

Executive Overview

- Established in 2004, our company ethos - "Optimizing Global Businesses".
- A trusted tier 1 Microsoft Solutions & CSP Partner - one of the most agile Microsoft Teams service providers in the market with over 14 years' experience in delivering Microsoft voice solutions.
- A market leading proposition with a Microsoft Teams stack that is truly native, and as an Operator Connect global supplier, SCB is delivering advanced cloud calling in hard to reach countries like China and India omni channel contact center and
- With their carrier pedigree and cloud PBX capabilities, SCB Global is now at the forefront of Comms 4.0 delivering workplace transformation for the new dynamic workforce for the mid-market and enterprise globally with Microsoft Teams native collaboration solutions.
- SCB Global are a solution-led, future-ready communications provider focused on providing businesses critical Microsoft Teams enhancements run from redundant Azure locations - delivering a full stack PTSN replacement, Microsoft Teams voice solutions in 75+ countries, with an ability to provide carrier layer solutions in 182 countries globally.
- SCB Global has paved the way in designing next-generation Microsoft Teams integrations with in-built advanced features that enable enterprises to achieve a truly optimized collaboration experience within a single pane of glass.

Product & Service Offerings

- OPT04Teams - native cloud calling inside Microsoft Teams + advanced Microsoft Teams PBX features (e.g., SMS, e-Fax, advanced queuing, reporting & IVR).
- OPT04Contact - Full omni-channel contact center for Microsoft Teams including compliant call recording, social media integration, AI routing bots etc.
- Operator Connect approved supplier in 70+ countries and the only supplier currently for Saudi Arabia.

Sales Engineer Take On Best Fit

UK-based vendor focused exclusively on Microsoft Teams PSTN calling enablement. They are a **Microsoft End Customer Investment Funds (ECIF)** program participant, meaning Microsoft will help fund SCB Global deployments. Furthermore, SCB Global is a **Microsoft Co-Sell partner**, meaning Microsoft reps get calling plan quota retirement when SCB Global calling plans are sold, helping mitigate competition from Microsoft Direct.

- John Paullin, Director of Sales Engineering, UC/CC/AI

Key Features & Differentiators

- A Microsoft CSP - ability to sell M365 license, MACO & tenant management.
- Full stack coverage in 63+ countries & numbering coverage in 182+ countries.
- Integration of ANY PBX or SIP based desk phones into Microsoft Teams with OPTO solutions.
- Enable voice for Microsoft Teams via hybrid OPTO Solution, including hard to reach places.

- Global SIP services delivering ISDN replacement across global telephony estates.
- Pan- European, APAC, and Americas technical process and regulatory expertise as USP's.
- Customized Microsoft Teams solutions to any enterprise requirements, not one size fits all.

Top Industries Served

- Manufacturing
- Healthcare
- Education
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

- Already a Microsoft 365 user that uses Azure
- Mid-market (100 - 5000 seats) & enterprise (5000 - 50,000 seats)
- Multiple-national or multi-country offices that need connecting
- Uses a PBX system (e.g., Cisco, Avaya, Mitel) but want to use in conjunction with Microsoft Teams
- Business is in manufacturing or finance globally
- Experienced a recent disaster/downtime situation
- Requires contact center or compliant call recording features within Microsoft Teams
- Is currently adapting to remote working with Microsoft Teams
- Runs telephony, collaboration and CX in siloed environment & would benefit from all services under one roof with a "single-hand-to-shake" experience
- Experienced a recent Disaster/Downtime situation
- Requires Contact Centre features within Microsoft Teams
- Is currently adapting to remote working with Microsoft Teams

Qualifying & Technical Questions

1. What are your pain points with your current solution?
2. Do you have a Microsoft 365 license? And if so, what level? E5 or E3.
3. Do you have single or multiple sites? Where are the locations?
4. Do you have contact center requirements within Microsoft Teams?
5. Do you prefer a cloud based or an on-site Session Border Controller solution?
6. What are the top three solution features required and why?

Elevator Pitch

With a carrier pedigree, SCB Global has been a Leading Provider in the UCaaS & CCaaS space, with a special focus to accelerate mid-market enterprises in their journey to Microsoft Teams. SCBC Global is a solution-led, future-ready communications provider serving full-stack solution 48 countries today, with the ability to deliver solutions in 160+ countries globally. SCB Global has paved the way in designing next-generation Microsoft Teams offerings with AI-driven business efficiency and inbuilt additional features that enable enterprises to integrate workforce collaboration and CRM through a single pane of glass.

Objections & Rebuttals

We don't have an Office 365 license. ?

SCB Global can Provide Licensing

I am dealing with so many applications, why do I need another one?

Our solutions will fully integrate all your applications into a simple single pane of glass within Microsoft Teams, providing an effortless, easy and simple end user experience.

There's so much noise about Microsoft Teams and I don't know which would best suit my enterprise requirements.

Our 12 years of delivering Azure native Microsoft Voice solutions put us at the forefront of knowledge and innovation. We were one of the first suppliers to deliver direct routing solutions back in 2018. We will leverage our expertise, both as a carrier and provider of Microsoft Voice, to deliver a customized solution that works for your enterprise.

It is too expensive to look into having a new telephony solution?

The savings you make by changing to a new OPTO4Teams solution are substantial. OPTO4Teams solutions are considerably cheaper than analogue/ ISDN and you will also get access to cheaper calls dramatically reducing your telephone bills