



RURAL PERSPECTIVES

Let's Innovate Now

Ribbon Connect, Teams Direct Routing and Edge

Presented by

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AGENDA

- What is Going on in the UC Market?
- Ribbon's Teams Direct Routing Solutions
- Let's Focus on the Edge

Q: What's Going on in the UC Market? A: A Lot!

- ✓ Online survey of over 1,700 technology decision makers in the US and Canada conducted that completed yesterday.
- ✓ Respondents worked in companies with 5 to over 5,000 employees



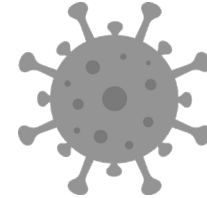
Infrastructure



UCaaS



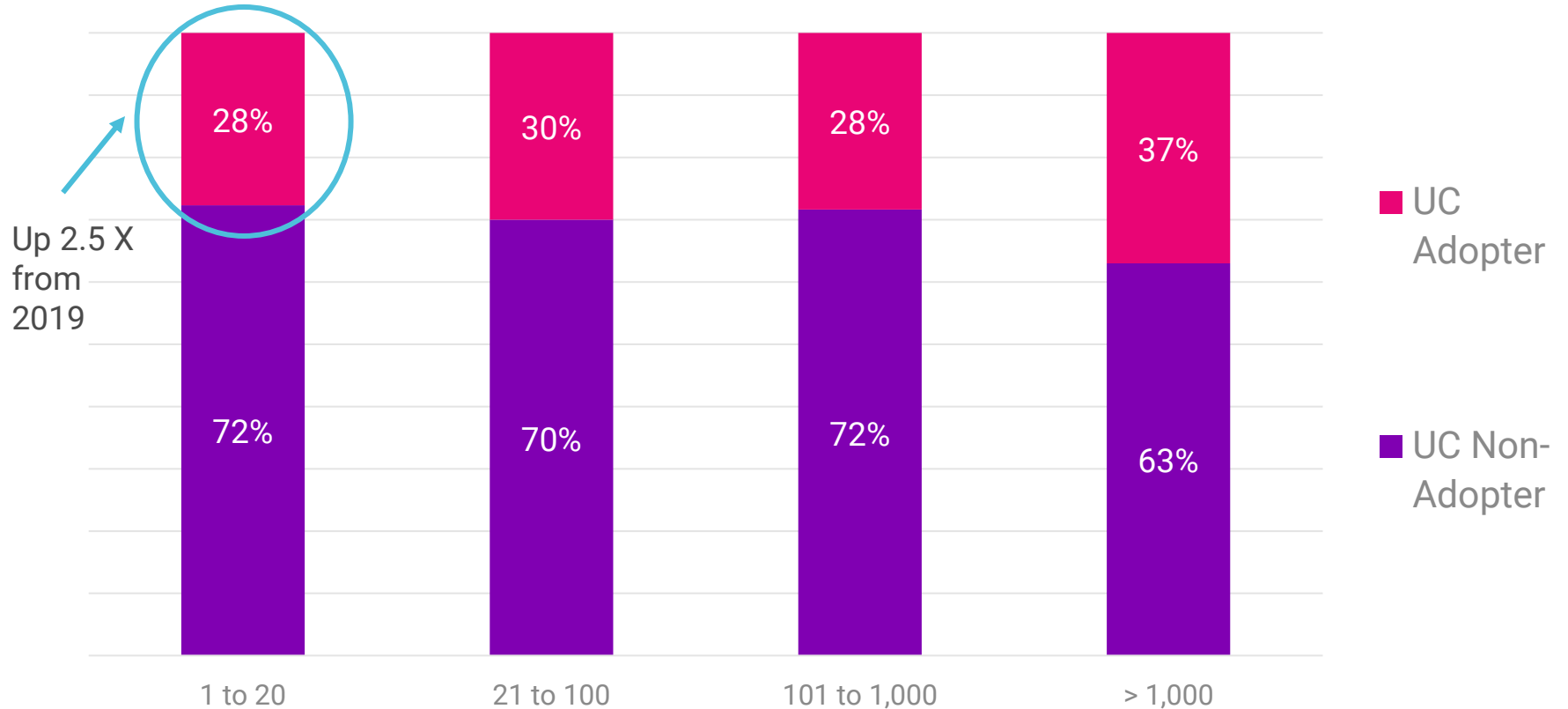
Microsoft
Teams



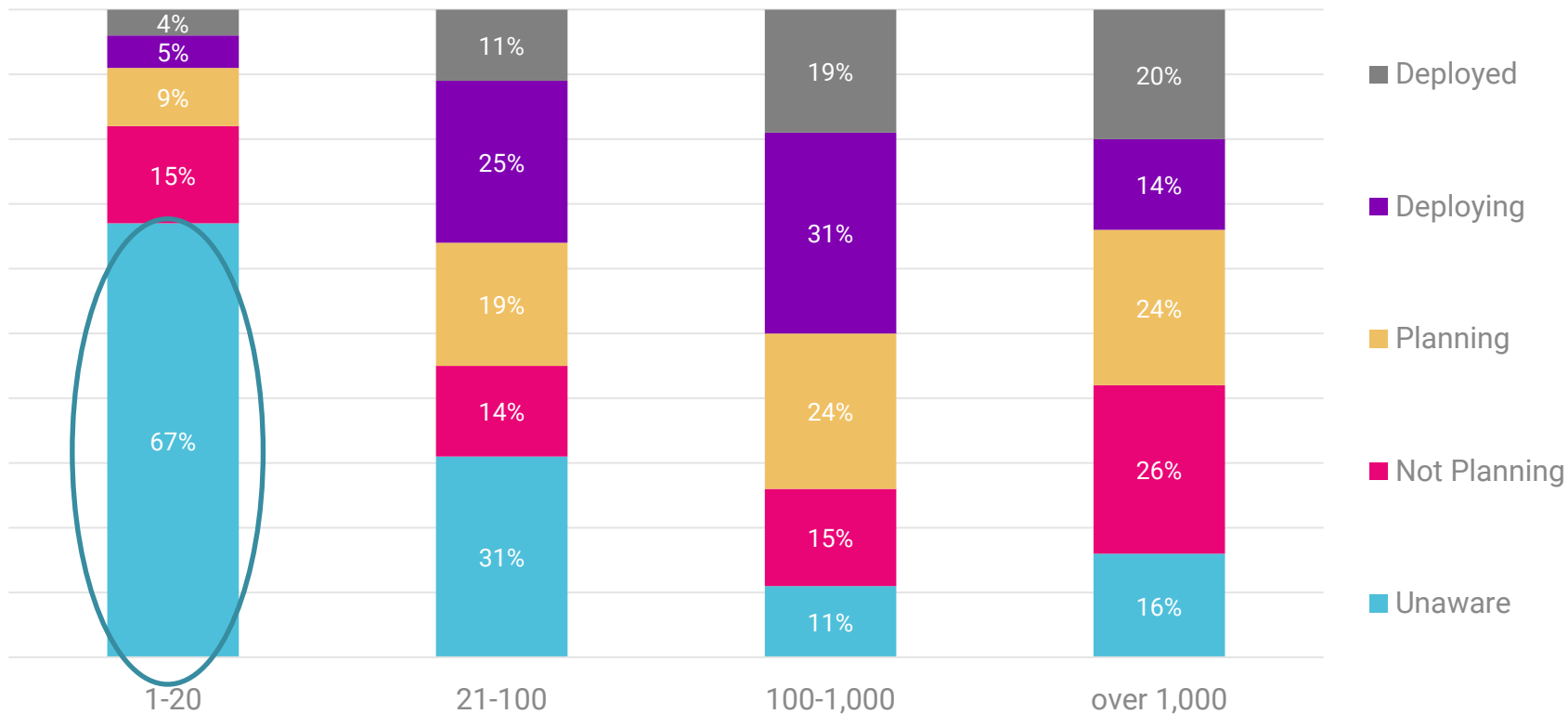
COVID-19
Response



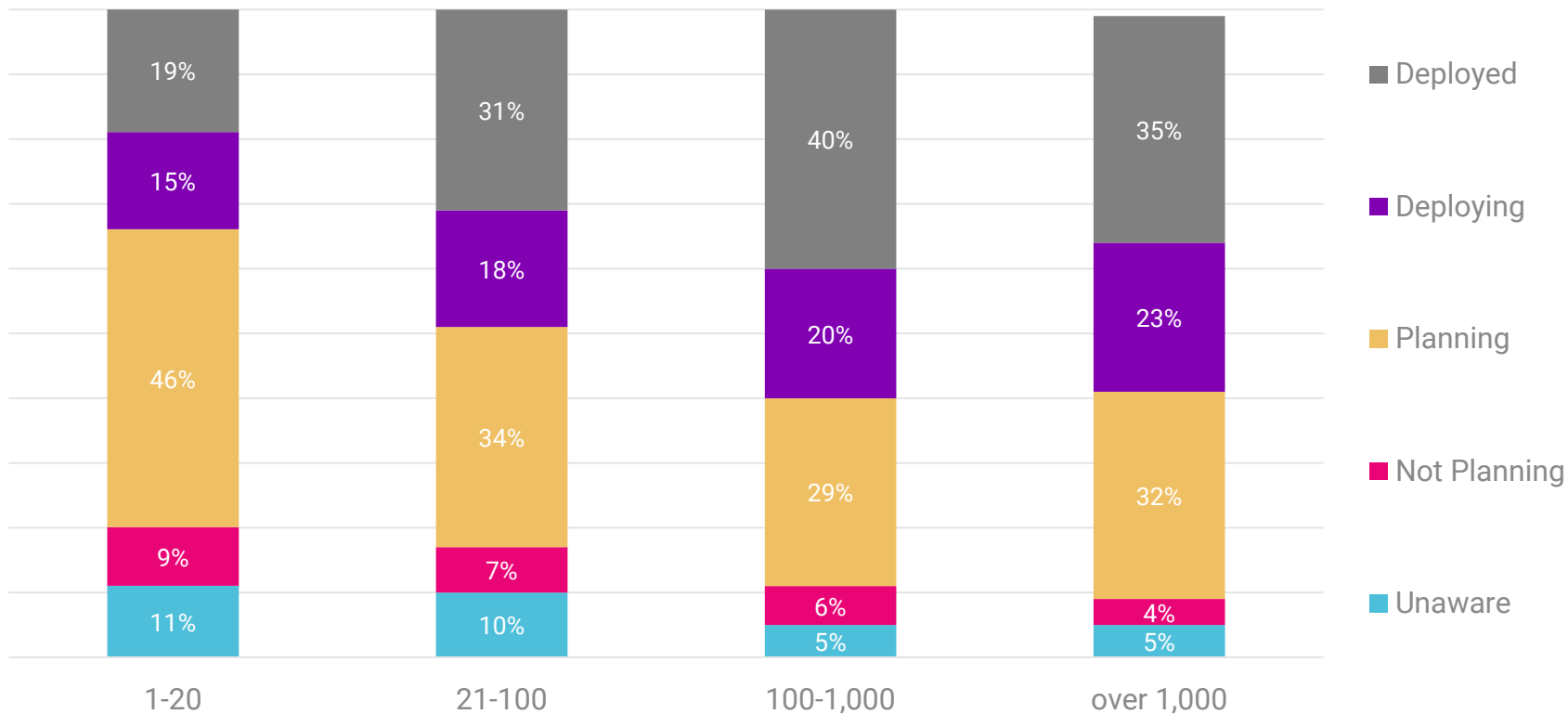
IP Communications Adoption by Company Size



