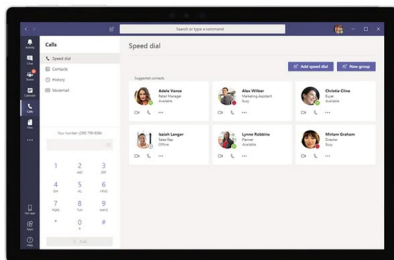




July 2020

Microsoft 365 Business Voice: Navigating the Complexity

Microsoft Teams has tried for years to implement voice into its offering. While Microsoft is incredible at delivering an unparalleled user interface and experience, they are not good at delivering a robust feature rich voice platform. Realizing this, Microsoft has recently



introduced Direct Routing which allows 3rd party carriers/providers to interface to the Teams ecosystem and provide the underlying transit for voice.

No longer do you need to be 100% reliant on Microsoft for your UCaaS solution. 8x8, Ring Central, Call Tower, Intrado,

Call2Teams are just a few of the providers out there that offer the carrier services to your Teams experience. Your end user doesn't know the difference, there is no change in user experience when using Direct Routing.

Microsoft does offer voice directly with no third party involved, but there are a number of deficiencies and inadequacies with their solution: Confusing pricing plans, lack of true 911, no call recording, lack of international, lack of true support (you can't call them), lack of advanced features, no contact center, no operator interface, etc.

Licensing with Microsoft is not straightforward, and Business Voice comes with a number of a la carte fees, including a phone system license, audio conferencing, and domestic and international calling plans.

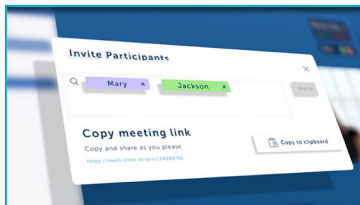
Packet Fusion understands the Teams ecosystem and can guide you to the right solution. If you want to be 100% in the cloud with Teams, let us show you the options. If you want to keep your premise Mitel Connect system and interface that with the Teams client, let us show you how.

We would love to show you the options.

Please reach out to Matt Pingatore at mpingatore@packetfusion.com or 650 292-6005.

MiCloud Connect Customer?

Mitel MiTeam Meetings Available at No Cost



Start meetings face-to-face with [MiTeam Meetings](#), the new upgraded meeting experience you can launch directly from Teamwork, and it's available at no cost to MiCloud Connect customers. For those of you who are premises customers, this will be available to you at the end of the year. MiTeam Meetings delivers real-time video conferencing that brings chat, voice and video into one seamless cloud application. It requires no additional setup, and you can use your existing Mitel login credentials.

Schedule your next meeting on MiTeam Meetings!

[Watch and share the training video](#) to get started.

Vendor Spotlight



**So you think you know Zoom?
Take another Look.**

Packet Fusion offers Zoom in our portfolio. You probably know that Zoom is one of the fastest growing virtual meeting platforms in the world. You might also know that its founder, Eric Yuan, and most of his management team came from Cisco's Webex development group. They launched their video meeting solution in 2014 and they are now one of the leading apps of choice for businesses of all sizes and for individuals wanting to connect socially.

In 2017, Zoom achieved unicorn status, having reached a \$1 billion valuation. They did this largely through a strategy of attracting users with a robust free tier. Over the past few years, the trend toward a distributed workforce further increased the demand for online meetings, and of course the pandemic put an exclamation point on that trend.

But what you might not know about Zoom is that their video-first unified communications platform also delivers voice, webinars and chat across desktops, phones, and mobile devices. They even offer solutions for enterprise conference rooms and browser extensions, and they have a web client that allows meeting participants to attend meetings without having to install the Zoom app.

Zoom Phone

[Zoom Phone](#) is Zoom's cloud phone service and was launched in the United States and Canada in January 2019. It's now available in 17 countries, with beta service in 24 more. Zoom Phone enables users to make and receive calls, share content, participate in video meetings, and send chat messages from the Zoom desktop and mobile apps. You can also elevate phone calls to a Zoom Meeting without having to hang up and dial-in to a separate conference bridge.

