emergency call routing option for PBX and Trunks.

Helping meet E911 regulation requirements

Dynamic Emergency Trunk (DET) is a simple and compliant solution for PBX and Trunks, allowing for the routing of emergency calls from Microsoft Teams to your ERSP (Emergency Routing Service Provider).

- Standard call passed through service provider
- Emergency calls – PIDF-LO data is sent to Call2Teams and straight onto ERSP
- DET removes the need for PBX / Trunk service to consume PIDF-LO data
- Monthly fee for service as well as one-off purchase for 2 x dedicated IPs

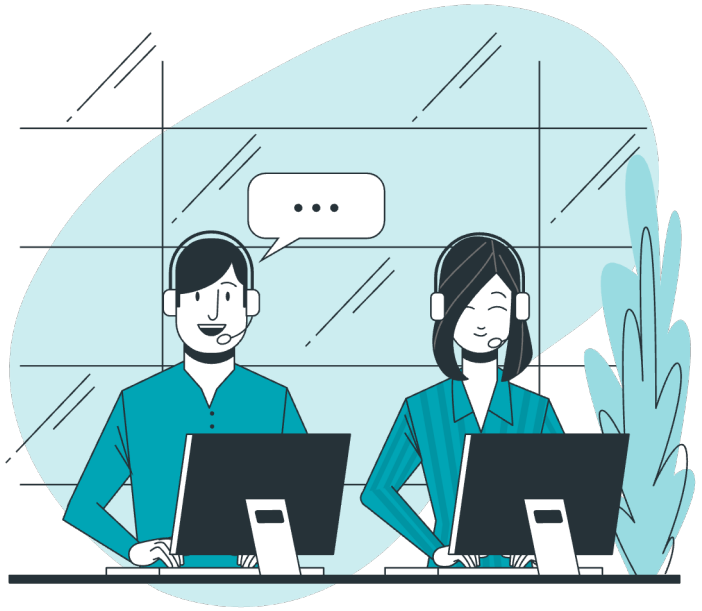


Teams True Transfer (TTT).

A unique and valuable feature only available with Call2Teams.

Ensuring correct line-state representation on the PBX

Teams True Transfer (TTT) is a powerful feature included as standard within Call2Teams. It correctly represents the on-hook / off-hook status of users on the PBX after a call is transferred within Teams.



- Real-time true representation in both PBX and Teams
- Both desk phone and Teams client will ring and be active following a Teams transfer
- Improved efficiency for users – ability to instantly take a new call following a transfer
- Simple set up on an account in the Call2Teams portal

Supporting your G2M and beyond.

- Sales and Customer Success
- Customer Solutions Architects (CSA)
- Support
- Product
- Dstny University

dstny

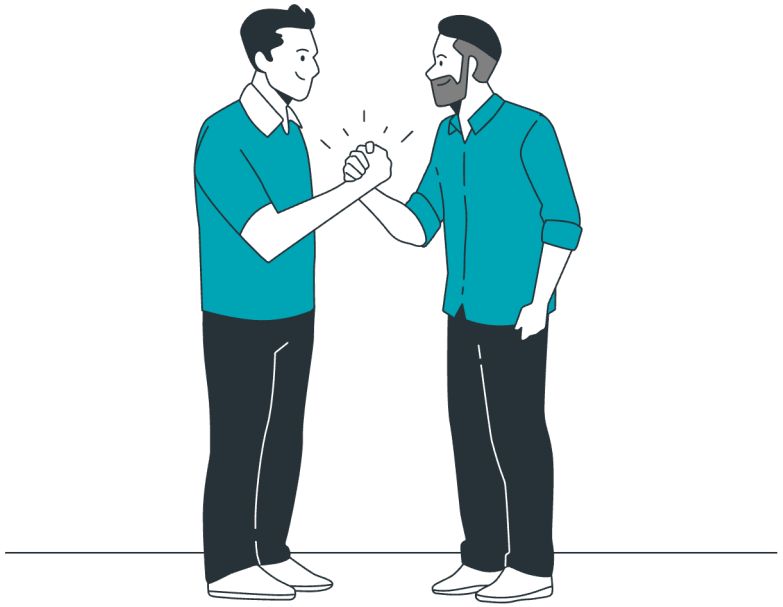
Sales and Customer Success.

Experienced team helping maximize revenue potential.

