

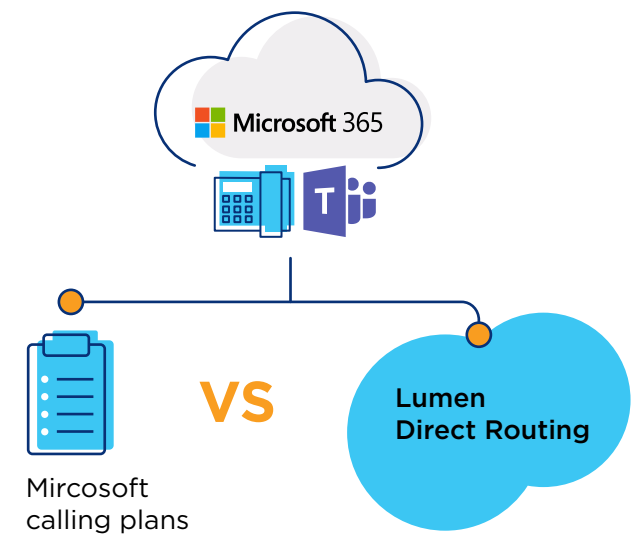
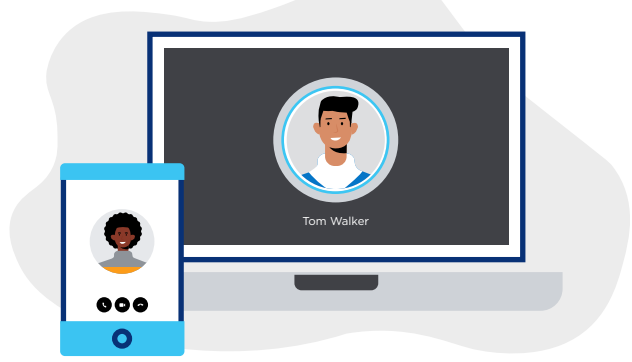


# Control costs with Direct Routing

Collaboration has become business critical, and enterprises have embraced Microsoft Teams as the primary tool to shape the modern workplace. Now, it's time to enhance experiences further and deliver seamless, cost-effective communication across channels.

- 8x** growth in Direct Routing call minutes within MS Teams<sup>1</sup>
- 4x** more organizations are using Direct Routing to enable calls within MS Teams<sup>1</sup>
- 650 million** calls placed by MS Teams users in October 2020 alone – up elevenfold from March<sup>1</sup>
- 90%** of organizations adopting Microsoft Teams are using their own SIP trunking services<sup>2</sup>

Direct Routing enables you to use a voice calling plan from your preferred provider within Microsoft Teams. So your employees can connect over voice with colleagues and users outside the Microsoft Teams environment, from any device and all from one place.



## So why can't I just use Microsoft calling plans?

For organizations still under contract with an existing telephony provider, switching plans can come with significant financial penalties. It would also mean porting existing telephone numbers into Microsoft Teams' phone system – slowing you down and increasing cost.

**Direct Routing enables you to maximize the benefits of Microsoft Teams, while leveraging existing voice infrastructure and your preferred provider's calling plan to...**

- Optimize spend**  
Using existing SIP services and telephony service providers
- Maximize ROI**  
By staying with current calling providers and leveraging existing session border controllers
- Enhance control**  
Over call routing and price structure for call usage
- Migrate quickly**  
It's easy to convert to Direct Routing – plus users keep their same telephone number
- Elevate experiences**  
Calls are seamless between users, harnessing cloud-based calling capabilities, supported by enterprise-grade redundancy
- Go global**  
Telephony providers' global communication capabilities make international calling more flexible and cost effective

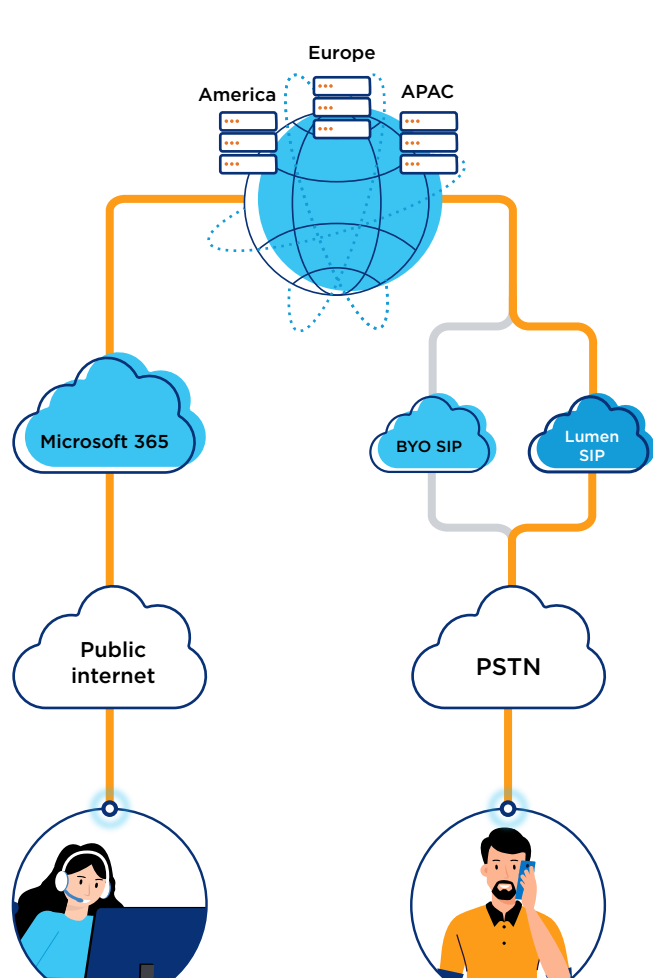
## Your Direct Routing partner checklist

