

Bring world-class customer experiences and calling into Microsoft Teams

Microsoft 365 is a key platform for employee productivity for organizations everywhere. Those organizations can count on widespread adoption of well-established apps like Word, Outlook, and Excel. Many are also looking to maximize their investment by driving usage in other services included in their subscription, like Microsoft Teams.

Remote and hybrid work has also become the norm. Teams saw increased adoption as a result, with millions now using the platform daily. Dispersed employees use the messaging and video conferencing capabilities to collaborate, keeping them connected despite not being in the same physical location.



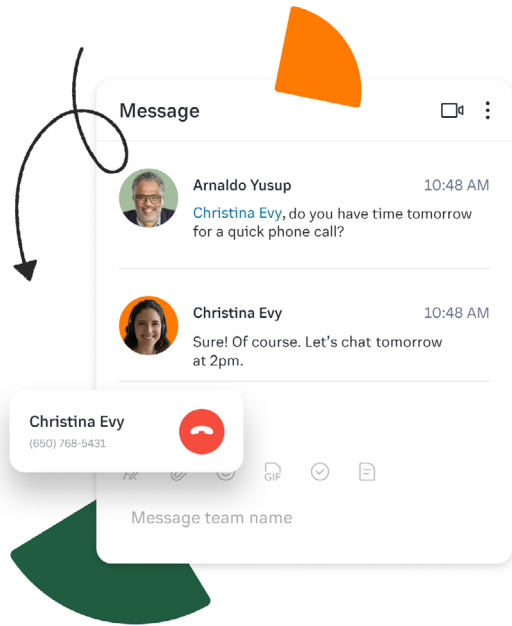
Adoption of Teams has grown, but many find it doesn't fit their calling needs

Many organizations that adopt Teams plan on using the service for its message, video, and phone capabilities. It may come as a surprise, then, to discover that calling capabilities are only included with the Microsoft 365 E5 license. This leaves organizations with an E1 or E3 license to consider whether to pay for the upgrade to the E5 license or to seek a complementary solution. The data is clear on how organizations are approaching this: a recent study from Cavell Research Group discovered that 85% of Teams voice users leverage a third-party telephony partner instead of using a Microsoft Calling Plan. Most cite a few common reasons why they search for a value-added service:



- **Return on investment:** Only 8% of Microsoft 365 customers choose an E5 license. However, without an E5 license, those same organizations have to pay an additional fee to Microsoft to obtain calling capabilities. When balancing the added cost of the upcharge to the E5 license with the value of the Microsoft calling service, many organizations don't find the investment worthwhile.
- **Advanced calling use cases:** Some employees just need a dial tone to place and receive calls. Others need more advanced capabilities. For example, receptionists, sales people, IT support, and others rely on capabilities like CRM integrations, custom IVR, and a receptionist console.
- **Reliability:** Microsoft's Service Level Agreement (SLA) for Teams allows for almost nine hours of downtime per year. For some, every minute down prevents them from delivering a critical service or generating revenue.
- **International coverage:** For multinational organizations, Teams may not provide calling coverage to countries where they do business. This forces them to take on another phone provider for international calls.
- **Compliance:** For those in regulated industries or those operating in countries with strict data protection laws, compliance is of the utmost importance. Teams may not provide the data or security controls to ensure they'll be compliant with industry or local regulations.
- **Integrations:** Teams is well-known for its communications capabilities. But most organizations rely on additional apps to run their businesses. Teams may not provide integrations that optimize workflows, forcing context switching and lost productivity.
- **Advanced analytics:** Many organizations face talent shortages, especially in IT. This creates a need for analytics and reporting tools that provide actionable insights. These tools should guide how to optimize both telephony performance and employee productivity. Additionally, IT continues to evolve from the perception as a "break/fix" tactical group to a strategic business driver.

RingCentral enhances the Teams calling experience with a business phone system you'll love



These complications have left many IT decision makers with a dilemma. To maximize their investment in Microsoft 365, they must adopt as many services as possible, including Teams. But the incomplete calling experience offered by Teams leaves them with critical business gaps and unsatisfied users.

One strategy has become pervasive among these organizations: leverage Teams for its messaging and video conferencing, but partner with a market leader to enhance the Teams calling experience.