Delivering success together

At Dstny, we understand the importance of strong relationships with our clients. That's why our dedicated Account Management team is committed to delivering exceptional value and service to help you achieve your business goals.

- **Personalized support** - Dedicated Account Manager will work closely with you to understand your business objectives, challenges, and requirements
- **Strategic guidance** - Proactive analysis of your business environment, identify opportunities, and provide strategic guidance to maximize your outcomes
- **Continuous value delivery** - Our commitment to your success doesn't end after the initial engagement



Customer Solutions Architecture (CSA).

Onboard, Unblock, Engage.

Working together with partners for customer success

Our CSA team is a critical component in supporting partners end to end. From the very beginning to actively selling the market - they have your back.

- Onboarding for new service offerings
- Unblock complex use cases that standard offerings cannot cater for
- Engage to identify additional growth areas



Support.

We’re here to help whenever you need it.

Our partners are at the heart of what we do

We have a global (follow the sun) support team who you can rely on for deep technical expertise, 24hrs a day, 7 days per week

- Extensive knowledge base, so you can quickly find an answer to the most common challenges
- Global coverage, so you always have someone on hand to speak with for advice
- Engineers with deep technical expertise that act as an extension of your own team



Product.

Continuous Improvement and Product Development.

Laser focused CIPD

We are well resourced and have a full roadmap when it comes to Continuous Improvement and Product Development. We want to remain an innovative market leader and are obsessed with continually delivering an Enterprise-grade product for our partners and their customers.

- Scalability
- Supportability
- Market and partner alignment
- Relentless focus on Product Development
- Protecting from Microsoft changes



Dstny University.

Our central learning hub for partners.

Providing easy to access content to learn and grow

Dstny University is the name of our Learning Management System (LMS), designed to provide courses and content to improve knowledge around Call2Teams.

- Access whenever is suitable - any time of day
- Intuitive learning experience with learning pathways
- Points mean prizes. Course completions and high scores on quizzes means prizes
- Access on desktop or mobile, whatever suits
- Material available offline – no learning disruption



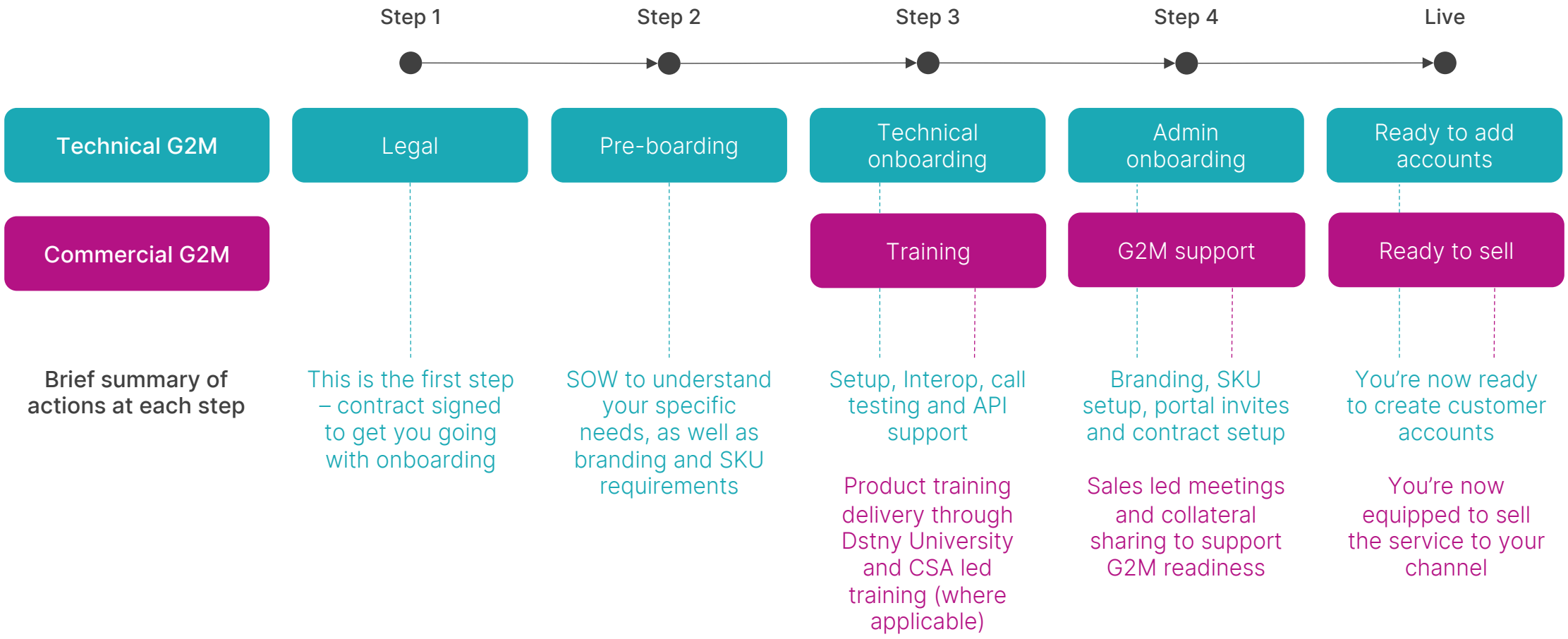
Onboarding and implementation overview.

