# TribeTech improves business continuity and drives customers to adapt Unified Communications with Teams Direct Routing

## Product Use Case

### MSP Business Challenge

- 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 their 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 customers would have to sign up directly with the major player

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

### The Solution

- Leverage Microsoft Teams Direct Routing trial to set up their own Teams Direct Routing environment to understand its pricing, licensing requirements, configuration, PBX functionality and considerations

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

## Use Case Overview

As an MSP, TribeTech's goal is to help their customers be more efficient with the right technology - one of which is Unified Communications (UC). With Hosted Network's assistance, TribeTech were able to implement Teams Direct Routing in their internal environment and understand its capabilities first-hand, which significantly helped them position and sell the solution to their customers.

## Managed Services Provider

TribeTech is a specialised IT firm founded in 2018. The MSP is composed of different "tribes" which is what 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 an ever- evolving IT industry.

## Implementing Teams Direct Routing

*"Our building collapsed earlier this year [and] 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 e Teams ; we run off mobile phones and that's for normal landlines via Teams as well as mobile calls."*

**Scott Atkinson, CEO, TribeTech**

After setting up a live environment, TribeTech were able to configure and test the system within their internal 'Tribes', and determine which setup would work or not for their own business and their customers as well.

*"A lot of [our customers] 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?"*

Having knowledge of the solution themselves through testing the live environment, TribeTech knew the potential of integrating Teams Direct Routing into their customers' collaboration systems. As most of their customers are focusing more on growing their businesses and internal aspects that need improvement are being overlooked.

# Business Continuity in the Cloud

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, they weren't completely reliant on onsite devices, their staff were able to work and communicate remotely and remained connected and functional during and 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 in order to thrive in the modern business environment.

## End-results

- 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 customers who are already utilising Microsoft Teams as enabling the calling component is as simple as a license change

## The Hosted Network VoIP Difference

Flexible calling plans to suit any business size or budget - per channel, channel packs or bundle without lock-in contracts

Access to Marketing Concierge - White label marketing assets, Marketing Development Fund (MDF), Assistance in executing campaigns or events

Rebilling system with Integrations to Xero, Autotask and Connectwise

Carrier-grade network backed by 100Gbps backbone for high reliability and performance

## Want to try Teams Direct Routing first-hand?

Sign up for a free, 14-day no obligation trial.

Get a 14-Day Free Trial          Speak with our sales team