

Teams Voice Solutions

aro.tech | 0333 240 9880 | info@aro.tech

ARO Technology. Only better.

Teams Voice Solutions with ARO

ARO have been providing UK businesses with Teams Voice solutions for 15 years.

Originally launching services surrounding Microsoft Lync and Office Communicator, we quickly built our expertise alongside the growth of Microsoft Teams, ensuring our customers always had access to the most innovative technologies and the most knowledgeable support to take their business communications to the next level.

In fact, we currently have over 15,000 seats enrolled on our Teams services from a variety of different industries and business sizes. With our own in-house Microsoft accredited Direct Routing Platform, we can build dedicated, bespoke Teams solutions to address the unique requirements of even the most complex enterprises.

Beyond Direct Routing, we can also provide organisations with a full Microsoft Teams environment, connecting with all business applications for a unified user experience.

Our Complete Teams Ecosystem solutions:

- Contact Centre
- Call Recording
- PCI Payments
- Teams Rooms
- AV
- ARO Skills

5 Microsoft Solutions Partner accreditations:

- Microsoft Solutions Partner — Data & AI, Azure
- Microsoft Solutions Partner — Digital & App Innovation, Azure
- Microsoft Solutions Partner — Modern Work
- Microsoft Solutions Partner — Business Applications
- Microsoft Solutions Partner — Infrastructure, Azure

Microsoft

Case Studies

Menzies Distribution

- Menzies Distribution required a solution to replace their existing PSTN and associated legacy session border controllers.
- ARO provided voice enabled Microsoft Teams for external calling and to further compliment the tools that Menzies already had in place surrounding Teams peer to peer calling and collaboration.
- Menzies already had Microsoft Teams telephony with on-premise SBCs and were in the process of migrating away from their legacy Avaya PBX. The SBCs serviced both Teams and the Avaya. To simplify the configuration and bring all SIP into Teams we proposed Operator Connect.
- To elevate the native Microsoft Teams feature set, Talkdesk's Cloud Contact Centre solution was integrated into Menzies' Teams platform, introducing a wealth of capabilities.

Anglia Ruskin University

- ARO helped Anglia Ruskin University (ARU) to migrate their existing Microsoft Teams PSTN which utilised Gamma's legacy Microsoft Teams Direct Routing (MSDR) service.
- Our team proposed Operator Connect for 1900 seats, voice enabling Microsoft Teams for external calling and further complimenting the collaboration features that ARU had already adopted surrounding Microsoft Teams peer to peer calling and collaboration.
- ARU were already using Microsoft Teams telephony, but this solution allowed them to replace the existing MSDR service with our new Operator Connect offering.
- Operator Connect is an updated service introduced by Microsoft and still provided by Gamma which supersedes MSDR and introduces many additional benefits without additional commercial impact.

British American Tobacco

- One of the world's leading multinational companies.
- The existing Cisco Video Conferencing system was replaced by 23 Microsoft Teams meeting rooms.
- These meeting rooms ranged from a simple out of the box native Teams Room solution to full AV integration within larger spaces.
- Teams Phone also replaced their CISCO telephony platform for 3000 users+.

Beauty Bay

- Europe's largest online beauty retailer.
- 30 customer facing users were migrated to Microsoft Teams Phone System connected via ARO's in-house Direct Routing service.
- We provided headsets to all 150 employees and installed Teams Room Systems into 4 meeting rooms and 5 huddle spaces.

Choosing the right Teams Voice solution for your needs

ARO offers 4 different solutions for Teams Voice, addressing varying business requirements and environments

Voice for Teams Solution with ARO



Solution 1

Operator Connect



Solution 2

ARO Direct Routing



Solution 3

Custom Build



Solution 4

Teams Link

Microsoft

Solution 1

Operator Connect

Designed by Microsoft and serviced by Gamma and ARO, our Operator Connect solution introduces best-in-class, seamless and integrated PSTN calling to the Microsoft Teams environment, elevating communications and collaboration.

Operators are hand-picked by Microsoft based on their network and operator credentials and, as one of the UK's leading business telecoms providers, Gamma has been selected to be part of the Operator Connect program.