- Summary of onboarding journey
- Customer account set up

dstny

Onboarding Journey.

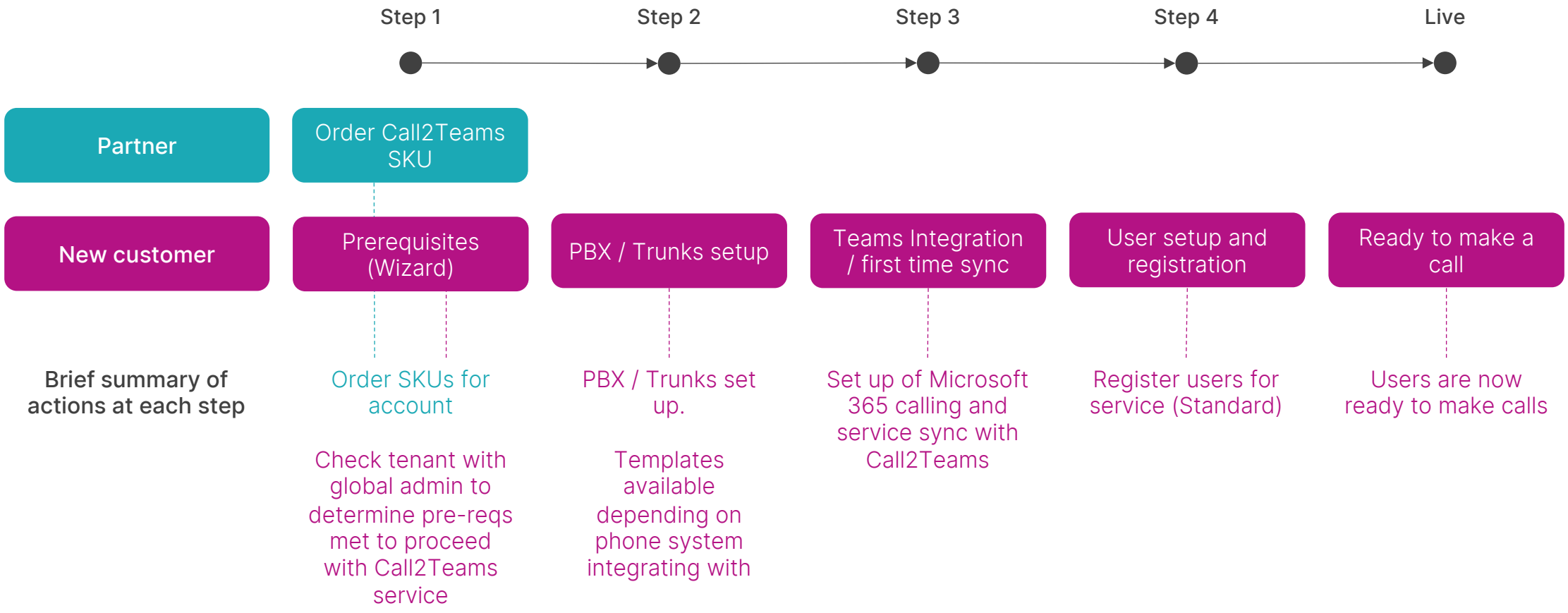
Getting going with Call2Teams.



Call2Teams dstny

Customer account set up.

Adding an account to Call2Teams.



Call2Teams dstny

Account setup – Step 1.