What are your company's plans regarding Microsoft Teams? (2019)



What are your company's plans regarding Microsoft Teams? (October 2020)

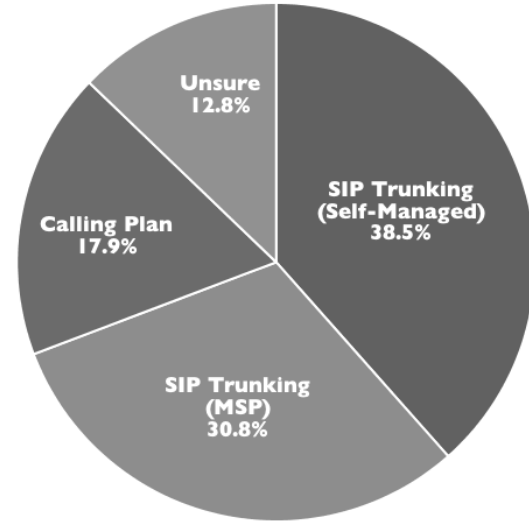


Is Microsoft a Service Provider? Yes, but . . .

Microsoft Calling Plan

- Microsoft-provided phone numbers, PSTN connectivity
- Transfer phone numbers to Microsoft
- Domestic and international plans
List price (monthly):
\$12/3k domestic minutes,
\$24 for 600 international minutes
- Well-suited for small business

PSTN Connectivity for Teams



Just **11%** of Microsoft Teams Phone System customers use Calling Plan

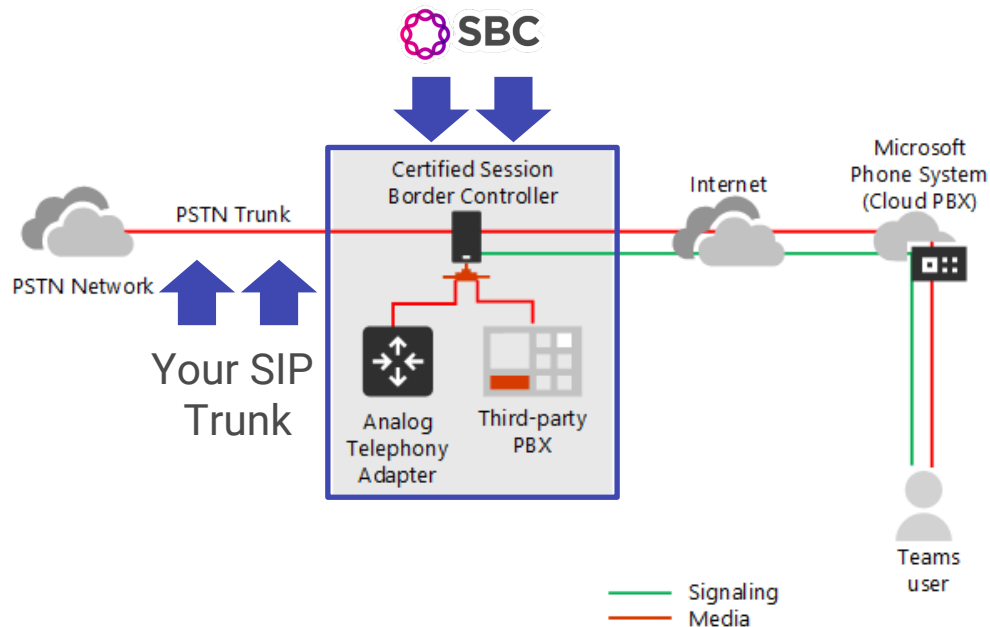
Source: Nemertes Group 2020

What is Microsoft Teams Direct Routing?