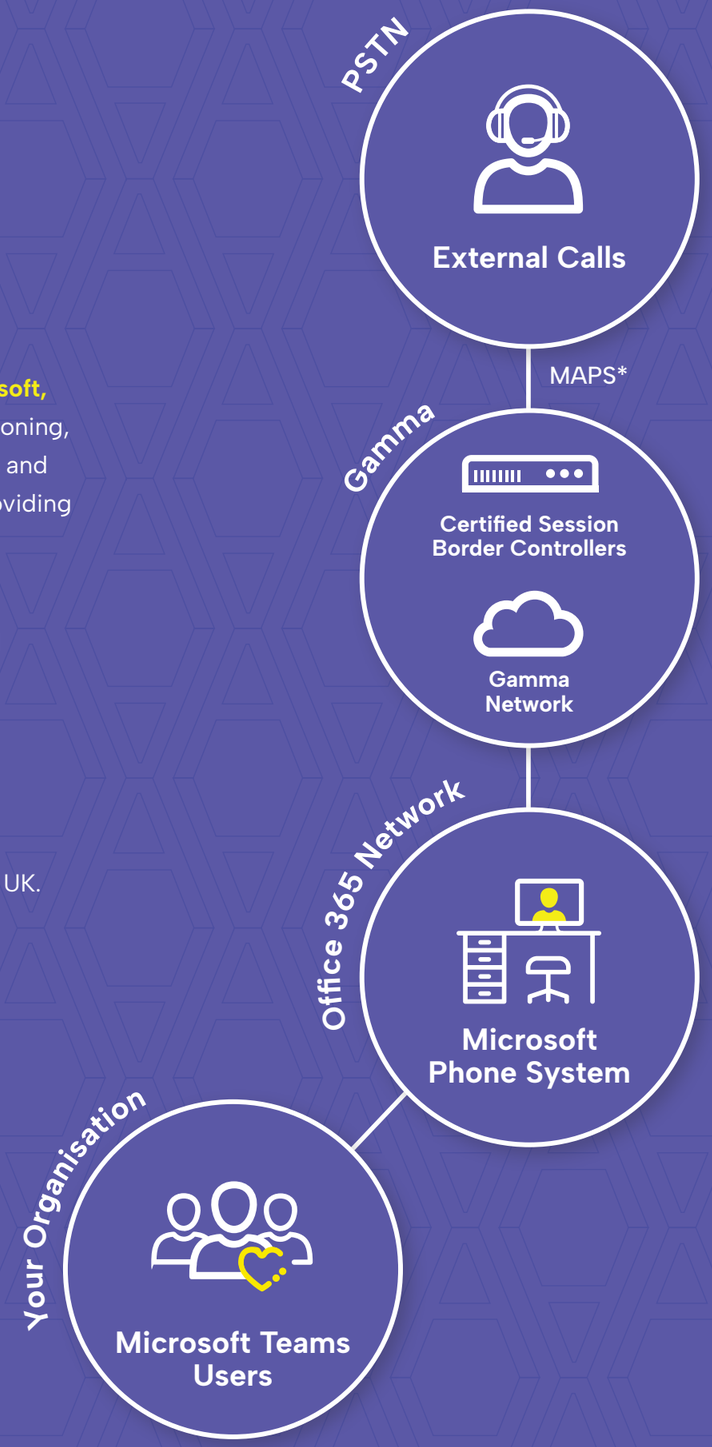
Why Operator Connect?

- Simplified provisioning and management.
- Save on infrastructure expenditure.
- Superior support.
- Single pane of glass and configurable all from within the Teams Admin Centre.
- Telephone numbers appear natively in the TAC.

Gamma

More about Gamma:

- **Deep integration with Microsoft,** including networking, provisioning, management, reporting APIs and Teams portal integration, providing a simple and reliable way to enable calling.
- **15 years** as Microsoft Unified Communications specialists.
- Over **20 years experience** in delivering cloud-first communications services.
- The **No. 1 SIP provider** in the UK.



Solution 2

ARO Direct Routing

ARO Direct Routing is designed using our own Microsoft certified, carrier grade Session Border Controller(s) (SBC) and is available as a 'Per Seat' or 'Per Concurrent Call Channels' Voice for Teams solution.