Businesses that want to optimize their investment with Microsoft 365 while using Teams for messaging and video can do so with RingCentral's advanced cloud phone system. With two options for deployment, RingCentral MVP™ provides both the flexibility and capabilities needed to complement Teams. When evaluating calling solutions to enhance Teams, organizations choose RingCentral MVP for several reasons:

The #1 business phone system

- **Business phone, everywhere:** Access your business phone system through an app on your mobile phone, tablet, laptop, and desk phone.
- **Business SMS:** Send text messages from your business phone, and keep your personal number private. Since business text messages aren't sent through a personal number, they remain discoverable and auditable.
- **Internet fax:** Send and receive faxes using your desktop, mobile, or tablet. Attach files from your local or cloud storage solutions, and even add a cover page if needed.
- **Auto-attendant and IVR editor:** Never miss a call with an extended phone menu and advanced call routing rules. Make changes on the go with a visual editor.
- **Head-up display (HUD) and call delegation:** View if a user extension is available in real time. This enables delegates, like administrative assistants, to manage multiple calls.

Compliance and security

- **Robocall mitigation and spam blocking:** Using predictive AI, industry tracebacks, and the STIR/SHAKEN framework, RingCentral is able to stop fraudulent robocalls and fraudulent spam attacks.
- **RingOut and number masking:** With a RingCentral business line, Teams users can place calls with their RingCentral phone number instead of their personal number. This maintains privacy and keeps personal and business identities separate.
- **Emergency response locations for E911 calls:** RingCentral delivers enhanced location accuracy and provides unique caller identification information on E911 calls for users in the US. This improves safety and allows 911 operators and first responders to do their jobs more efficiently, which in turn can help save lives.

Reliability

- **99.999% uptime:** RingCentral MVP offers 99.999% uptime. That translates to less than six minutes of downtime per year, including scheduled maintenance. Teams' SLA of nearly nine hours per downtime per year makes it a far less dependable business phone system.

Global reach

- **Single solution for your international calling needs:** With native public switched telephone networks (PSTN) to 44 countries and local phone numbers in more than 110 countries through international virtual numbers, RingCentral provides global reach for your business phone.

App integrations

- **Over 275 integrations with leading business apps:** Reduce app switching by integrating your business phone with your business apps.



Analytics

- **Optimize your business with proven data:** Advanced analytics enable you to identify the inefficiencies and opportunities that drive revenue and save money.

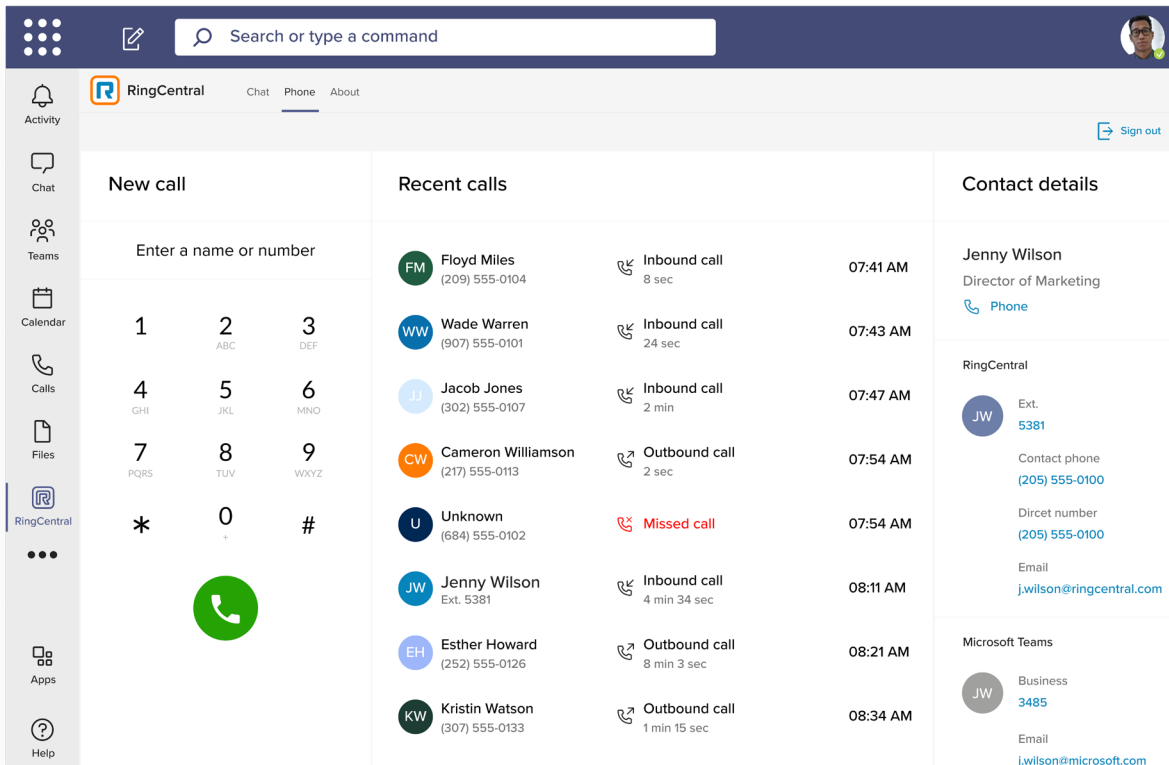
What's the best implementation for me?

