



# Webinar: Operator Connect for Partners

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A private label program, go-to-market ready  
solution for Teams voice calling



AUGUST 2023

## Agenda

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Impact of Microsoft Teams

02

What is Operator Connect

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Operator Connect  
for Partners program

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Partner management  
portal overview and demo

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Customer portal overview and demo

06

Partner and client set up

07

Wrap-up — Q&A

# Impact of Microsoft Teams

# Microsoft Teams — skyrocketing growth

894%

Growth in MS Teams usage — fastest growing app of the pandemic

1M

Companies using Microsoft 365 with half using Teams

300M

Monthly active MS Teams users

252%

Increase in weekly meetings for average Teams users

According to Forrester, Teams business benefits include improved **security, service quality, time** and **cost savings**, including:

- Ave. weekly savings of 1.25 hours per worker
- 185% return on investment for SMBs
- 132% return on investment for enterprises

# Smart business leaders are doing things differently



## Maximizing Microsoft 365

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- Leading organizations maximize the functionality of existing software like Microsoft 365
- Microsoft 365 subscriptions include Teams

## Improving collaboration and communication

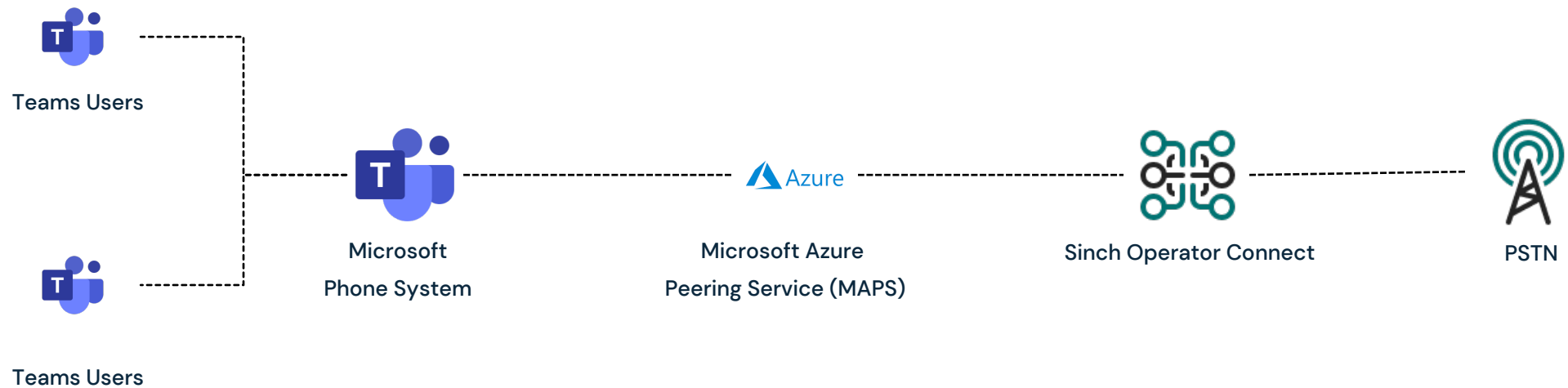
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- **Increase adoption** of Microsoft 365 by sharing files and organizing meetings through Teams
- **Sync with other Office apps** like OneNote and OneDrive
- **Reduce costs** using existing tools and licenses
- **Enable voice calling** outside users' network

# What is Operator Connect

# What is Operator Connect?

An operator-managed service bringing PSTN calling to Teams



# Operator Connect benefits

## Leverage Microsoft investment

Combine the Phone System into the existing Microsoft Teams environment

## Increased security and reliability

With Microsoft Azure Peering Service (MAPS)

## Efficient and cost-effective

Save time, money, and valuable resources

## Replace business phone system

Integrates with Teams to be fully cloud-based primary office phone system

## Streamlined reporting

Reporting includes combined call detail records





# Operator Connect for Partners program

# Program overview

Full featured, go-to-market-ready solution



## Partner management portal

- Sales order and discount management
- Service order and workflow management
- Customer management
- Comprehensive number porting management



## Branded end-customer portal

- Self-service administration
- Number management and ordering
- Porting
- Ticketing (optional)



