

# Build recurring revenue and sell more with SIPPIO



## Overview

SIPPIO offers the only Azure-native, ready-for-consumption, globally available cloud solution that enables calling capabilities in Microsoft Teams. Delivered 'as-a-service' for customers through channel partners, integrators and managed service providers, SIPPIO's per user, per month pricing model provides flexibility to scale with a choice of unlimited or consumption-based subscriptions.

For partners, SIPPIO calling services amplifies the opportunity to grow revenue by increasing the value of Microsoft 365. Offer your customers the ability to migrate from legacy telephony, hybrid integration, Skype for Business (SfB) upgrades and the ability to convert free trials into paying accounts. SIPPIO is 100% committed to driving adoption of Microsoft solutions.

## Your voice practice

Unlock new sources of revenue from existing and new customers. Complement collaboration with voice solutions to maximise Microsoft Teams value and adoption. SIPPIO is led by telco, cloud and UC experts who enable partners to win with voice.

## Are You Asking the Right Questions?

**Q** – How are you enabling your customers to maximise their return on investment from their Microsoft Teams investment?

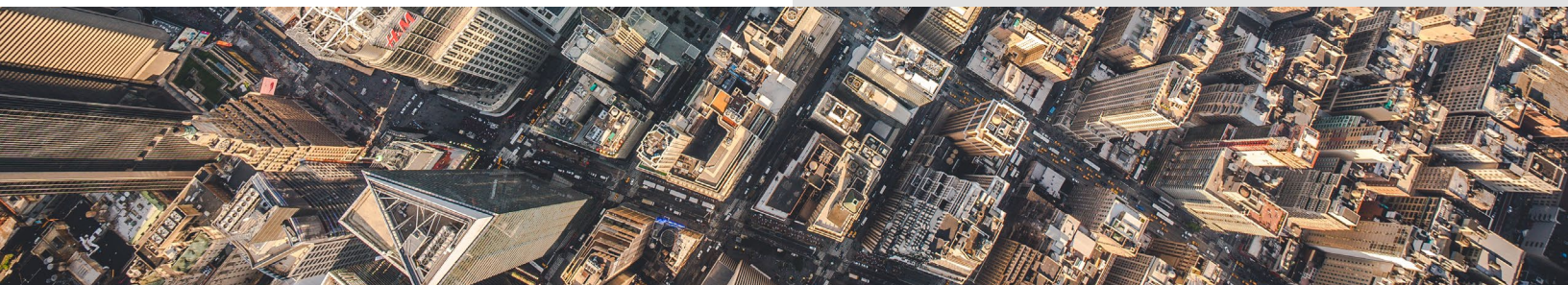
**A** – Enabling SIPPIO voice capabilities drives higher Microsoft Teams adoption and active daily usage.

**Q** – Are you leveraging the full capacity of Microsoft Teams for your clients?

**A** – Voice-enabling Microsoft Teams with SIPPIO allows clients to replace disparate solutions with a standardised collaboration platform.

**Q** – Can your customers quickly react to changes in their working environment?

**A** – Offer voice capabilities to empower your customers to work from anywhere, be agile and future-ready.



Increase Revenue Opportunity	Increase Cost Optimisation	Increase Speed to Market
<ul style="list-style-type: none"> <li>- Respond to Market-Demand for Voice in Microsoft Teams</li> <li>- Leveraging SIPPIO helps to shorten Sales Cycles</li> <li>- Simple Pricing &amp; Bundles</li> <li>- Increase Monthly Recurring Revenues and Margins</li> <li>- White Label Billing Options</li> <li>- Increase service, support and workshops (Calling and Meetings)</li> <li>- Sell through Devices, Apps, Call Recording, Contact Center</li> <li>- Automated Monthly Renewals and increased customer retention</li> </ul>	<ul style="list-style-type: none"> <li>- Automated Activations Reduces Partner Costs for Implementation</li> <li>- GUI Panel Eases Ongoing Management, Monitoring and Client Support</li> <li>- Leverage SIPPIO Voice Experts</li> <li>- Partner Enablement to Launch Marketing Efforts, Demand-Generation and On-boarding</li> <li>- Training Videos for Partners and Customers</li> <li>- Flexible Terms to opt in/out or up/down monthly</li> </ul>	<ul style="list-style-type: none"> <li>- "Ready-for-Sale" - No Build, No Code, No Maintenance</li> <li>- SIPPIO enabled monthly Campaigns and Content</li> <li>- Trial Activations are simple</li> <li>- Convert Microsoft Teams Trials to Paid</li> <li>- Enable, manage and accelerate migration to voice in Microsoft Teams.</li> <li>- Leverage flexible deployment options (SIPPIO Bundles, Carrier Connect, PBX Connect)</li> </ul>

## Sell SIPPIO to Drive New Revenue Streams

When selling SIPPIO, Partners can easily increase and create incremental revenue streams by offering additive services:



Subscription Plans, Bring Your Own Carrier Legacy PBX Integration, Analog Support;



EA or CSP; E3 to E5; Skype for Business Upgrades; Trials to Paid



### Devices

Handsets and Headsets; Analog Gateways, SBCs; Room Conferencing; SD-Wan



### Services

Consulting Services, Migration, Implementation & ; Network Assessments



### Support

Tenant Management; Managed Services; MACD; Advanced Support



### Apps

Call Recording; Meeting Insights; Contact Center; e-Fax



**SIPPIO**

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# Why SIPPIO services from Comms-care?

