

## Executive Overview

SIPPIO enables Voice in Teams. It's easy to consume and activates in minutes with the ability to opt-in/out or scale up/down with a flexible contract. 100% native in Microsoft and Azure with a secure and global footprint ensuring calling is always available. Migrate at will with Direct Routing as a Service without having to build it or buy hardware. Integrate with legacy telephony and analog services or completely modernize your workplace by providing a full collaboration solution in the cloud to drive productivity wherever your users are working.

- Headquarters: Annapolis, Maryland
- A TelAgility company
- Native to 8 Azure Data Centers globally in 80+ countries
- Over 80+ million daily active Microsoft Teams users

## Product & Service Offerings

The SIPPIO solution is the same regardless of how you package it...We Put Voice in Teams and offer the following practical and flexible packages:

- **Teams Connect:** An unlimited solution offer that enables your voice collaboration experience directly in the cloud, offering unlimited domestic usage and pay-as-you-consume international calling with Teams Connect.
- **Enterprise Connect:** A consumption-based solution offer that allows your organization to grow at your own pace with pay-as-you-consume domestic and international calling usage with Enterprise Connect.
- **Education Connect:** The full SIPPIO solution offered to K-12 and higher education makes it easy for educators to enable voice and empower dynamic learning and collaboration in Teams.
- **Legacy Connect:** Migrate at will with ease by seamlessly bridging your legacy telephony infrastructure into the modern collaboration experience of teams with legacy connect.

## Sales Engineer Take On Best Fit

SIPPIO, built on Microsoft Azure, offers an award-winning voice-enablement platform that makes it incredibly easy and fast to enable PSTN calling in Microsoft Teams Phone and Zoom Phone. With unmatched call quality, 99.999% reliability, and 24/7 support, SIPPIO provides their services in over 80 countries to over 1 Million endpoints. Designed to be simple, fast, flexible, and reliable, SIPPIO is a game-changer for businesses looking to enhance their communication strategies with their seamless integration for Teams, via Dynamic Routing or Operator Connect, and Zoom, offering intuitive calling, dynamic texting, and comprehensive analytics.

- Dave Watson, Avant Field Sales Engineer

## Key Features & Differentiators

### Solution Plan

SIPPIO offers unlimited, consumption, or education-based solution plans; there are no communications credits and international calling is billed purely on usage without professional services, hidden fees, or bursting.

### Activate in Minutes

Activation is a fully automated process for ease of selecting and porting DIDs, provisioning users, and enabling calling capabilities within minutes. Simply have the phone system license and an active Team tenant. There are no professional services or tenant management fees.

### 100% Cloud

100% native in Microsoft Azure running across 5 primary and 2 secondary regions providing superior high availability, failover, compliance, and redundancy. Every call is encrypted from origination to destination and you have full visibility to the call route with the ability to see down to the device and firmware to manage call quality.

### Legacy PBX Integration

SIPPIO offers the ability to integrate a legacy PBX or SfB system with Voice in Teams through dynamic call routing for customers needing to retain their premise solution.

## Top Industries Served

- Other

## Ideal Customer Profile

- Current Microsoft Teams user; exploring how to Put Voice in Teams
- Companies seeking flexibility for pure cloud, premise or hybrid solutions
- Companies migrating SfB to Microsoft Teams
- Companies seeking cloud, OPEX or non-committed contracts

## Qualifying & Technical Questions

1. Are you seeking an end-to-end solution 100% in the cloud for Voice and Business Calling?
2. Are you using Microsoft Teams today?
3. Would you like a non-committed contract with ability to opt-in/out or up/down monthly?
4. Do you have multi-national needs?
5. Do you require a secure, compliant, redundant solution to ensure superior availability and non-blocking?
6. Are you seeking Integration with a Legacy PBX or SfB?
7. Would you benefit from automation to provision and admin users and monitor voice quality?
8. Would you like to monitor the entire call end to end?

## Objections & Rebuttals

### Why SIPPIO?

SIPPIO is unique in its Value Prop that they are a fully hosted, end to end solution offering carrier to billing services with calling capabilities around the world. However, they have competition and while today that may not be in a direct compare feature to feature, line by line, price point by price point it's in something new called CHOICE. Customers currently have choices.

**Why don't I just build it myself?**

Big Price Tags and it squeezes out the traditional PBX reseller since they don't have large SI capabilities; especially around Microsoft Teams and Services. It's not real cloud because it's built onsite for the Customer or the MSP to maintain and doesn't create monthly recurring revenue.

**Why don't I just buy it from Microsoft directly?**

Microsoft entry into telephony validates the cloud market. Microsoft believes they will own the desktop with Voice as part of a comprehensive collaboration platform. SIPPIO augments the Microsoft plan Microsoft created an open platform. Microsoft calling plans are limited and don't allow for migration.