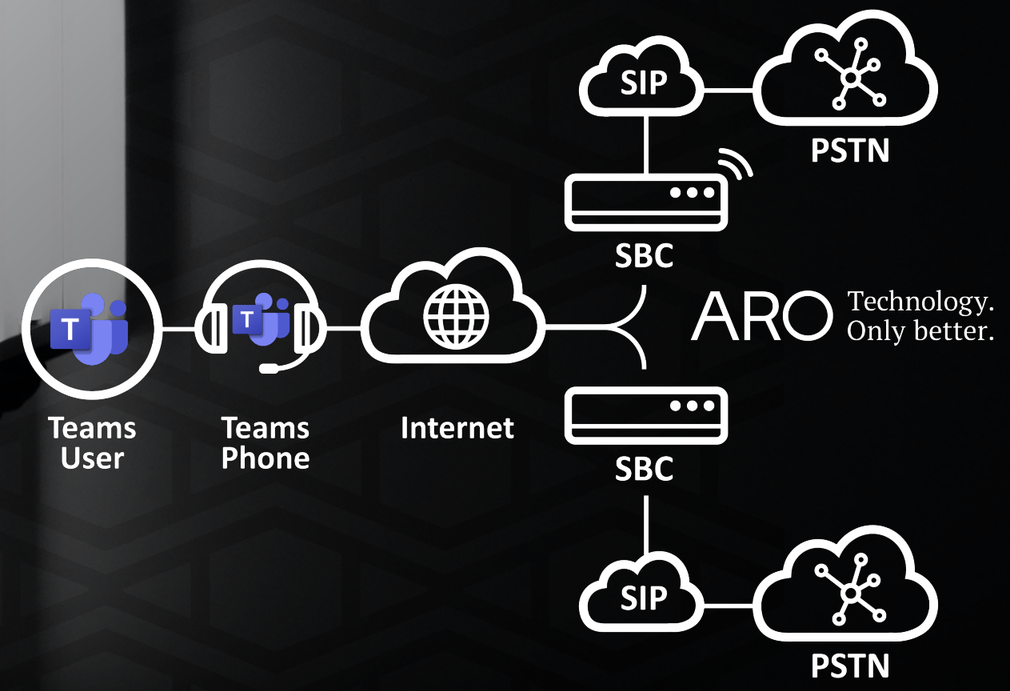
We provide this service from our own geographically resilient data centres. The whole stack is replicated, meaning that if there is any kind of service degradation in one data centre, the service can be seamlessly flipped to the other mirrored data centre – ensuring you don't experience any break or disruption.

ARO's Direct Routing solution is engineered to perfectly fit your organisation's unique requirements. Our engineers have access to all areas of the platform, guaranteeing that you get a service designed and delivered to your exact needs.

This solution is a popular choice amongst our SMB customers due to its cost-effective design, and the fact that it easily scales alongside business growth.

Key Features:

- Geographically resilient certified Microsoft Session Border Controllers and SIP Trunks in 2 ARO data centres.
- Number porting with support for UK DDI ranges.



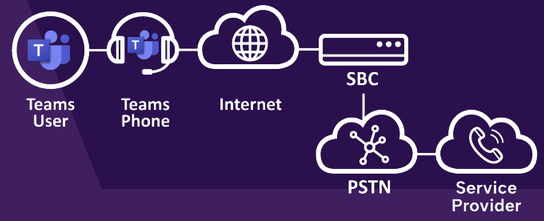
Solution 3

Custom Build

Our Custom Build solutions allow organisations to introduce Voice for Teams into their ecosystem via a choice of 3 different methods...