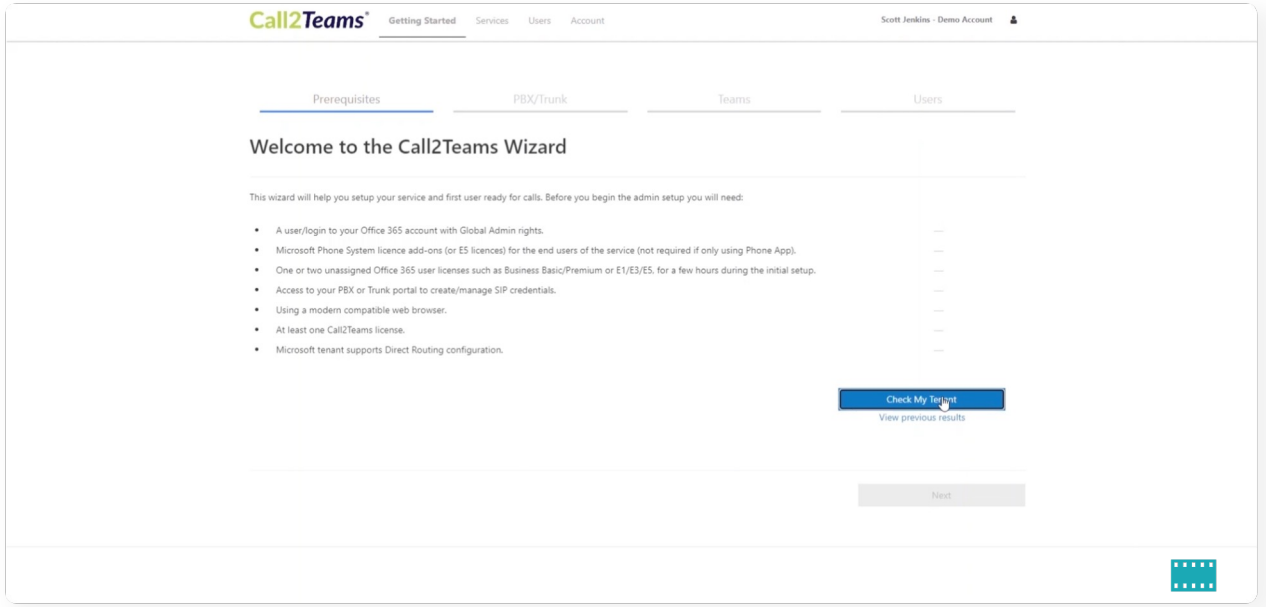
Order Call2Teams SKU and pre-req wizard.

Checking customer tenant for prerequisites

To begin, the partner is required to order a sufficient amount of SKUs prior to account creation.

Once ordered the customer admin is able to use their global admin details to enable a 7 point check for readiness

- Permissions will be requested (on behalf of org)
- Views basic profile requested
- Directory data (read) requested
- Check only takes a few seconds
- Easily identifiable areas to address if check not successful



Call2Teams dstny

Account setup – Step 2.

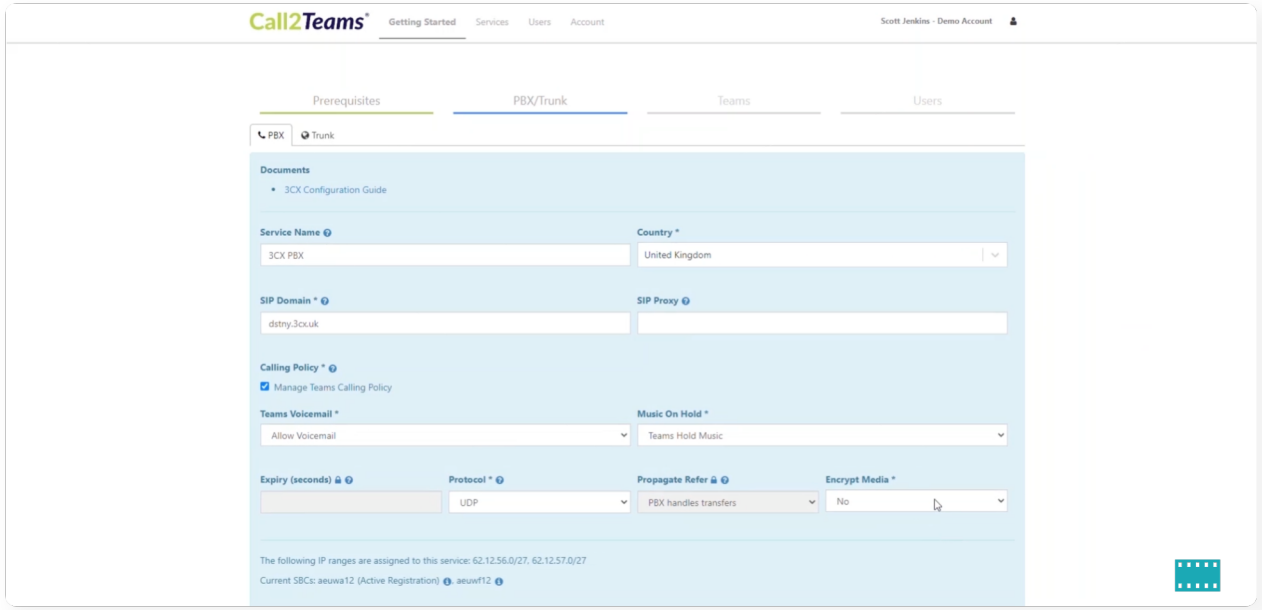
PBX / Phone system set up.