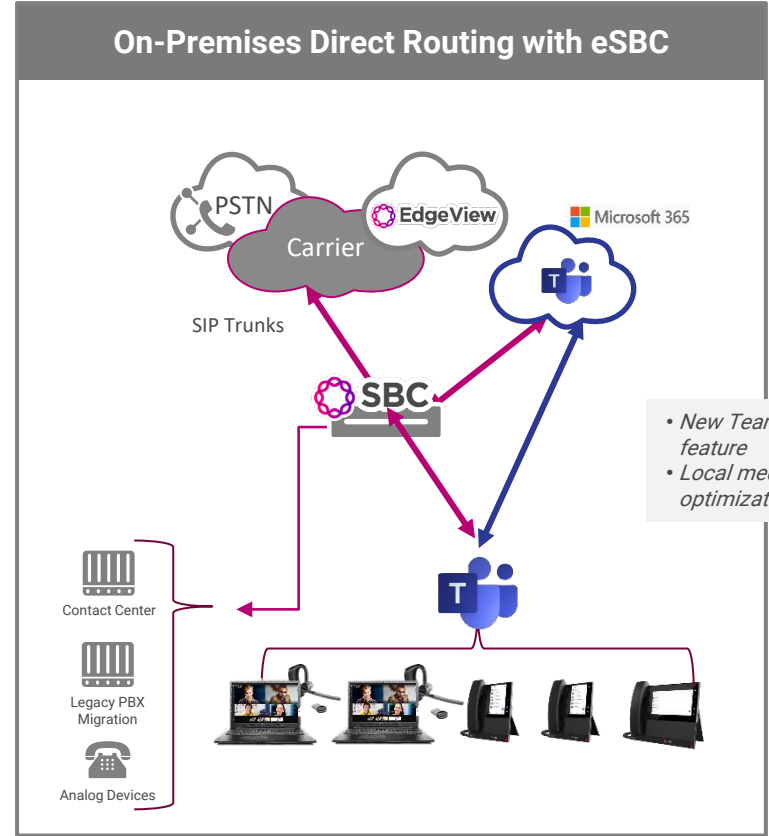
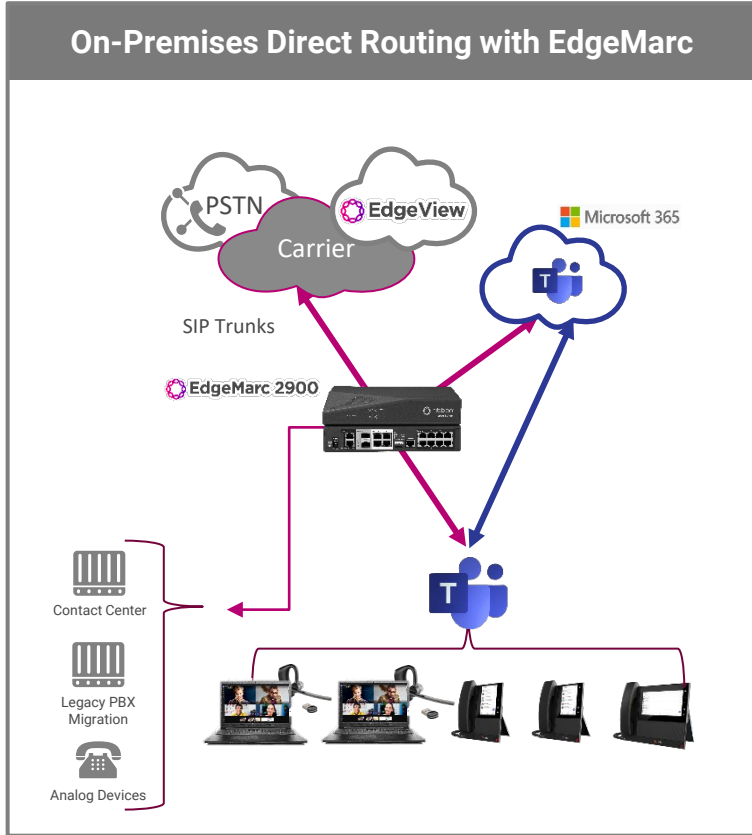
What does it take to make Microsoft Teams your phone system?