- Certifications:** Check your provider's solutions can be used with Microsoft Teams, and the wider Microsoft ecosystem.
- Reliability:** Look at network reliability, performance guarantees and a provider's ability to support high-quality connectivity.
- Reach:** Choose a partner who can provide both local numbers in your current and future markets, as well as virtual phone numbers to extend reach to remote markets.
- Cost:** Select a provider that can leverage existing spend and deliver maximum efficiencies.

## Seamless calling from a global partner...

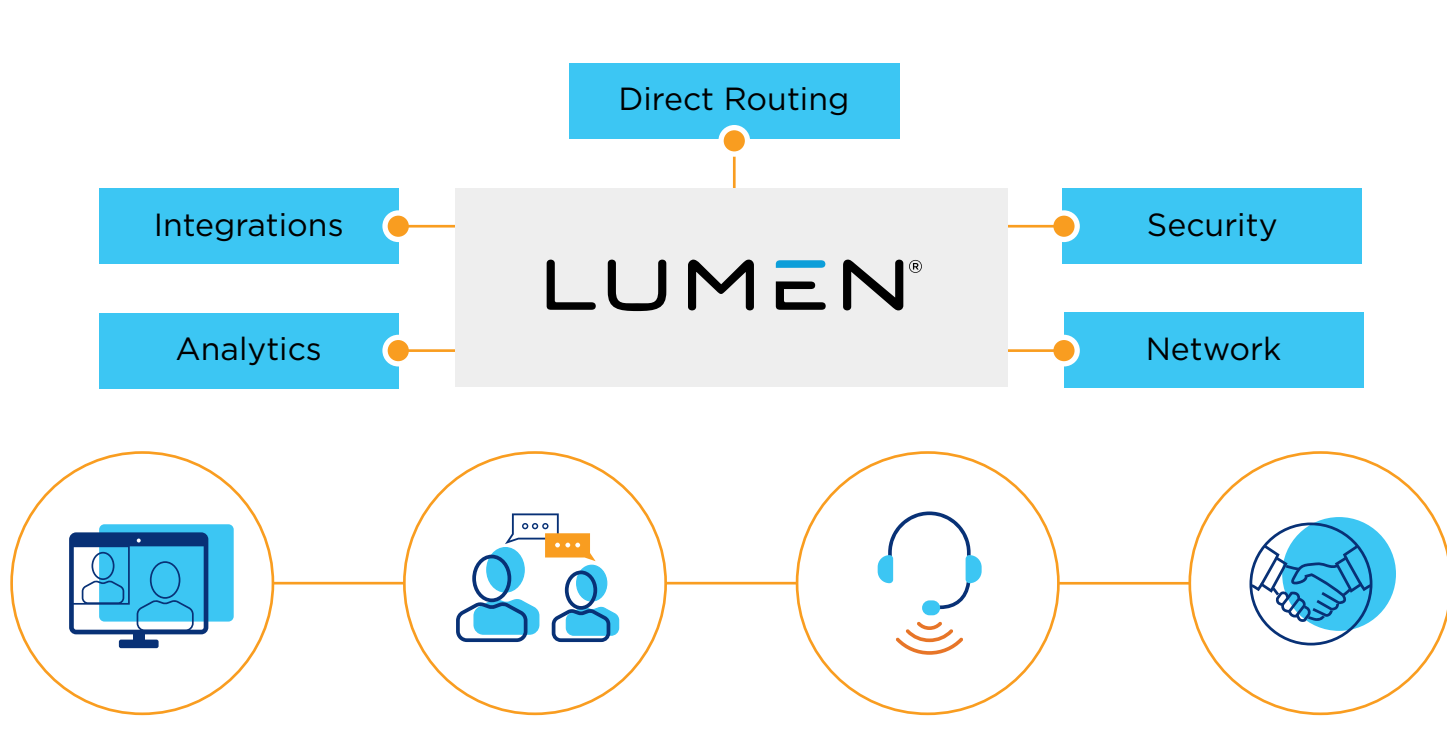
Partner with Lumen to leverage Public Switched Telephone Network (PSTN) connectivity for your Microsoft Teams environments – and maximize the potential of enterprise collaboration.

Our fully managed service covers design, project management, delivery and ongoing support for all elements of your voice integration to Microsoft Teams. With high-availability Session Border Controllers (SBCs) hosted across six data centers, each providing connectivity to the Lumen calling platform, you can integrate seamless calling for unbridled collaboration.



## A single platform for differentiated experiences

Meet your collaboration needs through one platform, from one powerful provider.



Source:  
 1. <https://techcommunity.microsoft.com/t5/microsoft-teams-blog/introducing-operator-connect-and-more-teams-calling-updates/ba-p/2176398>  
 2. Nemertes Research 2019: Achieving Microsoft Teams and E911 Success