RingCentral offers two deployment options: RingCentral for Teams and Direct Routing. This flexible model empowers you to pick what fits your workstyle, technology strategy, and budget. Many organizations choose RingCentral for Teams for its simplicity, completeness, and cost efficiency.

RingCentral for Teams

RingCentral for Teams is an embedded dialer that enables calling from the Teams app to both internal extensions and external numbers. It's the simplest way to supercharge the phone experience for both end users and IT admins without having to deploy a new app to end users. Most importantly, there's no need for an added Microsoft calling license to capture this value. This solution is ideal for organizations that:

- Want to leverage the superior telephony that RingCentral offers while still maximizing the value of their Teams investment
- Are comfortable with a multi-app experience for messaging, phone, and video
- Want to avoid the added cost of Microsoft's calling license



With RingCentral for Teams, users access an icon presented natively in Teams. When they click on the icon, they are presented with a dialer and recent calls. This enables organizations to deliver a more reliable and secure calling experience without having to train users on a new app. This approach is also a money saver, as it doesn't require the added cost of a Microsoft calling license. With a list price of \$8 per user, per month, the cost of a Microsoft calling license can add a significant line item to the budget.

Direct Routing

Get the most native experience for calling by choosing RingCentral to take over the back-end telephony capabilities. This solution enhances the Teams call experience with RingCentral's powerful cloud PBX solution, all without leaving the Teams interface. This solution is ideal for organizations that:

- Depend on RingCentral's market-leading cloud PBX to power their calling
- Deliver a single app experience for messaging, phone, and video to their end users
- Budgeted for the added cost of the Microsoft Direct Routing license

Deployment options to fit your needs

RingCentral for Microsoft Teams A tight integration with RingCentral's business phone system

(No Microsoft Phone license needed)

- 99% service uptime
- Advanced call handling
- RingCentral compliance coverage

RingCentral Cloud PBX for Microsoft Teams Direct Routing solution to pipe in back-end calling

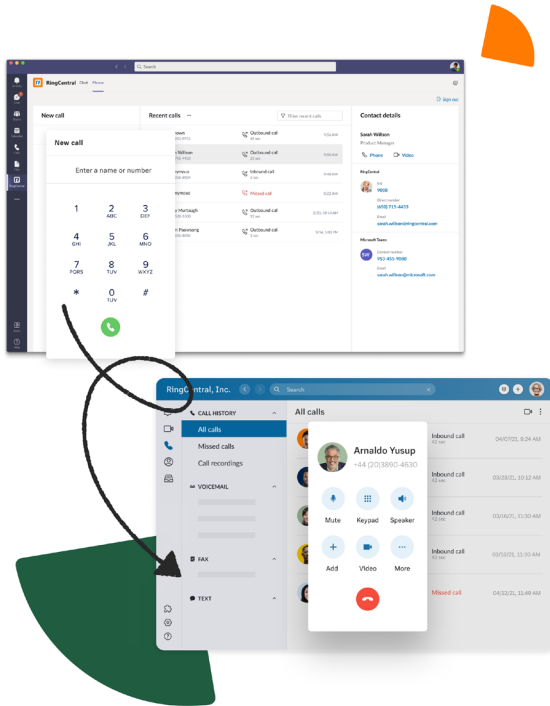
(Requires Microsoft Phone license)

- Native Teams calling experience
- Non-Microsoft calling features supported through RingCentral add-in

Common features support either mode

- Fax
- SMS
- Voicemail
- Call/message history
- Settings
- Call handling configuration
- Call queue management
- Presence sync

Say hello to reliable, powerful calling for Teams



The combined trends of Microsoft 365 adoption and the explosion of hybrid and remote work has made Teams a cornerstone of communications and collaboration strategies for organizations everywhere. But, many of those organizations find the phone capabilities within Teams insufficient. This leads them to search for a best-in-class business phone to complement their Teams deployment.

RingCentral MVP, the #1 business phone system has proven to be a natural choice. Flexible deployment options empower organizations to integrate RingCentral with how they work. Once deployed, it solves common business challenges created by gaps in the Teams phone offering.

With RingCentral, you get advanced tools for even the most complicated use cases, security and compliance benefits, increased reliability, global reach, app integrations, and advanced analytics to complement the messaging and video conferencing capabilities from Teams.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions based on its powerful Message Video Phone™ (MVP™) global platform. More flexible and cost effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingCentral MVP™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.



RingCentral, Inc. 20 Davis Drive, Belmont, CA 94002. ringcentral.com

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