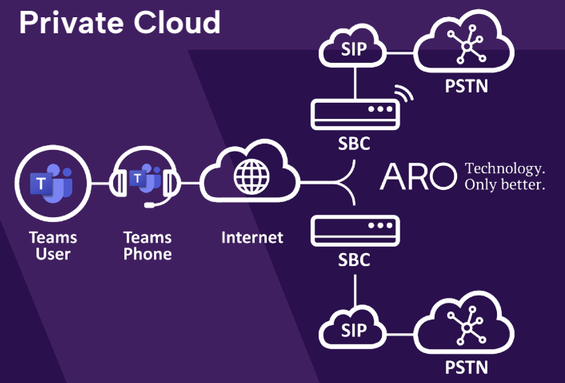
- On-Premise SBC.
- Private Cloud (in the cloud on your infrastructure).
- Public Cloud (in Azure/Public Cloud – on net with Microsoft).

On-Premise SBC



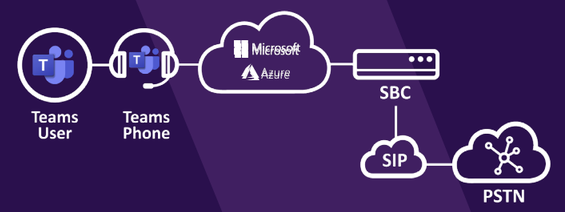
- Dedicated Session Border Controller owned by you, managed by ARO.
- Can be situated within your environment in an office location or private data centre.
- Complete control with the ability to hybrid Teams with another PBX.
- Pair multiple SBCs in different locations to provide resiliency at desired scale.

Private Cloud



- Dedicated virtual SBC hosted by ARO.
- A fully managed and monitored service by ARO.
- Existing legacy SIP and analogue device support.
- Bespoke telephony integrations.

Public Cloud



- Azure is a certified public cloud for Direct Routing.
- On-Net with Microsoft.
- Migrate existing on-premise SBCs/ PBX to the cloud inline with your organisation's strategy.
- SBC is built and managed by ARO.

Solution 2

Existing/New Phone System with Teams Link

For businesses that want to introduce a Teams Link to an existing or new phone system, our 4th voice solution may be the perfect option.

This solution can be delivered via 2 different methods depending on your phone system requirement:

1

Your existing phone system, contact centre & setup linked straight to Teams via Call2Teams

- Enterprise-grade security and encryption without needing any other software or hardware.
- Quick, simple one-click deployment.
- Zero disruption or risk – works with any phone system, PBX or SIP Trunk provider.
- Plans per user with monthly subscriptions for full flexibility.
- Global reach – operations in Azure cloud, served from super-clusters across 4 continents.
- UCaaS solution – a way to avoid rip & replace, with updates and maintenance managed for you remotely.

Call2Teams™

2

A new/existing Hosted Phone System connected to Teams via your PBX vendor's Teams link

- As cost effective as direct routing or dedicated Session Border Controls.
- Additional flexibility of a dedicated enterprise grade PBX in the background.
- Provides full flexibility while routing calls through the Teams UI for ease of use.
- Hosted UCaaS vendors that provide a link between their PBX and Teams:

Wildix NFON Horizon Mitel

Additional Services

Elevate your Microsoft Teams communications even further with a variety of additional services offered by ARO

Contact Centre

Gain enterprise omnichannel options that enable you to move to UCaaS with our comprehensive support.

Created for the new reality where customers want to contact you on their terms, whether that's chat, social media or phone.

As well as wherever your staff may be working – in the office, at home or on the move.

Benefits:

Teams integration with all market leading SaaS solutions
Includes integration with your website, CRM and your customer contact applications.

Attendant console solutions
Resilient, scalable and built for high-volume operators and receptionists.

Customer experience tools
Including easy call transfer, call backs, queue management, calendar integration, intelligent routing.

Contact centre reporting & wallboards
Real-time reporting and consolidated data around call stats, agent productivity and SLAs.

Security & compliance built-in
Tier 1 data centres and industry certifications for the most demanding industry requirements.

One-click provisioning
Enabling you to scale quickly to meet elastic demand – from one dashboard.

Option 1
Talkdesk CX Cloud

CX Cloud offers a full set of enterprise-level, integrated CX applications for customer self-service, omnichannel engagement, workforce management, employee collaboration, and customer experience analytics – all native on Talkdesk's CX Cloud Platform.

'AI for every day' is at the core of all Talkdesk features, with AI apps that automate customer self-service, empower agents, mitigate fraud, and enable a hybrid workforce in the contact centre.