Adding the phone system

Depending on PBX / Trunks used, templates are available to support the set up and in some cases, configuration guides are available.

In the example on the right, we have used 3CX as the PBX.

- Ensure the PBX allows for SIP registrations from Call2Teams platform (public internet)
- Fill out required fields in the chosen phone system template
- Enable sync and ensure you have the global admin credentials to do so



Call2Teams dstny

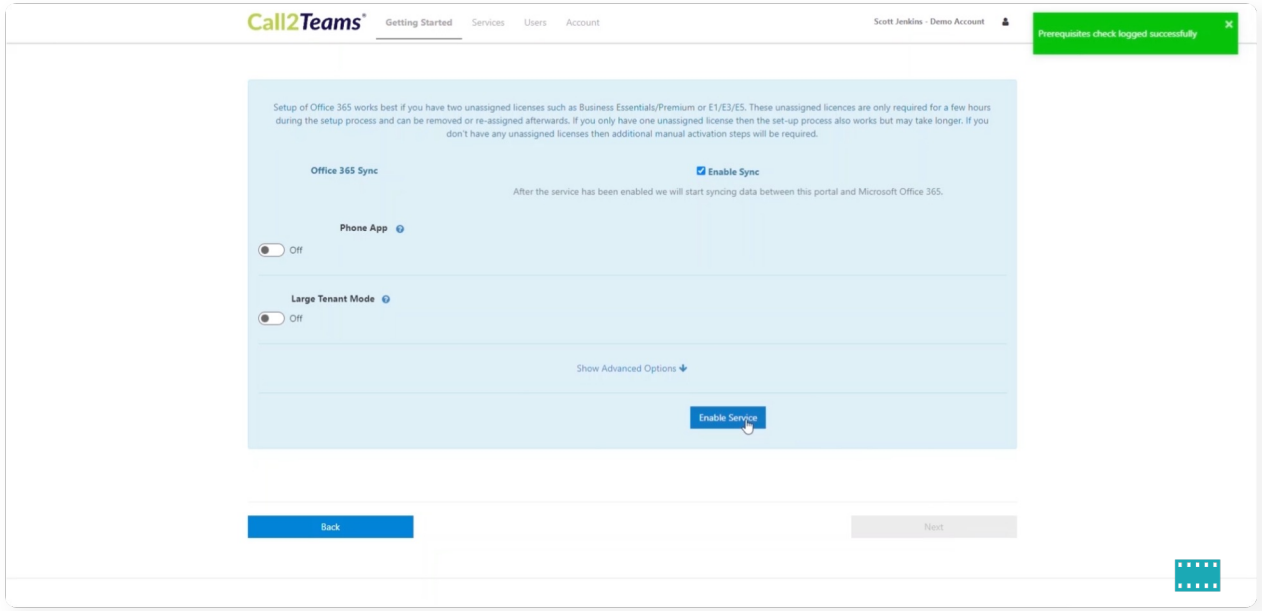
Account setup – Step 3.

Teams integration and first-time sync

Enablement of Teams set up service

Pre-deployment of Microsoft Teams environment with all of the direct routing from Call2Teams.

- Each possibility of voice for end user/s planning to be configured are created e.g. specific calling policies.
- 2 Microsoft gateways created into our service – for high availability and within different regions
- Typically, the longest part of the account creation process – no longer than 15 minutes
- Ensure end user SIP credentials are to hand to set up users (Step 4)



Call2Teams dstny

Account setup – Step 4.