"Zoom is expanding its channel reach by adding a trusted and well known valued added partner in Packet Fusion. With extensive experience deploying premise based, IP-PBX, and cloud telephony solutions, as well as video communication technologies for more than 15 years, Packet Fusion has already delivered what Zoom considers most important in the business world—Happy Customers."

- Laura Padilla, Head of Channels & Business Development at Zoom.

Get to know Zoom better on July 30 when we welcome Josh Stanley, Zoom's head of Strategy & Enablement for Zoom Phone. Register below.

July Lunch & Learn with Zoom: The Zoom Phone Experience



Presented by:
Josh Stanley, Head of Strategy & Enablement, Zoom

Thursday, July 30, 2020
12:00 PM, PDT

[Register here](#)

You won't want to miss this opportunity to hear Josh Stanley, Zoom's head of Strategy & Enablement for Zoom Phone as he discusses how Zoom can accelerate your journey to the cloud. You will also see a live demo and hear how Zoom Phone delivers an enterprise level phone system that is secure and reliable.

New Tech Talk Video

SSL Certificates Part 3 - Mitel MiVoice Connect Edge Gateway and Mobility

Packet Fusion's Principal Solutions Architect, Sushant Shirodkar, covers:

- Certificate requirements for Mitel MiVoice Connect Edge Gateway
- How to install SSL certificates on the Edge Gateway appliance and on the MiVoice
- Connect Mobility Appliance
- Best practices for certification imports

View the entire series of Tech Talk videos on [YouTube](#).

We'll be adding to this playlist on a regular basis, so subscribe to our channel and you won't miss any!



Let Packet Fusion Show You the Way to the Cloud with our Advisory Services

In the last two months, more digital transformation has happened than over the last two years, according to Satya Nadella who is the Microsoft CEO. There's no question that these are challenging times for businesses today. Moving to the cloud enables seamless teamwork, greater efficiency and is cost-effective. It's been on everyone's radar for years now. But some businesses have delayed their decisions to make the move, either because they didn't see it as an urgent need, didn't understand why it was important, or simply didn't know where to start. While they were missing out on real game-changing benefits, they were still able to do business.

The global pandemic created a massive shift to remote work. Almost overnight, we saw it unfold in real-time. Customers who had already transitioned to the cloud were able to adjust to the new normal quickly and seamlessly. Those who hadn't, scrambled to enable

basic communications for home offices and remote locations. We were able to quickly help customers get their teams up and running virtually, but that's not an ideal way to make the move to the cloud.

Remote work and distributed workforces won't go away when the pandemic is under control--the way we work has transformed forever. As cloud advisors, we're here to help you understand why the cloud matters and what it can do for your business.



With many years of expertise designing and implementing solutions from the leading providers in the world, we learned what works, what doesn't, and how to get you where you want to be.

[Here are the five reasons you need a cloud advisor](#)

Customers are Saying...



"Provided excellent, immediate resolution to our call not forwarding problem with a user."

Donald, TLCD Architecture



"The wait time is short, within 5 minutes. The support engineer is knowledgeable, and he resolves the problem quickly. I am satisfied with Packet Fusion's support services."

Tuan, Marshall B. Ketchum University



*"Munir is the man!
So knowledgeable and easy to work with!"*

Greg, City of Yucaipa



"Quick Response. Thank You!"

Mikhail, Golden State Warriors

Genesys CX Virtual Tour: July 16, 2020

When: July 16, 2020

Time: 2:00 PM EST

Register Today

If you are exploring options for improving your customer experience and keeping up with ever-changing customer expectations, join Genesys for an interactive session that will show you how fast and straightforward the change can be.

Make more Informed Decisions: Check out the Info Gallery

In our [Info Gallery](#) we're always adding new content to our curated collection of resources, training and news on the technologies you care about: cloud, contact center, business telephony, SD-WAN, security and collaboration.

Check out recordings of past Lunch & Learns [here](#).

Be sure to follow us on one of the channels below and visit us on [YouTube](#) or at www.packetfusion.com to stay updated.

CONNECT WITH US