Talkdesk Microsoft Teams Connector – Use alerts and notifications to give agents quick insights into every customer interaction.

Option 2
Luware Nimbus

Luware Nimbus extends Microsoft Teams with the contact centre and intelligent task routing functionality needed for effective customer inquiry management. Transforming Microsoft Teams into a centralised cloud command centre, enabling effortless orchestration of all business interactions, as well as removing the hassle of navigating between applications or dealing with fragmented workflows.

With Luware Nimbus, businesses can use Teams phone system for all calls and call control experiences, and can benefit from complete integration into the Azure ecosystem. This service works with Direct Routing, Calling Plan, and Operator Connect.



Call Recording

Choose from a simple call recording roll-out as part of a voice-activated Teams solution or gain a bespoke solution which complies with your industry's regulation, such as MiFID II, PCI or HIPAA.

Depending on your goals, we can integrate solutions that:

1. **Detect emotions within customer conversations**
   Harnessing the power of sentiment analysis.

2. **Verify that calls meet compliance requirements**
   Using advanced keyword spotting and speech analytics.

3. **Comply with call records**
   Managing built-in retention policies, permission levels, audit trails.

4. **Secure data**
   Enterprise-grade encryption and storage with Microsoft Azure.

5. **Cover all call types**
   Inbound, outbound, peer-to-peer, conference, internal transfers.

6. **Track user statistics**
   One dashboard to analyse productivity, monitor KPIs, identify issues.

Key Features:

- Record any communication from Microsoft Teams including voice, video, screenshare and text.
- Sophisticated compliance search.
- Voice transcription to assist with searching.
- Automated data retention policies.
- Support for most compliance scenarios (including MiFID II).



Microsoft

PCI Payments

Capturing, processing or recording payment and cardholder data – we've done it for some of the UK's biggest names, operating in some of the most regulated industries.

Providing solutions that can be automated at scale, for multi-site environments.

Key Features:

- Agent Assisted payments solution.
- PCI DSS Level 1 Platform.
- Take compliant payment over the phone.
- DTMF suppression.
- Removes call recording.
- Agent monitors progress.

Benefits:

Automatic call redaction technology
Prevent sensitive payment data entering your infrastructure.

Secure storage with monitoring and retention policies
Customised to your industry requirements.

