



Alianza for Microsoft Teams

Voice-enable Teams with carrier-grade quality, reliability, and administrative ease

Microsoft Is Winning the Enterprise Collaboration War

Build your “with Teams” strategy and capitalize on Microsoft’s growth and success

Microsoft Teams is the most popular business communications platform on the planet because their funding, pace of innovation, and ability to react to consumer and industry demands is virtually unparalleled — which is why your customers are using it to collaborate every day.

Rather than competing with a giant, use Alianza for Microsoft Teams to your advantage. It’s an easy upsell that increases your average revenue per unit (ARPU), **keeps Microsoft users in their existing product stack**, and prevents your customer base from switching carriers in search of getting voice services in Teams for all-in-one communications and collaboration solution.



Why offer voice services to your customers only to turn them over to adjacent competitors for messaging and collaboration needs?

Leverage and extend Alianza’s feature-rich capabilities to voice enable Teams with carrier-grade quality, reliability, and administrative ease.

Market Share for the Taking



270 million active montly users

80 million monthly active Teams Phone users

Source: DemandSage — 59 Slack Statistics For 2023 (Users, Data, Trends)

The market opportunity is huge. **Only 30% of monthly active users are Teams Phone users, leaving 190 million active Teams users** with communications (messaging and video) **without voice**.

There are a lot of Teams integration options available, but not all cloud communication services are built alike. Many are built with end users in mind rather than the service providers (and their business goals) that offer them. While many cloud-based benefits like flexibility and scalability are consistent with most available software and applications, the operational simplicity, customization, pricing, support, and many other factors vary wildly.



Architecture

Go Beyond Direct Routing

For communication service providers (CSPs), Alianza for Microsoft Teams voice-enabled Teams offers an easy avenue to build their “with Teams” strategy and capitalize on Microsoft’s growth and success. **Go beyond Direct Routing and seamlessly connect your existing Alianza Business Cloud Communications voice services** to deliver feature-rich cloud PBX functionality and carrier-grade quality, reliability, and administrative ease. Users gain greater flexibility, broader geographic coverage, lower rates, and increased levels of support than Microsoft Calling Plans with Direct Routing can offer.

Native Voice Integration

A completely native calling experience – no additional software or equipment required. With our cloud-native platform, voice becomes an application on your broadband network, enabling you to easily transform your network and accelerate growth. **With Alianza for Microsoft Teams, we’ve taken the best of our voice and enabled it with a messaging and collaboration leader to provide the best all-in-one experience.**

Eliminate Development Costs

Develop your “with Teams” strategy and effortlessly become a unified communications (UC) provider by offering Business Cloud Communications users native dialing within Teams – without time-consuming in-house development or ongoing maintenance. No additional hardware or software required.



Operational Model & Support

Simplified Operations

Business Cloud Communications serves as the central call control and routing engine for Microsoft Teams users, offering consistent call routing policies and proper management of user presence, metrics, and call routing. Simply add the integration to an account through the Alianza Admin Portal and identify the Microsoft 365 Global Admin user who will manage the integration. You and the Global Admin will have a **real-time status view of the state and health of the integration in the Alianza portal.**

Easily Activate & Deploy

No need to change phone numbers, user settings, or systems. Alianza for Microsoft Teams is a middleware solution, preventing the need to “rip and replace.” Your end users retain their numbers, while gaining rich telephony functionality and crystal-clear, native dialing in Microsoft Teams.

Go-to-Market Support

Although Microsoft offers materials for putting their Calling Plans into practice, it's a fairly do-it-yourself approach. Alianza for Microsoft Teams ensures a successful implementation by creating an extensive range of robust user documentation and marketing resources, all of which are available to you in the Alianza Help Center.





Business Model

Predictable, Scalable Pricing

Cloud-based solutions transform not only your cost structure but also your entire business. Margins that align with growth means your capital can be used for expanding your market share, not maintaining it. **Scale at a pace that suits you.**

Lower Voice Costs

Leverage your competitive voice rates to win over Microsoft ecosystem customers. Many service providers offer lower rates than Microsoft's Calling Plans through economies of scale. With Alianza for Microsoft Teams, users have one provider with a centralized pool of minutes.

Aligned Incentives

Most customers expect their service providers to offer national, if not worldwide, coverage. Microsoft Calling Plans are only available within limited territories, so multinational enterprises may be unable to use traditional Teams solutions for the regions they operate in. However, **Alianza for Microsoft Teams easily voice-enables Teams with your existing telephony.**

Service Provider Focus

Strategic Partner, Not Competing Vendor

There are a lot of Teams integration options available, but most undermine your ability to win and grow business customers by directly selling to enterprises, SMBs, and end users. Our service providers have the peace of mind that our business decisions are always aligned with their vision and value of success— we do not directly sell to SMBs and enterprises. We win when you win.

Retain Existing Customers

Some of your existing SMB customers are already heavily engrained in the Microsoft Teams ecosystem — and they don't want to leave. Rather than competing for their business, leverage Alianza for Microsoft Teams to seamlessly connect Business Cloud Communications voice services in Teams, enabling users to make and receive calls to the PSTN through on any Teams device — **while increasing your average revenue per unit.**

Acquire New Customers

Businesses with IP PBX solutions have turned to cloud communications platforms for cost savings and flexibility. Our resilient, elastic, and agile cloud infrastructure allows you to capitalize on market opportunities and **easily extend Business Cloud Communications capabilities to an abundant Microsoft Teams customer base who need voice services to round out an all-in-one communications and collaboration solution.**



Get started! Contact us today, and [let's start a conversation.](#)

Alianza empowers service providers to rapidly create and deploy high-value communication offerings. With exceptional quality and always-on availability, service providers leverage our product suite to innovate and address the evolving demands of business and residential customers with an easy to manage, easy to consume, and highlight profitable platform.