Comms-care has teamed up with SIPPIO to provide a complete calling service. SIPPIO provides the connection point for calling capabilities into the customer's environment, whilst Comms-care provides the Microsoft Teams voice setup and configuration, ongoing support and management of the Microsoft Teams voice solution.

Comms-care offers an end-to-end solution as a simple monthly per user price, across the following 3 options:

- **Business Connect UK**
- **Business Connect EU**
- **Enterprise Connect**

For individual service pricing and information, please email [enquiries@comms-care.com](mailto:enquiries@comms-care.com)

## Core Service Components

Microsoft Teams Voice Deployment	SIPPIO	Microsoft Teams Managed Service
<ul style="list-style-type: none"><li>&gt; Solution planning and design</li><li>&gt; Deployment of voice related functions and features</li><li>&gt; Solution testing</li></ul>	<p><b>Business Connect:</b></p> <ul style="list-style-type: none"><li>&gt; Domestic minutes per user</li><li>&gt; Inclusive number porting</li><li>&gt; Inclusive of DDI rental</li></ul> <p><b>Enterprise Connect:</b></p> <ul style="list-style-type: none"><li>&gt; Direct Routing Connectivity</li></ul> <p>(All calling, number porting and DDI rental is charged separately on a consumption basis).</p>	<ul style="list-style-type: none"><li>&gt; User Support</li><li>&gt; Vendor support management</li><li>&gt; Adds, moves and changes</li><li>&gt; Tenant reporting</li></ul>

Customers have peace of mind that their entire Microsoft Teams Voice solution is supported from end to end with SIPPIO providing the calling and Comms-care deployment and managed service delivering all user, vendor and tenant support requirements along with any required adds, moves, changes, and reporting for the Microsoft Teams Voice environment.

### What makes our service different?

- Enables customers to build on a direct routing as a service offering with the option to allow full integration with on-premises environments, migrating users in a phased approach, whilst providing calling between systems
- With tier 1 carrier coverage in over 60 countries, simplify the complexity of a global solution by consolidating connections and carriers
- Comms-care holds 16 Gold Microsoft Competencies and 1 Silver, along with being 1 of only 8 UK partners with the Calling for Microsoft Teams Advanced Specialisation Certification

### What customer challenges does the service address?

- Reduce costs and simplify calling by consolidating all your communications requirements into a single solution
- Increase return on investment in Microsoft 365 subscriptions by driving the adoption of additional features and functionality
- Reduce capital expenditure by removing on-premises equipment, and the ongoing costs associated with this, by moving to a simple monthly per user cost model



# Buyer Conversations

## Challenge 1

We are currently using a traditional phone system that does not have the features we require.

### How this effects you

We are unable to provide the flexibility of being able to make calls on any device, from any location.

### What if you could...

Move to a modern phone system provided by Microsoft, which is consistently developing functionality.

### With this service you can...

Introduce a more flexible calling experience that empowers users to harness calling from anywhere.

## Challenge 2

We currently have multiple sites that have various voice systems deployed.

### How this effects you

We are paying too much to manage multiple solutions, and we can't offer the same features to all users.

### What if you could...

Simplify the management of the voice solution and provide a consistent user experience from any location.

### With this service you can...

Consolidate all of your phone systems to a simple, single solution that's fully cloud-based, secure and flexible.

## Challenge 3

Our internal Microsoft team do not have the required experience to deploy a voice solution.

### How this effects you

We are currently unable to move to a modern Microsoft phone system.

### What if you could...

Use a trusted partner to deliver these services and provide the ongoing managed support of the solution on your behalf.

### With this service you can...

Rely on a single solution provider to deploy and manage your modern Microsoft voice system.

## Leverage our technical expertise and unlock opportunities

Comms-care holds 16 Gold Microsoft Competencies and 1 Silver, and is 1 of only 8 UK partners with the Calling for Microsoft Teams Advanced Specialisation Certification. Our technical expertise and end-to-end solution enables customers to leverage the benefits without complexity and ensure continued success. In turn, these services increase recurring revenues and provide higher margins for our partners.

## If you would like to explore more about how we can support your business and empower your growth, get in touch:

+44 (0) 870 264 4303

[www.comms-care.com](http://www.comms-care.com)

Cheshire Avenue, Cheshire Business Park, Lostock Gt., Northwich, Cheshire, CW9 7UA