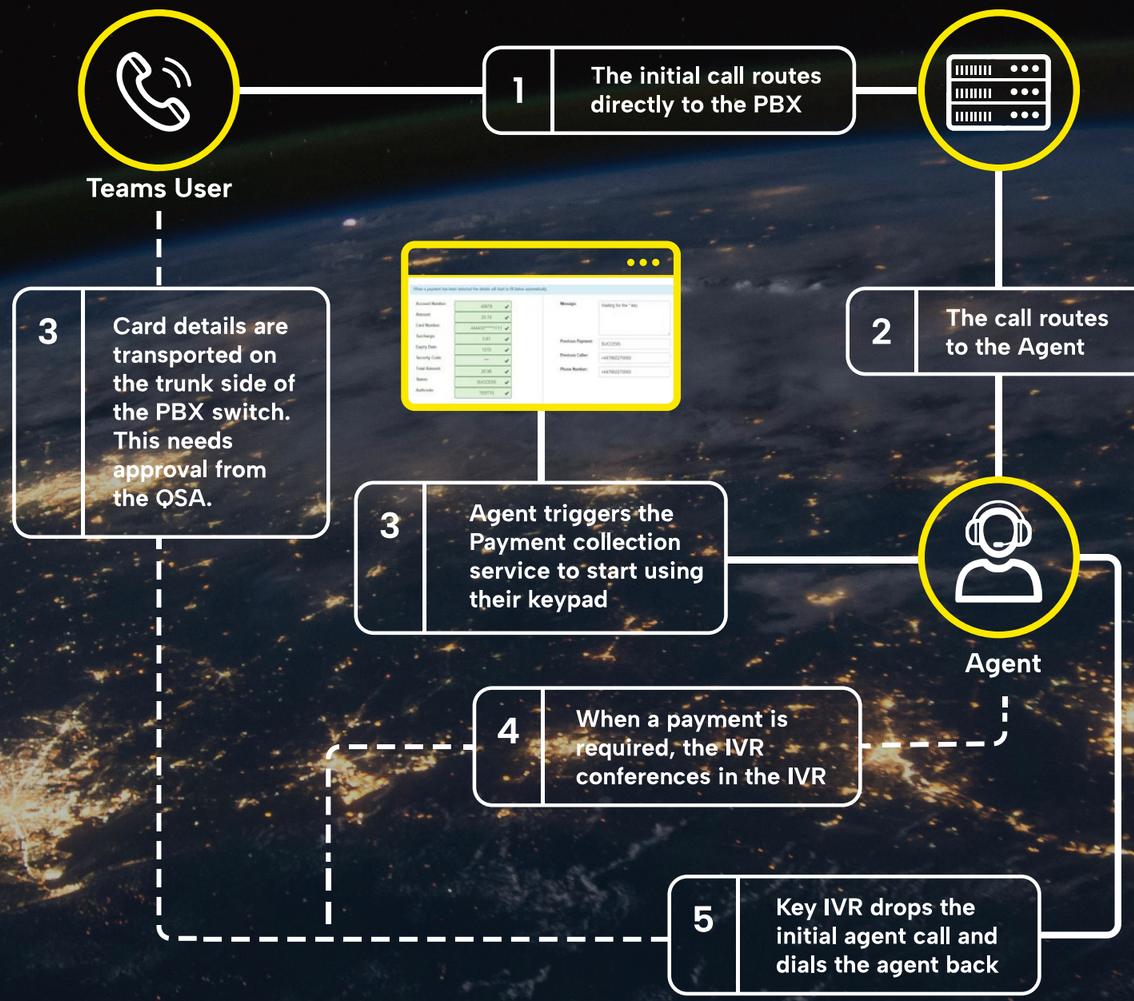
Search, filter and indexing
For easy access and satisfying formal audit procedures.

Automatic pause and resume
Ensure compliance in real-time.

Customised solutions for all transaction levels
From 6 million transactions at Level 1, to <20,000 at Level 4.

Hybrid solutions for the best of both worlds
Get a bespoke PCI-compliant system that matches your requirements, across cloud and on-premises.

Sycurio.

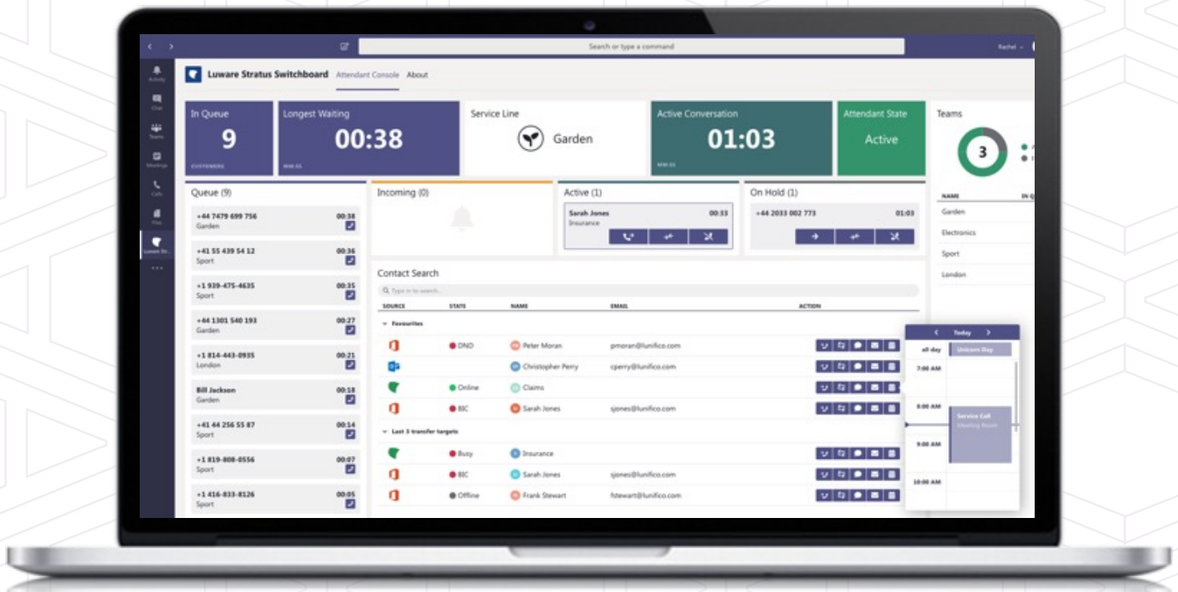


Attendant Console

The Attendant Console is available to any user with high transfer requirements.