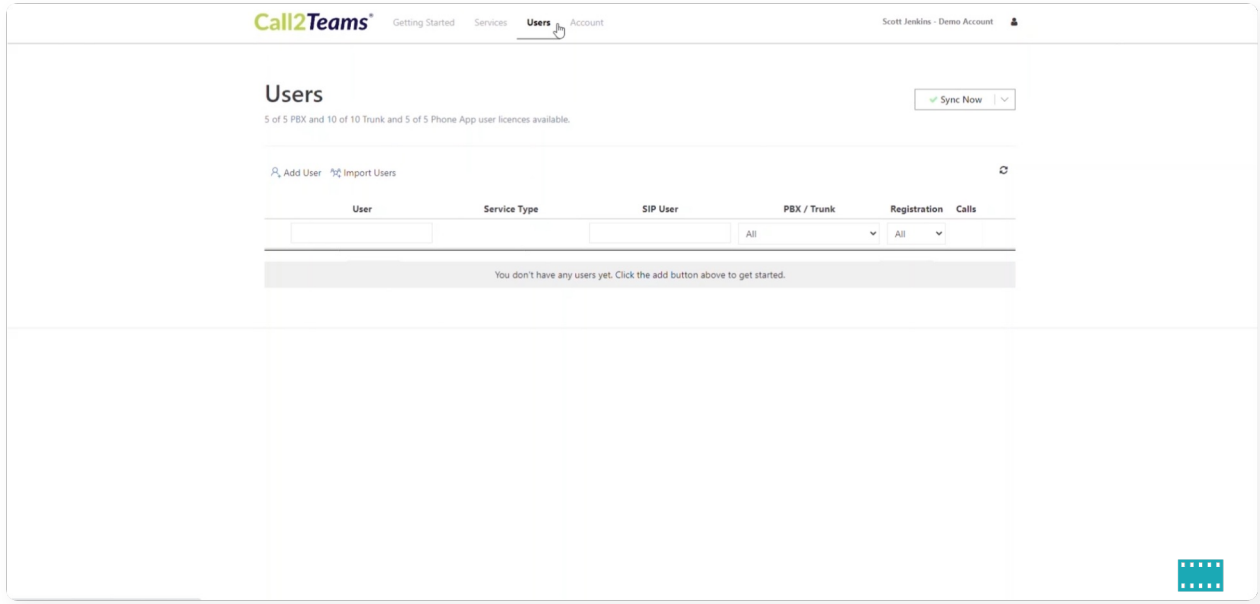
User set up and registration.

Adding users to use the service

During sync process, all eligible users are pulled in, ready to be set up. Once added, Call2Teams sends a SIP registration to the phone system, registers the user, ready for final sync to make calling possible.

No expertise required within voice or Microsoft.

- Add users singularly or in bulk
- Add phone number / extension
- Override Teams calling policy (if necessary)
- Add SIP username, Auth username and password
- Guidance provided if registration fails



Call2Teams dstny

Account setup – Step 5.