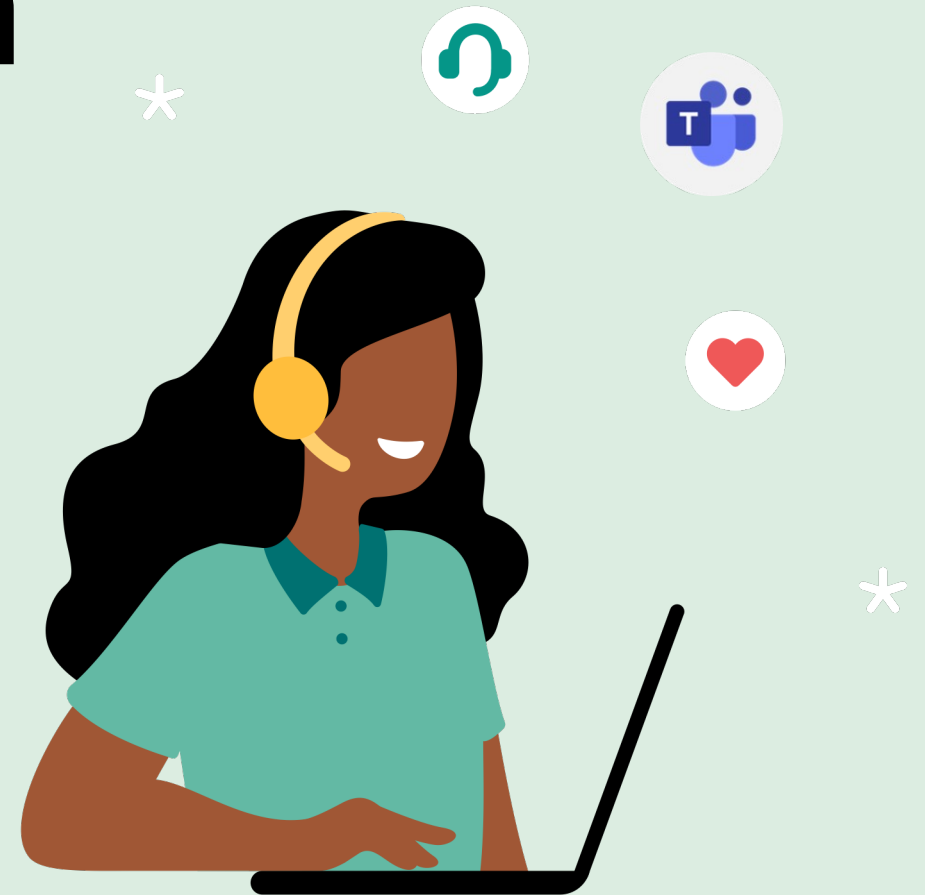
## Leveraging Sinch's network

- Access nationwide network
- Extensive number coverage



# Turnkey solution

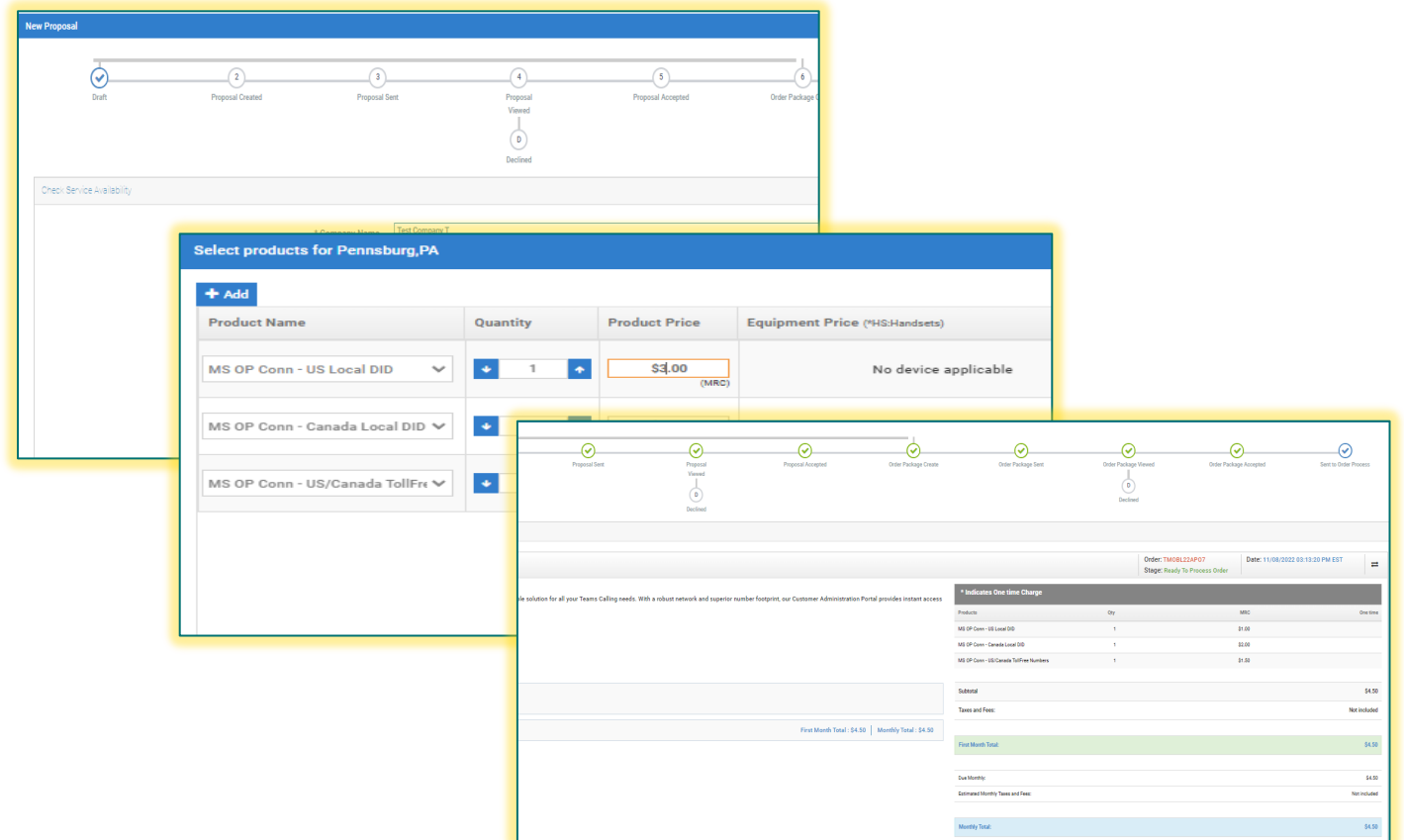
- Low-touch, **automated order process**
- **Service management** for ticketing, configuration and support
- Customers management through a **single pane of glass**
- **Billing** data provided for your OSS/BSS
- Your company's **branded** customer administrative portal allows end customer to manage their own account



# Partner management portal overview

# Low-touch order management

- Simple wizard-based order flow
- Flexible solutions with built-in pricing and discount approval process available (optional)
- Location-based ordering with optional tax integration



**New Proposal**

Progress: 1 Draft, 2 Proposal Created, 3 Proposal Sent, 4 Proposal Viewed, 5 Proposal Accepted, 6 Order Package

**Select products for Pennsburg, PA**

Product Name	Quantity	Product Price	Equipment Price (*HS:Handsets)
MS OP Conn - US Local DID	1	\$3.00 (MRC)	No device applicable
MS OP Conn - Canada Local DID			
MS OP Conn - US/Canada TollFree			

**Order Summary**

Order: TM08122AF07 | Date: 11/08/2022 01:13:20 PM EST

Product	Qty	MRC	One-time
MS OP Conn - US Local DID	1	\$1.00	
MS OP Conn - Canada Local DID	1	\$2.00	
MS OP Conn - US/Canada TollFree Numbers	1	\$1.00	
<b>Subtotal</b>			\$4.00
<b>Taxes and Fees</b>			Not Included
<b>Five Month Total</b>			\$4.00
<b>One Month</b>			\$4.00
<b>Estimated Monthly Taxes and Fees</b>			Not Included
<b>Monthly Total</b>			\$4.00