Key Features:

- Modern and intuitive dashboard.
- One-click transfers.
- Contact search and calendar lookup.
- Focus on what is important.
- Key real-time statistics.
- Call picking.



Meeting Room Booking Systems

Room Booking Systems streamline organisations' scheduling processes, ensuring effective use of meeting spaces.



This integration simplifies reservations and enables users to effortlessly access and control AV functions during designated time slots. Adopting this unified approach not only boosts operational efficiency but also guarantees smooth scheduling for every interaction in the space.

Key Features:

- Room Panels are an all-in-one interactive room panel.
- Easy and convenient way for meeting room scheduling.
- LED bars allow viewers to know the room availability at a glance.
- Built-in NFC/RFID reader, microphone arrays, stereo speakers, and PoE or DC power adapter, which can meet all modern workspace demands.

Hardware

Personal Stage and Huddle Room AV

We work with world-leading manufacturers to offer personal stage solutions, ensuring your company is presented perfectly in virtual meetings.

We also provide quality solutions for huddle rooms for employees to be able to focus away from busy open spaces.

Seamlessly integrated with intuitive touch panels and adaptable to various devices, our setups offer effortless content sharing, local presentations, and wireless conferencing capabilities.

With a simple connection through a dongle or app, users can harness the power of our video bars, initiating enhanced video calls directly from their own devices. Our solutions, powered by industry-leading brands like Yealink, Poly and Logitech, ensure cutting-edge technology and optimal performance for an immersive collaboration experience.

Key Features:

- Room and personal cameras.
- Headsets with noise cancelling.
- Personal microphones.
- Dedicated Controller for ‘Connect first time’.
- Connection to multiple Collaboration systems.
- Easy connection for PCs and content sharing.
- Hi-Resolution Wide Camera.
- Mounted Microphone.
- High Quality Audio.
- Hidden Cables.



Teams-enabled phones

Connect to Microsoft-certified manufacturers including Yealink and Poly. These provide enterprise-level desk phones, optimised for use with Teams.Most are easily installed using Ethernet or USB and come pre-configured for ‘plug and play’ for Teams.