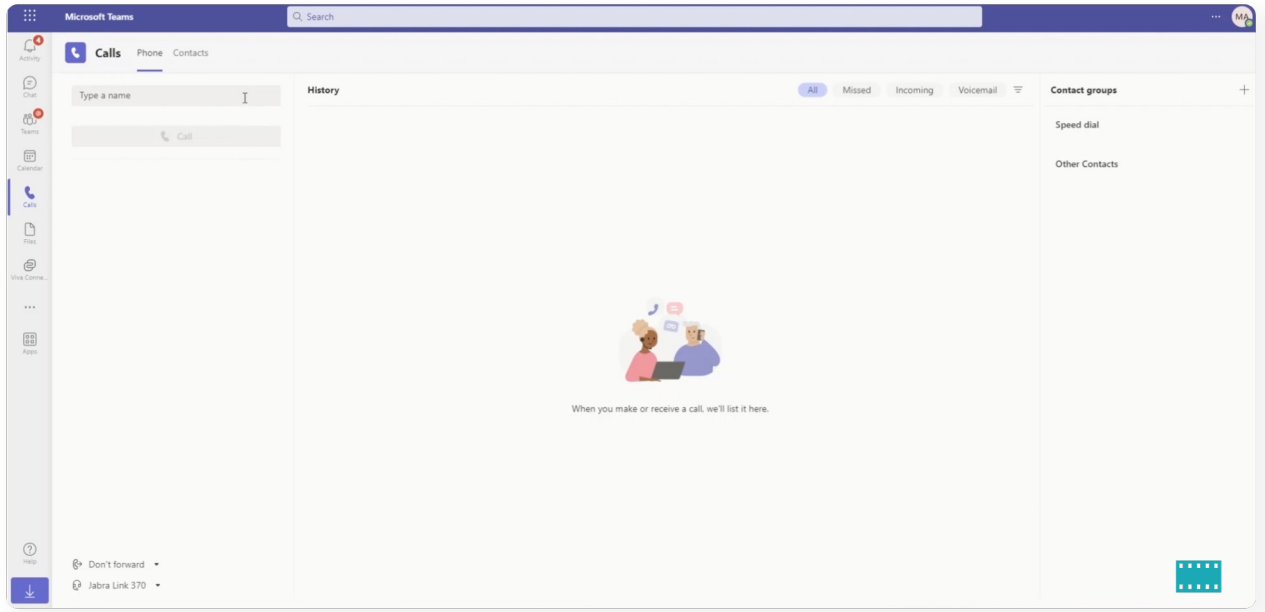
Ready to make a call

Same UX but now with voice calling

When a user is registered, they are able to make voice / PSTN calls natively and with full call control.

Features include, but not limited to:

- Native outbound and inbound calling experience
- Blind and consult transfer (PSTN and Teams)
- Hold /resume (music on hold (UC or Teams)
- 1-1 and multi-way call recording and transcription
- Call forward and park



Call2Teams dstny

Other Products in the Dstny Ecosystem.

- Several products for a variety of customer needs

- If you have any questions or want to know more, contact your Account Manager


Brand.
Launch.
Grow.
Dstny For Service Providers empowers B2B Service Provider growth by providing best-in-class, mobile-first products and digital enablers.
dstny

Products in our Ecosystem.

With high level overview of each.

Analytics	Call2Teams	Carrier Automate	ConnectMe	Converge
Reporting – visualize and identify trends through in-depth analysis	Agnostic – Connect to any SIP phone system or voice SIP trunk	Connect, launch and scale voice services to multiple UC platforms	Calling capabilities such as answer, hold, mute and transfer (blind/attendant)	Automate end-customer onboarding. Leverage APIs for joined up journey
Easily deployable scheduling and automation	Automated config - Authentication is handled via Microsoft O-Auth	OCA partner with Microsoft Operator Connect	Extensive Contact management, call history and directory	Global cloud service – Elastic, using public or private cloud infrastructure
Dashboard – highly visual, customizable real time data	Fully white label capable with multi-tier platform hierarchy structure	Carrier Grade Infrastructure and API bridging	Presence status, Caller ID, Dialer/DTMF, audio settings	MvNO agnostic – Integrate using SIP trunk, avoiding IMS integrations
Integration – Vast aggregation capacity. Same instance across multiple platforms	API Integrations to connect to your PBX with a full index for custom provisioning and billing	Effortless number management, ensuring operational resilience		UCaaS / PBX agnostic – Standard registration to connect to user extension on any UCaaS and PBX

Call2Teams dstny

Products in our Ecosystem.

With high level overview of each.

CRM Connect	Dstny Core	Omnichannel	Teams Connect	Dstny UCaaS
Connect CRM to Dstny cloud PBX and display customer information	PBX - call transfer, pickup, intrusion, intercom, diversion, Message waiting indication, plus more	Custom branding live chat module, integrating with other platforms	Standalone App within end-user Teams environment. Control PBX	Fully brandable and customizable to make it your own
Customer and person search	ACD Basic - flexible basic call distribution groups	Multiple digital channels – Facebook, WhatsApp, Instagram and Twitter	Premium monitoring and advances call queue control	Plug and play – leverage full suite of Dstny products and easily deploy
Call notifications and number retrieval	ACD Premium - full call centre functionality	AI Answer automation – improve efficiency with standard Q&A	Line state and presence capabilities synced with Teams	Carrier grade service with enterprise level support
Embedded web content and customized buttons linked to CRM system events	IVR – allows callers to navigate menus and connect to different choices	Simple automated onboarding, with set up completed in several minutes	Select caller ID and log in and out of groups	Enhance communication, collaboration and organizational resilience

Call2Teams dstny

Thank you.