- 1 Microsoft 365 Licenses
- 2 Connection to the PSTN
- 3 Certified SBC
- 4 Monitoring and analytics (security, quality and more)

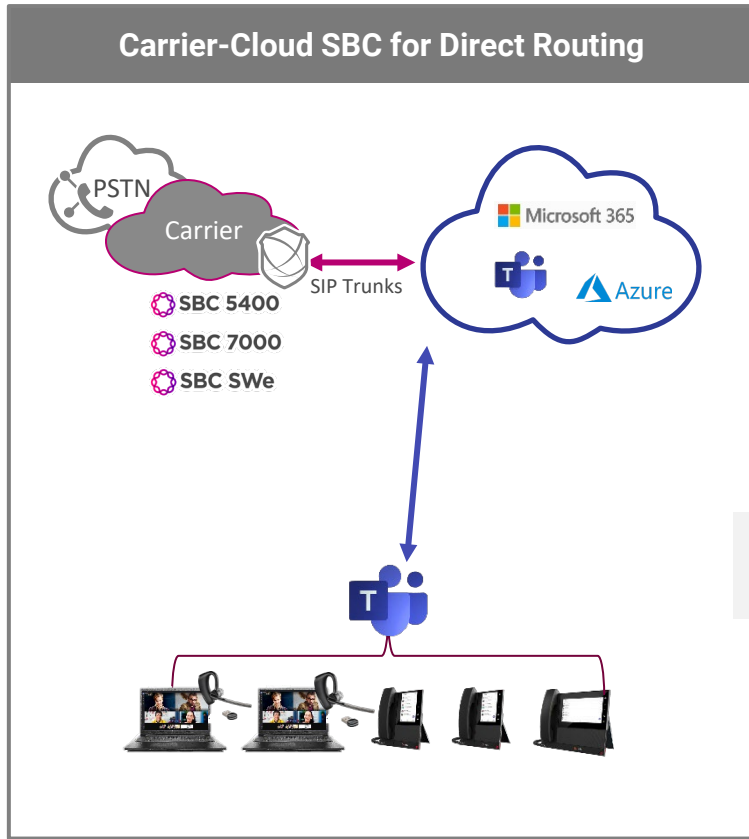
Ribbon has the largest portfolio of Teams Certified SBCs



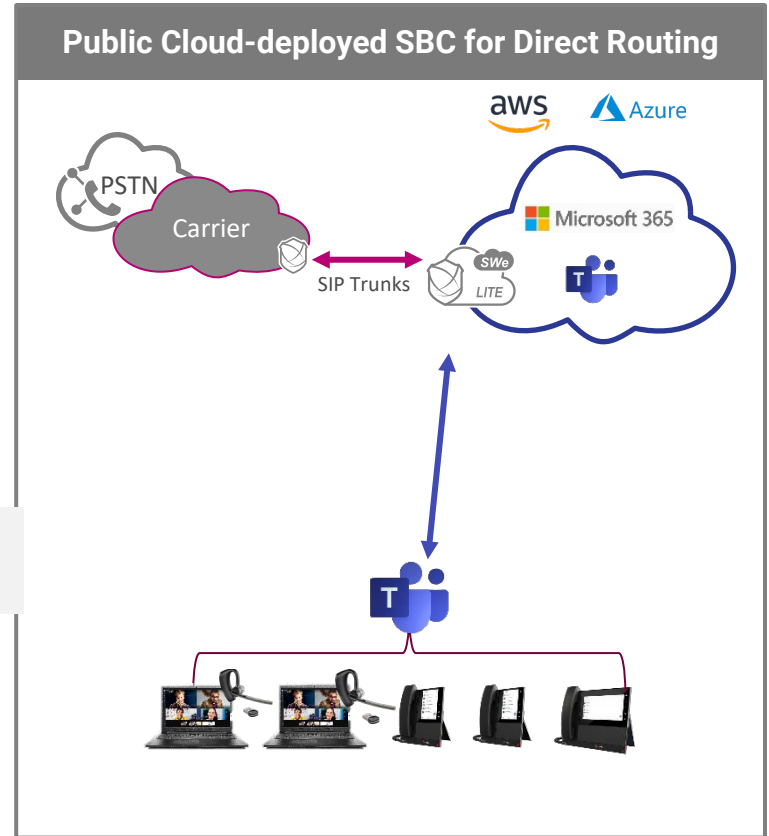
Premises-Based Direct Routing Deployment Options



