The Teams Ecosystem: From Collaboration Hub to Revenue Engine

Unlocking growth, security, and innovation opportunities for the modern MSP and ISV.

ChannelPartners.net

The Digital Fabric of Enterprise Growth

Teams has evolved beyond chat to become the digital fabric of the enterprise. For partners, this scale represents a shift from deploying seats to managing outcomes.

4.1 Billion
Meeting Minutes / Day

400% Growth
in Frontline Workers

320 Million+
Daily Active Users

ChannelPartners.net

Microsoft Teams Calling Options: A Spectrum of Simplicity to Flexibility

Calling Plans

Simplicity

Microsoft is the carrier. Fast deployment, lower margin control.

Operator Connect

Balance

Carrier-managed infrastructure. Integrated directly into Admin Center.

Direct Routing

Flexibility

Partner-managed SBCs. Maximum customization for complex needs.

The Trade-off: Ease of Deployment vs. Margin Control

Operator Connect vs. Direct Routing Battle Card

Operator Connect

- Best For: Mid-sized clients (100–500 users).
- Pros: Cloud-managed, vetted carrier ecosystem, easier integration.

Direct Routing

- Best For: Enterprises (500+ users) & complex analog needs.
- Pros: Bring Your Own SIP Trunk, granular control, high margin potential.

The Differentiation Play: Custom Apps & Automation

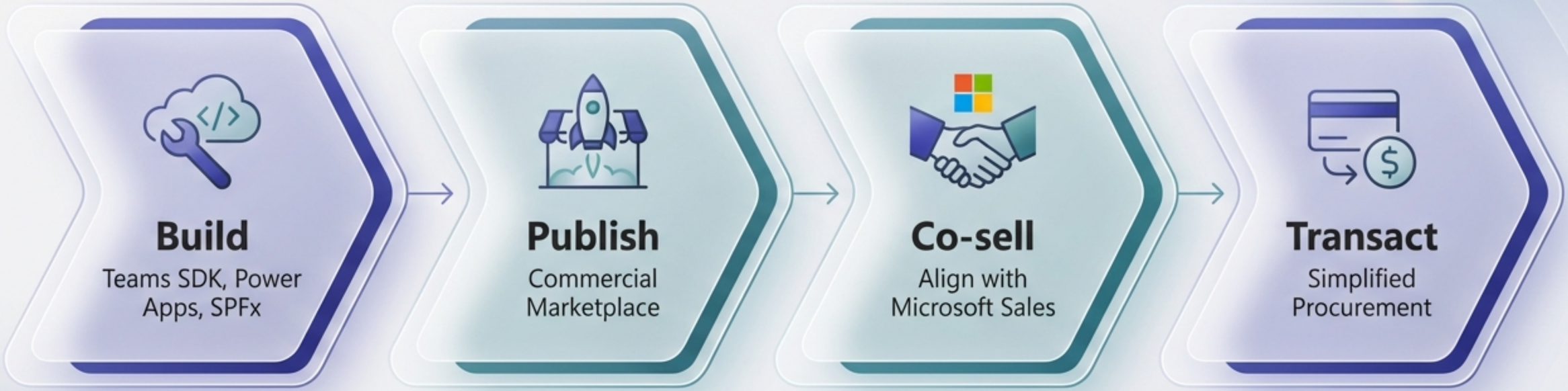
The Commodity:
Chat, Meetings, Files

The High Margin Opportunity

Real-World Examples

- **John Cockerill:** Streamlined business processes.
- **Beyond Intranet:** HR Directory 365 & Employee Onboarding.

The Journey: From Build to Transact



Accelerators: Marketplace Rewards & ISV Success

ChannelPartners.net

Pillar 3: Security as a Service

Defender for Business
(Endpoint)

Zero Trust Architecture
(Identity)

Intune
(Device Management)

Microsoft 365 Lighthouse:
Multi-tenant management to secure SMBs at scale.

ChannelPartners.net

"Education isn't a one-time rollout. Governance is an ongoing managed service."

ChannelPartners.net

The Champion Model

Gamification
(Badging & Rewards)

Train the Trainer
(Scale Knowledge)

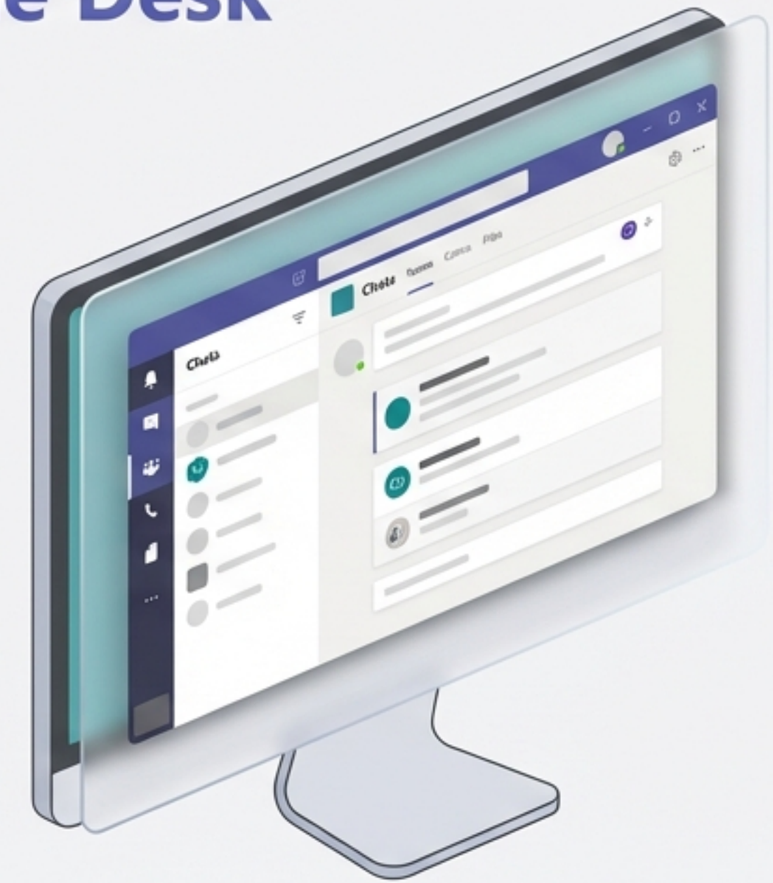
Identify Champions
(Early Adopters)

KPI
Microsoft Adoption Score

95/100 ↗

ChannelPartners.net

The Desk



The Field

400% Growth in Frontline Usage ↗

ChannelPartners.net

Total Economic Impact (TEI)

Selling Outcomes, Not Just Licenses.

17.3%

Reduction in Emails

15 Minutes

Saved / Day (Co-authoring)

18.9%

Reduction in Meetings

ChannelPartners.net

The Partner Roadmap: Monday Morning Actions

- [ ] **Connectivity:** Define Voice offering (Calling Plan vs. Direct Routing).
- [ ] **Standardization:** Implement Microsoft 365 Lighthouse.
- [ ] **Differentiation:** Build or Buy IP (Marketplace apps).
- [x] **Consultative Selling:** Sell Business Outcomes (TEI).

ChannelPartners.net

Become the Trusted Advisor.

Connect the workforce.
Extend the platform. Secure the data.

Visit **ChannelPartners.net** for
Voice & Security Resources

ChannelPartners.net