# Demo

Comprehensive, easy-to-use partner  
management portal

# Efficient service and support

- Create workflows and use templates for easy repeatable processes
- Easy to use portal
- Online support guides and ticketing
- 24x7 service support for partners
- Experienced and responsive account team
- Email management



# Customer management

- Manage your customers through a single pane of glass
- Flexible search options
- Assign and activate features
- Ability to simulate customer experience
- Manage support interactions





# Flexible billing capabilities

- Custom product naming and pricing capabilities
- Standardized billing files for invoicing your customers

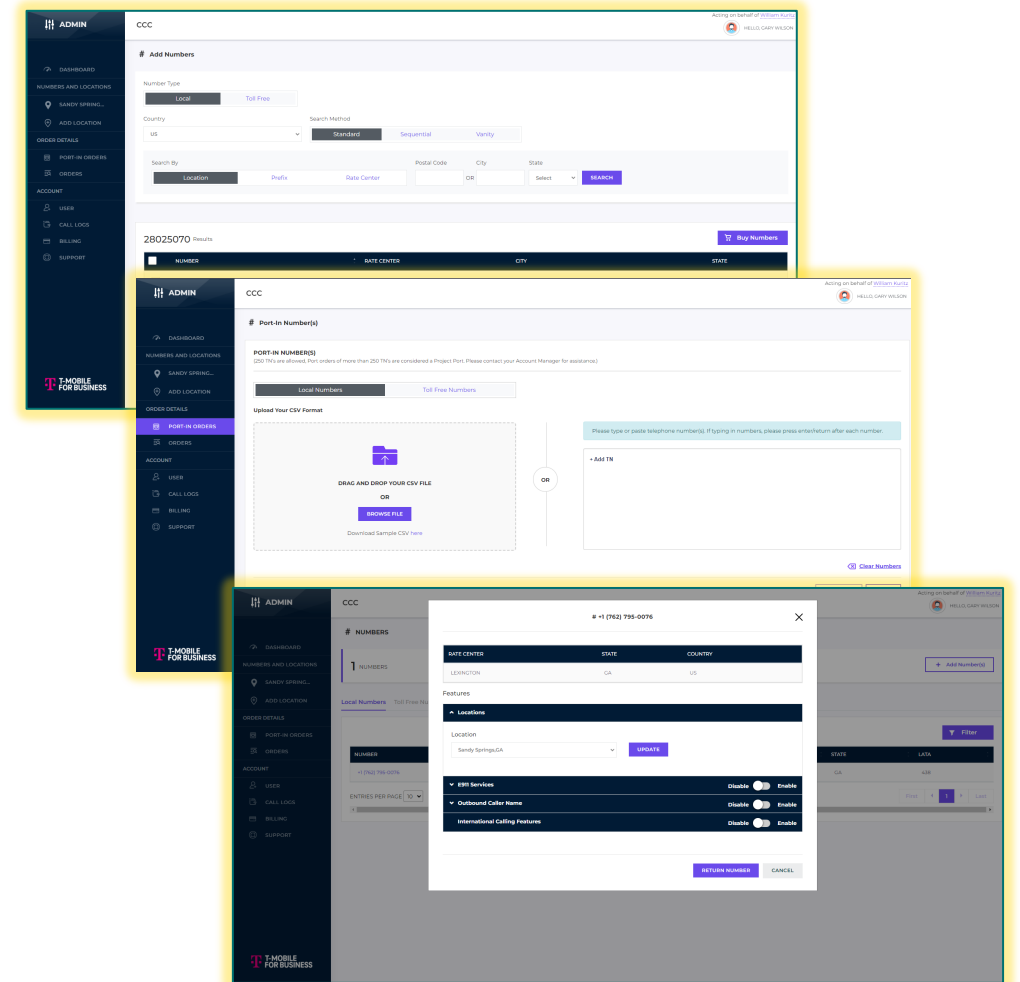


# End customer portal overview

# Self-service administration

Partner branded, easy-to-use portal

- Order, port or return telephone numbers
- Assign E911 to numbers by location
- International Calling Controls
- Location management
- View and download call logs



# Demo

Comprehensive, easy-to-use partner management portal

# The Sinch advantage

with Operator Connect



Manage porting and buying numbers quickly and easily through the self-service administration portal



Increase safety and security with Emergency Services — E911 service provider with Microsoft. Best-in-class fraud protection



Add industry leading voice service and quality to Teams



Get the most reliable, nationwide network service with 99.999% uptime



Rely on 24x7, fast, mutual customer support



Leverage industry leading Sinch partner experience

# Quick and easy new partner set up

## Partner activation

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- To activate a new partner, Sinch first creates and customizes a new partner container — usually in less than a week.
- The container allows that partner to manage their product set, branding, and other details specific to them and their clients.

