# Tribetech Utilises Not For Resale Credit in Driving Customers to Integrate Teams Direct Routing for Streamlined Collaboration Workflows

> *"That's the purpose of the NFR: Use the products, get used to them, understand where they best fit and that will maximise your success."*
>
> **- Scott Atkinson,**
>  **CEO Tribetech**

**Managed Service Provider:**

TribeTech

TribeTech is a specialised IT firm founded in 2018. The MSP is composed of different "tribes" which they call the different teams in charge of delivering IT solutions to their customers. The ongoing development of their people is their top priority, ensuring that they stay updated amidst the fast evolution of the IT industry.

## The Challenge

Aiming to maximise the capabilities of their Microsoft licenses and knowing the potential of integrating Teams Direct Routing, the only missing piece is a real environment that they can try within their MSP.

Moreover, as an MSP, it's their goal to help their clients be more efficient with the right technology. So to help them understand Teams Direct Routing, they need to have the right resources that their staff could use in getting to know the solution first, before they can effectively position and sell it to their customers.

At the time, Teams Direct Routing was only available through major carriers, requiring them to use the provider's Microsoft licensing instead of their own and continue doing so if they decide to offer the solution to their customers. This will cause limitations in selling the solution as they would be tied to the provider's licenses, have no control of their approach in selling the solution and lose customer relationships and potential revenue.

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## MSP Business Challenges

- Limited availability of Teams Direct Routing, which at the time was new to the Australian market and restricted to select major carriers only

- Inability to utilise own Microsoft Licensing as part of delivering the service through a major market player. This meant lost revenue and loss of customer ownership as their end clients would have to sign up directly with the major player

- Ability to market and sell the the solution to their customers without thorough knowledge and skills required for managing Teams Direct Routing

## The Solution

- Leverage Hosted Network's Not For Resale Credit to setup their own Teams Direct Routing environment to understand how its pricing, licensing requirements, configuration, PBX functionality and considerations

- Help their customers who were currently using Microsoft Teams see the benefits of integrating Teams Direct Routing to improve their workflows and productivity

# Hassle-Free Access to the Perfect Resource

After applying for the Teams Direct Routing Not For Resale credit, Hosted Network were able to provide TribeTech a live environment that they were able to configure and test out within their internal 'Tribes', enabling them to determine which setup would work or not for their own business and their customers as well.

Through the NFR, they were able to utilise their own licenses and remove any concerns of losing client relationships. Major telcos offering Teams Calling require the end-user to sign up with them directly. With Hosted Network operating entirely through the MSP channel, TribeTech had the confidence to offer Teams Calling without having to compete with their provider to win end-customer business.

*"The NFR Credit has been really good for us. To get our initial internal systems up as a partner there's a credit applied so it's fairly low cost which means that we can get it up and test and play and work out what works and what doesn't and how to set it up."*

Having knowledge of the solution themselves through testing the live environment under the NFR credit,

TribeTech knew the potential of integrating Teams Direct Routing into their customers' collaboration systems. As most of their clients are focusing more on growing their businesses, internal aspects that need improvement are being overlooked.

*"A lot of them don't have an understanding of Teams or what it can do. That's where we sit in the advisory space; how can we make your business more efficient?"*

Serving a diverse customer base, it's important to make sure that you are offering the right communication and collaboration tools to customers and they were able to do this through using the Not For Resale Credit.

*"There's a little bit to Teams voice… it's a bit more detailed than some of the old hosted phone systems you can get that are fairly simple in their setup. You've got to know a little bit about it, which is why you'd really want to turn it on internally, make sure you understand it and use it yourself ..you've got to make sure it's the right fit for certain client environments"*

**Apply for NFR Credit**

## Business Continuity in the Cloud

*"Even to the point where our building collapsed earlier this year, we kept operating. We had Teams Calling and were able to work from our mobile phones. We weren't tied to anything in that building. We can exist anywhere and that's the beauty of the Teams part; we run off mobile phones and that's for normal landlines via Teams as well as mobile calls."*

One of the advantages of being in the cloud is the flexibility of having to continue business operations in spite of disasters and other unforeseen scenarios.

TribeTech experienced the full benefits of Teams Direct Routing when their office unexpectedly collapsed earlier this year. Since everything they do is cloud-based and they weren't completely relying on onsite devices, their staff were able to work and communicate remotely and remained functional even after the disaster.

With the current climate where the ability to work remotely is essential, flexible communication systems like Teams Direct Routing prove to be an invaluable tool every organisation should have to be able to thrive in the modern business environment.

### Teams Calling

- Ability to remain operational, make and receive calls even during an unforeseen incident
- Not having to manage on-premises equipment
- Efficient Softphone Capability
- Simple transition for clients who are already utilising Microsoft Teams as enabling the calling component is with a license change

### Teams Direct Routing Not For Resale Credit

- Deep dive into the service and understand its use case for client environments
- Improved knowledge and techniques in selling and positioning the service to their customers

### The Hosted Network Difference

- Complete control of customer relationships as Hosted Network is purely channel-only and doesn't compete with partner MSPs
- Additional revenue stream Flexibility in packaging Teams offering through wholesale PAYG and Unlimited Call Options