



# Partner Playbook



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Visit: [www.UniVoIP.com](http://www.UniVoIP.com)

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UniVoIP is the only unified cloud communications provider that delivers a CEO-level experience at every customer and partner interaction.

This playbook will help you qualify and successfully close UniVoIP sales to bring your customers superior cloud communications with the support to match.

We know you have the opportunity to sell other cloud communications services. This playbook shows you why having UniVoIP in your arsenal will be the game-changer for your business.

If your customers are looking for:

- ✓ A reliable solution supported by excellent customer service
- ✓ A customized solution to solve their unique levels of complexity
- ✓ Bleeding-edge products to level-up their cloud communications
- ✓ An unwavering support team full of expertly trained, time-tested engineers

Then UniVoIP is the no-brainer.

With UniVoIP, you'll:

- ✓ Delight your customers with cloud-native technology tailored to their businesses
- ✓ Become the lifelong resource for your customers' cloud communications needs
- ✓ Never struggle with carrier support systems again

UniVoIP delivers Unified Cloud Communications, Omnichannel Contact Center, Virtual Conferencing, Direct Route for Microsoft Teams, and SD-WAN solutions to keep businesses intuitively connected with secure, cloud-native architecture, a bench of dedicated experts, and a user-friendly experience.

Satisfaction is what we sell. Providing excellence in unified business communications is what we do.



We believe that companies have withstood poor customer service from carriers that are cavalier with their business for too long.

We aim to not just deliver user-friendly, secure, affordable cloud communications technology but to show both our partners and their customers that working with a provider can be a positive, helpful, and welcome experience.

UniVoIP is the last cloud communications solution your customers will ever need. We guarantee near-total customer success for our partners because of our historic, industry-low churn rate.

[Learn more about UniVoIP at our website](#)



# 2005

UniVoIP emerged in 2005 – driven by experts in the cloud communications field who have been leading innovation for decades.

Powered by a team with 40 years of experience, UniVoIP is the pioneer in hosted VoIP and UCaaS for businesses nationwide.

Diversity is the key to our strength. At UniVoIP, inclusion is critical to achieving our company goals and creating a customer experience like no other. Recognizing our differences, embracing unique talents, and celebrating varying ideas is integral to developing and retaining a team that succeeds together.

Our culture code is simple. We believe in the well-being and the success of every staff member, partner, and customer, and we pursue excellence in every aspect of our business operations. We promote creativity, encourage leadership, respect human decisions, and uphold the highest standards of integrity. This commitment enables us to deliver unmatched value to our customers.





## Direct Route for Microsoft Teams

### *A true unified communication solution*

UniVoIP offers a purely cloud-based Direct Route calling solution for PSTN connectivity – powered by a platform and network that is resilient, redundant, and purpose-built for MS Teams.

It delivers calling services directly to customers' Office 365 tenants – eliminating the need for any premise-based appliances, local trunks, or third-party clients. Our solution is embedded and inherent within the Teams client, making Microsoft Teams a true unified communications solution.

We can also overlay other non-Microsoft features and services such as faxing, analog, paging, and hybrid UCaaS and contact center, making Teams a true enterprise-grade PBX phone system.

**The opportunity for skyrocketing sales by selling Direct Route through UniVoIP is huge.** Microsoft owns 50% of the collaboration market, but only about 12% are using Teams for calling. UniVoIP is among just a handful of suppliers that offer Direct Route via a purpose-build-for-Teams platform.

**This differentiation eliminates additional costs, equipment, third-party clients, and the associated points of failure.**

With Direct Route through UniVoIP, you'll be able to:

- ✓ Streamline your clients' Microsoft Teams integration
- ✓ Enable your customers to make, receive, and transfer calls to and from landlines and mobile phones – all natively from within the Teams app
- ✓ Deliver maximum collaboration and productivity on any device
- ✓ Enable your clients to connect with customers, hold cloud-based conversations, work together in files, call, and meet in Microsoft Teams
- ✓ Provide your customers a geographically redundant, resilient, and scalable platform
- ✓ Offer a fully virtualized, cloud-native calling platform that helps them maximize their Microsoft investment

## Direct Route for Microsoft Teams continued

### Subscription Plans

- ✓ Unlimited User Plan
- ✓ DR for MS Teams User Telephone Number
- ✓ Unlimited U.S. and Canada Calling
- ✓ Call Session
- ✓ E911
- ✓ Number Porting
- ✓ Project Management
- ✓ 24/7/365 U.S.-Based Support