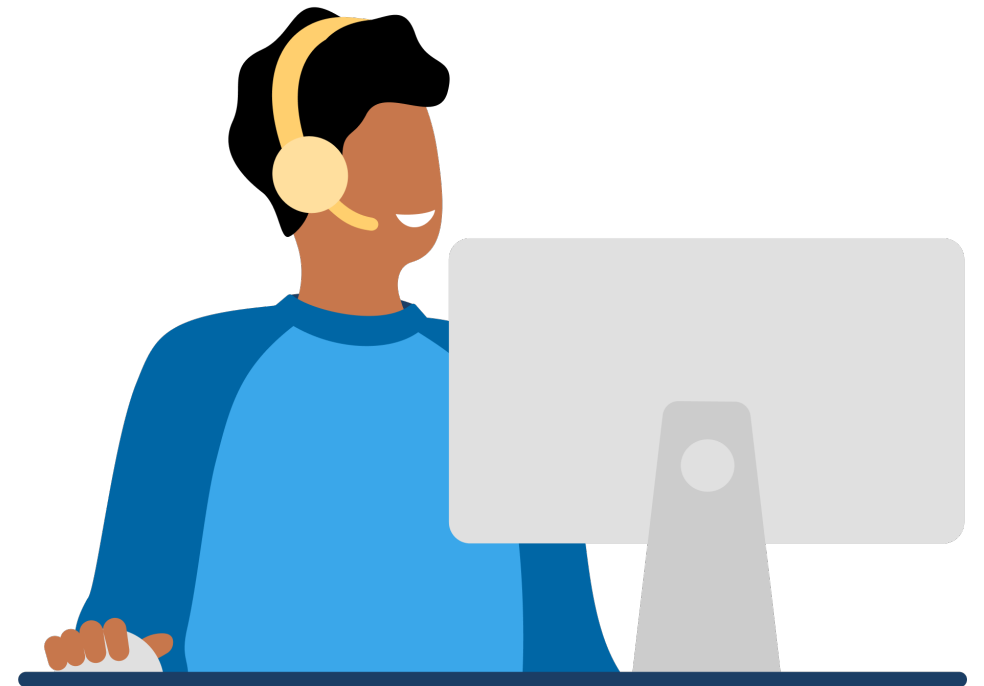


# Streamlined client onboarding and implementation

## End-client activation

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- After the partner container is created, activating an end-customer account takes less than 2 days.
- The customer's information resides in the unique container for the partner who sold them.
- The portal allows you, the partner, access to see their account, pull their invoices, and manage any upgrades or changes.



# FAQ

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<ul style="list-style-type: none"><li>• Who sets up the customer's Microsoft phone system?</li></ul>	<ul style="list-style-type: none"><li>• The customer is responsible. A Managed Service Provider who has been certified on Microsoft platforms can assist.</li></ul>
<ul style="list-style-type: none"><li>• How do I provision customers?</li></ul>	<ul style="list-style-type: none"><li>• The partner portal includes workflows for you to run to take an order and provision it within the system.</li></ul>
<ul style="list-style-type: none"><li>• When is a partner billed?</li></ul>	<ul style="list-style-type: none"><li>• Sinch sends out bills to the partner at the beginning of each month.</li></ul>
<ul style="list-style-type: none"><li>• As a current partner, what's different?</li></ul>	<ul style="list-style-type: none"><li>• This is a separate portal which handles order entry, provisioning, and customer management. Invoices will be generated from this portal rather than any other you may have used. Contract language may vary slightly, as well.</li></ul>





Q&A

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# Thank you

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[Sinch.com](https://sinch.com)