Hardware

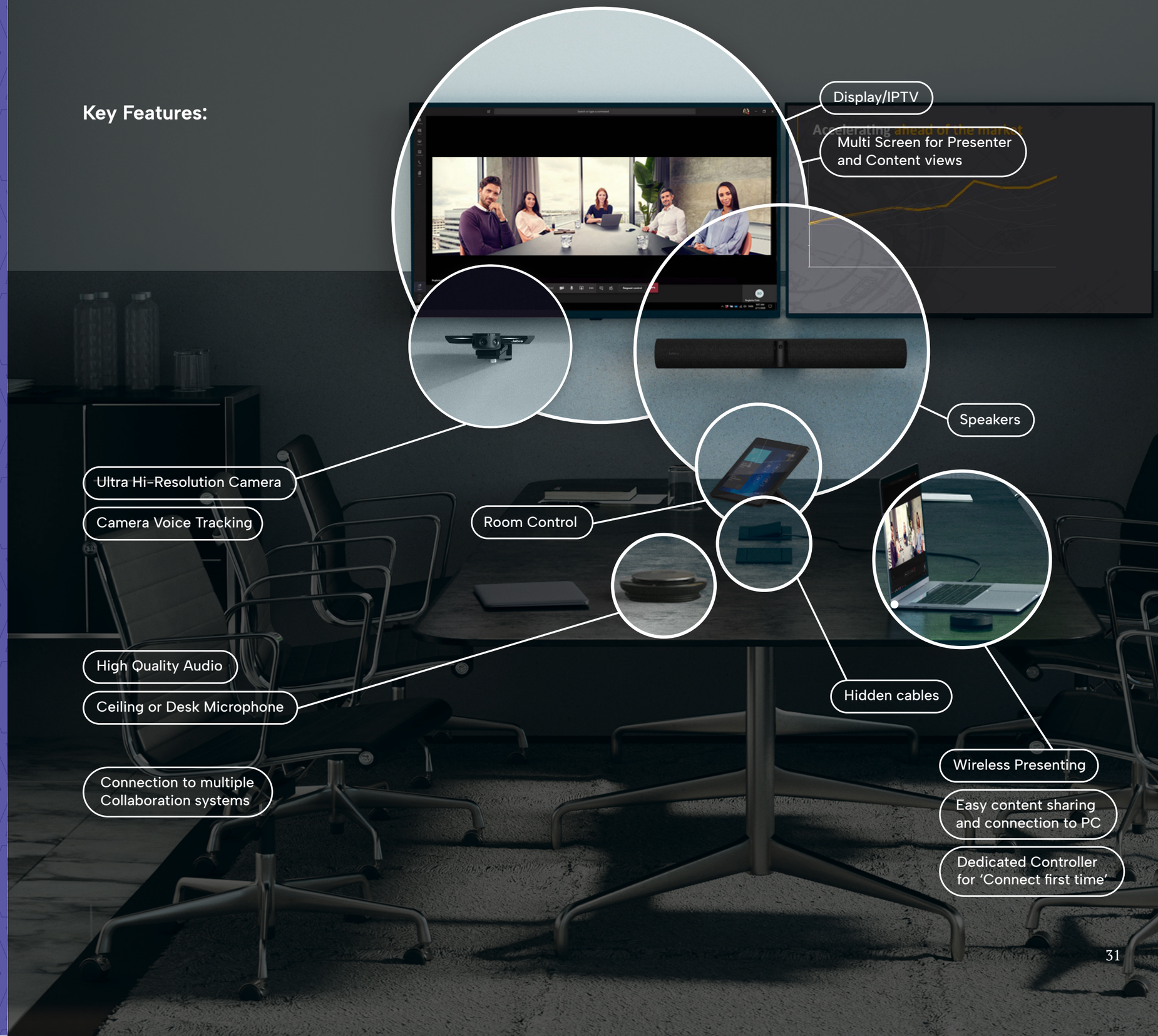
AV for Meeting Rooms

Transforming meeting rooms into immersive and interactive spaces. Offering dynamic tools for voice-powered communication, productivity and professionalism.

These spaces accommodate more participants and multiple screens, integrating cutting-edge technology like ultra-high-resolution cameras, strategically placed ceiling or desk microphones, and centralised controllers meticulously programmed to facilitate seamless routines.

ARO architects will help design the perfect open plan, conference and board rooms for both Teams and audio calls.

Key Features:



ARO Skills

ARO Skills is a private Microsoft Teams channel for training content streaming. It provides organisations with a flexible environment to publish, assign and track viewing of internal training for onboarding and more.

Every ARO Maintenance Package comes with ARO Skills, integrating into an organisation's Microsoft Teams client and providing 24/7 training on all Microsoft products for employees.

It includes over 5,000 videos created by Microsoft MVPs, explaining various features and functions for simplified and effective employee use.

It can also host an organisation's own videos for onboarding and training, and can provide open channels for company-wide communications
– all in the same portal within their Teams client.



SKILLS

Why ARO

The reality is, it's no longer just about the technology. Today, every organisation can access pretty much the same technology.

But not the same performance.

We are an enterprise performance partner. We provide our clients with sustainable competitive advantages by wrapping world-class cloud technologies in first-class service.

Our deep knowledge and expertise in all things Collaboration, Cloud and IT position us as the perfect partner to integrate Microsoft Teams voice solutions seamlessly into your technology platforms.

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Digital & App Innovation
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Data & AI
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Gamma Platinum Partner
DELL Technologies PLATINUM PARTNER
Wildix PLATINUM