Cloud-based Teams Direct Routing Options



*EdgeMarc optional
for local priority,
security, etc.*



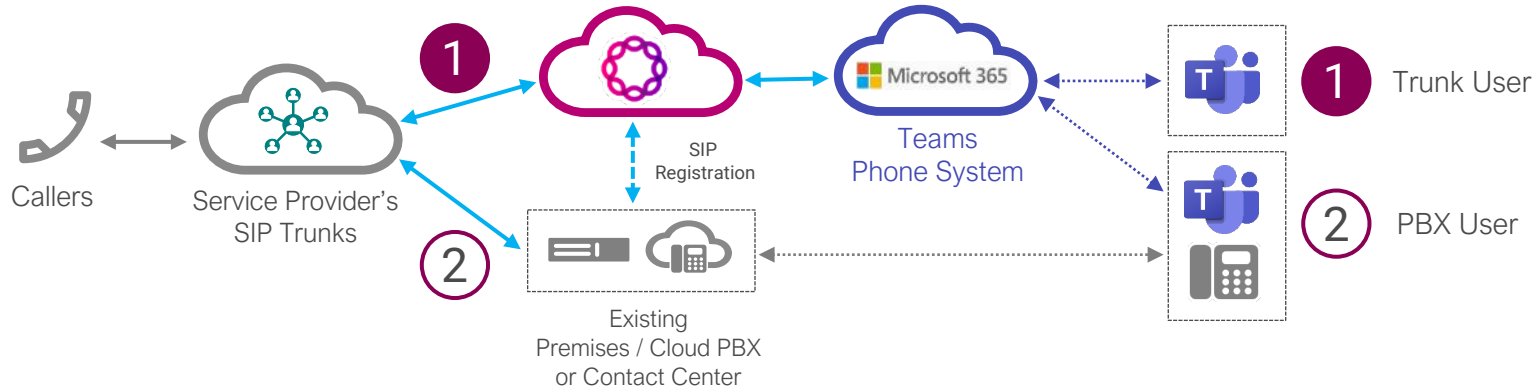


Ribbon Connect as a Service Offers

	eSBC as a Service	Teams Direct Routing as a Service
SBC SWe Lite (Bring your own SIP Trunk)	✓	✓
SBC Configuration Tool	✓	✓
Automated Teams Tenant Management		✓
PBX Connectivity		✓
Monitored and Managed SBC	Optional	✓
Ribbon Hosted (Cloud Compute Resource Included)	Optional	✓
Support and Maintenance Included	Through Distribution	✓
Analog Telephone Adapters	Optional	Optional
Branch Office Edge Devices (EdgeMarc)	Optional	Optional
Centralized Management (EdgeView)	Optional	Optional
IP Phones, Conference Phones, Video Systems	Ecosystem Partners	Ecosystem Partners
Pricing	\$1.00 Per Seat per Month	\$3.00 Per Seat per Month (SIP) \$6.00 Per Seat Per Month (PBX)

Launching
December
2020

Ribbon Connect for Teams Direct Routing



- **Monthly as a service** – Bring Your Own Contract (BYOC) service
- **Secure** – uses Ribbon SBC services
- **Simple** – intuitive GUI interfaces for administration (w/ SSO)
- **Speed** – configuration for eSBC and Teams Tenant in minutes
- **All Cloud** – no hardware or software to deploy or maintain