### Enterprise Plan

- ✓ DR for MS Teams User Telephone Number
- ✓ Plus Call Sessions
- ✓ Plus Long Distance Usage Bundle
- ✓ Plus Toll-Free Number and Usage (if any)
- ✓ E911
- ✓ Number Porting
- ✓ Project Management
- ✓ 24/7/365 U.S.-Based Support

[Learn more about Direct Route for Microsoft Teams at our website](#)



## OfficeConnect™ Cloud-Based Phone Systems

- ✓ Unified voice, conferencing, messaging, fax, and more
- ✓ Best-in-class audio and video conferencing
- ✓ Enable your clients to communicate from anywhere on any device
- ✓ Encrypted voice packets for secure and private discussions
- ✓ User-managed presence and communication through our mobile applications and desktop interface

[Learn more about OfficeConnect™ at our website](#)





### UniBridge Virtual Conferencing

- ✓ A download-free, virtual conferencing solution designed to accelerate business communications across the world
- ✓ Break down geographical boundaries to create powerful team meetings that inspire productivity
- ✓ Screen and file-sharing capabilities, meeting logs, timestamps, summaries, and custom branding

[Learn more about UniBridge at our website](#)



### Omnichannel Contact Center

- ✓ A 100% scalable cloud contact center solution
- ✓ Multimedia engagement, business intelligence, collaboration, mobility, and analytical tools
- ✓ Customer service delivered seamlessly across all touchpoints, including SMS, email, SM, web chat, voice, and self-service
- ✓ Hosted and managed on a single platform

[Learn more about Omnichannel Contact Center at our website](#)



## Software-Defined Wide Area Networking (SD-WAN)

- ✓ More reliable, scalable, and better equipped to support a globally dispersed workforce than VPN-based WAN
- ✓ A more cost-effective and operationally agile solution than MPLS
- ✓ Streamlines WAN management and scalability while reducing overall CapEx and OpEx
- ✓ Boost usable capacity and improved resiliency at a lower cost per megabit
- ✓ The perfect solution for customers with a global footprint looking to replace the unpredictable internet
- ✓ Reduced WAN costs and enhanced WAN performance

[Learn more about SD-WAN at our website](#)



## UniVoIP Phones

- ✓ VoIP phone systems to help customers communicate like modern businesses
- ✓ A unified voice and video communication experience
- ✓ Best-in-class desktop productivity for corporate executives and managers
- ✓ Polycom VVX Business Media Phones
- ✓ MiVoice 6900 IP Phone Series
- ✓ DECT TECH Cordless Business IP Phone

[Learn more about UniVoIP phones at our website](#)



## Conferencing and Peripherals

- ✓ Video collaboration bundles enhance your clients' ability to communicate internally and with customers
- ✓ Video conference bundles featuring MiVoice, RevoLabs, and more
- ✓ Voice conference bundles with MiVoice and RevoLabs
- ✓ IP conferencing units from MiVoice and Polycom
- ✓ Peripherals include Mitel programmable key modules and the AudioCodes MP-202 analog fax adapter

[Learn more about Conferencing and Peripherals at our website](#)



## Secure Softphones and Apps

- ✓ The innovative, screen-based Receptionist IP Console puts the benefits of a hardware console on the attendant's PC screen
- ✓ Eliminate the delays and inefficiencies of paper-based fax processes with UniFax

[Learn more about Secure Softphones and Apps at our website](#)

## Your customers that will love UniVoIP are:

1. Businesses with seats in:

- ✓ 50-500
- ✓ 501-1999
- ✓ 2000-3000
- ✓ 3000+

2. Any customer your other providers are afraid to tackle. We do best with customers other carriers shy away from.

3. Complex or outside-the-box customers. Those businesses are our sweet spot.

4. A customer you can't afford to take a risk with. Give us your most sensitive cases.

5. Any customer looking for integrations such as with CRMs or ecommerce.

6. Banking, medical, or contact center businesses – although we work with businesses across any vertical.

7. Any customer already leveraging or looking to migrate to Microsoft Teams.

8. A business that wants a custom solution and wants to have a say in how that solution is tailored.



## Is your customer...

- 1 Asking about migrating to Microsoft Teams?
- 2 Looking to solve a complex problem in their enterprise?
- 3 Trying to implement a solution that will easily scale across thousands of seats?
- 4 Seeking to add layers of solution integration?
- 5 Mentioning any failed relationships with other cloud communication providers?
- 6 Burned from past experiences with cloud communications technology?
- 7 Worried there's no provider that can handle their level of complexity?
- 8 Asking about customizable aspects to a cloud communications solution?

**Then UniVoIP is perfect for them.**



Simple and affordable cloud-based unified communication solutions for your customers.

Contact us for robust hardware and software that supports mobility, maximizes efficiency, and lowers operational costs.