Expect Zoom to be a Bigger Factor in 2021

- Zoom launched Zoom Phone in 2020
- Includes a Bring Your Own Carrier (BYOC) capability
- Similar to Direct Routing - an SBC is required for SIP trunks
- Ribbon has certified all of its eSBCs with Zoom
- Ribbon core SBCs are being tested now and should be complete in a matter of weeks

zoomphone

Zoom finished **Q2 2020**
with **370,200 customers**
that had at least 10
employees

A year ago, Zoom had
66,300 customers with
at least 10 employees

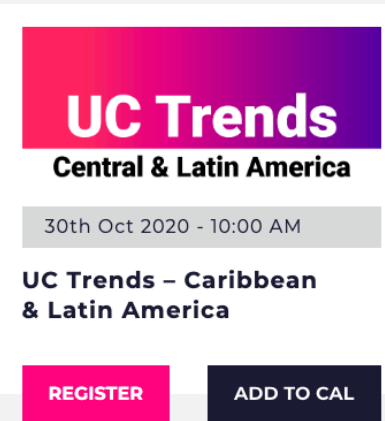
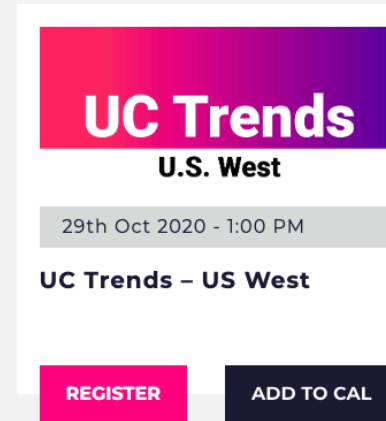
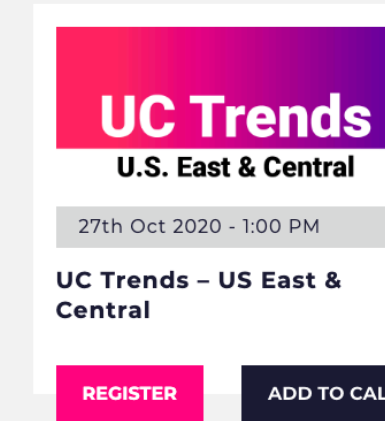
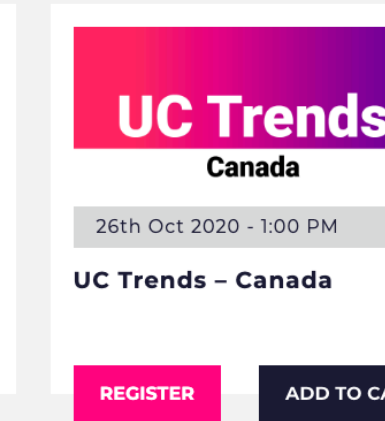
Ribbon UC Perspectives Coming Next Week

Register Today

ucsummit.com/ribbon-uc/

FEATURED SESSIONS

Get actionable insights on UC buying trends and purchase drivers

 <p>UC Trends Central & Latin America</p> <p>30th Oct 2020 - 10:00 AM</p> <p>UC Trends – Caribbean & Latin America</p> <p>REGISTER ADD TO CAL</p>	 <p>UC Trends U.S. West</p> <p>29th Oct 2020 - 1:00 PM</p> <p>UC Trends – US West</p> <p>REGISTER ADD TO CAL</p>	 <p>UC Trends U.S. East & Central</p> <p>27th Oct 2020 - 1:00 PM</p> <p>UC Trends – US East & Central</p> <p>REGISTER ADD TO CAL</p>	 <p>UC Trends Canada</p> <p>26th Oct 2020 - 1:00 PM</p> <p>UC Trends – Canada</p> <p>REGISTER ADD TO CAL</p>
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Thank You



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