



# Westcon | Cloud Connect

Direct routing simplified.  
Communicate, connect and collaborate together.

Westcon 

# A complete cloud calling service that enables direct routing with Microsoft Teams, enabled by Ribbon Connect and supported by Poly

Customers today use multiple communication platforms but are looking to consolidate these into a single service. They need a complete cloud service that connects Teams Calling and offers it via a per user, per month billing model... Westcon | Cloud Connect offers just this.

## **Communications your way**

The use of Microsoft Teams has grown exponentially during the pandemic, and customers are now looking for a cost-effective and straightforward means to use Teams as their primary voice dialling platform. This is possible with Westcon | Cloud Connect, where we have added Ribbon Connect to Microsoft Teams and attached Poly headsets and speakerphones.

Westcon | Cloud Connect marries the richest features, functionality, and devices into a single service to make Teams calling a reality. With flexible billing via an OpEx model, an easy to deploy interface and hassle-free maintenance, it is the perfect solution if you need to simplify and consolidate your communications.





## No strings. Just calls.

Westcon | Cloud Connect can be added to existing infrastructure and scaled up and down on demand without capacity or infrastructure limitations. With Westcon | Cloud Connect, you can easily scale when demand changes, whenever needed with no lock-in via long-term commitments or contracts.

A built-in-the-cloud solution means there are no hardware assets to sweat, and it seamlessly connects the power of Microsoft and Ribbon. Big plus... Westcon | Cloud Connect is competitively priced and has local support. It is the perfect solution for businesses adopting a mix of working from home and hybrid working models.

Why? Because it cuts the strings-attached nature of fixed-line calling environments and gives employees a communications environment that follows them wherever they are, whatever device they are using, and so they are always connected.

# Get to know your workforce



## Connected Executive

Connected executives are tech-savvy business drivers who go wherever needed to make decisions and solve problems. Due to the fact that they are so versatile in their work style, their pain points include diversions, interruptions and unpredictable background noise. They use more communication tools any other than any other persona, so they have to stay connected across all devices.



## Road Warrior

Always on the move, road warriors work outside of the office more than 50% of the time. Due to their constantly changing environment, their pain points include noise on calls and unreliable connections. They also travel light, so they want solutions that are highly portable and easy to use.



## Flexible Worker

The flex worker splits time between the corporate office, a home office and travel. They are always innovating and adapting their communications channels. Due to frequent remote and on-the-go work, pain points include difficulty collaborating with colleagues and missing important information in the office. The flex worker needs to be "always-on" and communicate across several devices.



## Remote Collaboration

Working from a home office or a remote center, the remote worker has fewer opportunities for in-person meetings and more challenges to successful and productive collaboration. Remote workers depend on multiple devices, unified communications and technologies to bridge the gaps between them and their colleagues, co-workers and clients.



## Office Collaborator

The office collaborator has an office-based work style, is highly collaborative and open to new technology. As many of office collaborators work in open office spaces and spend the majority of the day at their desk, their pain points include background noise and constant disruptions. They want to seamlessly manage their communication across devices.



## Office Communicator

As a more traditional work style, the office communicator is most comfortable with familiar systems and devices (like a desk phone). Due to the high percentage of time they spend communicating in the office, their pain points include being interrupted by interruptions, background noise and lack of privacy on calls.

## Choose a CCX phone



## + choose a headset for your phone



# Purchasing Westcon | Cloud Connect

Westcon | Cloud Connect is hybrid hosted solution that brings all the functional elements of communications directly to the device and location of your choice in a Software-as-a-Service model that is easy to deploy. It is the answer to cloud calling with Teams.

Available in various bundles, you can choose the package best suited to your customer. The packages include:



## BUSINESS WIRED CONNECT

Perfect for the Office Communicator and Office Collaborator



## BUSINESS WIRELESS CONNECT

Perfect for the Flexible Worker, Road Warrior, Remote Collaborator and Connected Executive



## BUSINESS PHONE CONNECT

Perfect for the Office Communicator, Office Collaborator and Connected Executive



## ENTERPRISE WIRED CONNECT

Perfect for the Office Communicator and Office Collaborator



## ENTERPRISE WIRELESS CONNECT

Perfect for the Flexible Worker, Road Warrior, Remote Collaborator and Connected Executive



## ENTERPRISE PHONE CONNECT

Perfect for the Office Communicator, Office Collaborator and Connected Executive

# What is included?



Microsoft Business License  
PLUS "Business Voice" add on  
OR  
Microsoft Enterprise License  
PLUS "Phone System" add on



Ribbon Connect  
Teams Trunk License  
OR  
Ribbon Connect  
Teams with PBX Integration License



Wired / Wireless Headsets  
OR  
Wired / Wireless Speakerphones  
OR  
Native Teams Desk Phones  
\*optional headsets available for desk phone

Customers must ensure there is a SIP provider with SIP trunks in place prior to taking on the Westcon | Cloud Connect service.

# What can Westcon | Cloud Connect do for your business?

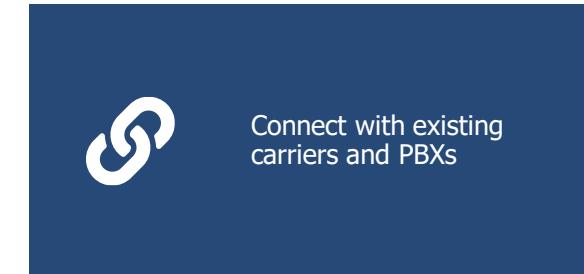
Leveraging the power of Microsoft Teams, available in Office 365, Westcon Cloud Connect allows you to unlock the full remit of features available in Teams. Features include:



Automated  
roll-out



Instant  
deployment



Connect with existing  
carriers and PBXs



Includes Teams & PBX  
integration to SIP trunks



Ribbon Connect is Microsoft  
Certified for Direct Routing



Fully managed cloud service  
with a self-service portal



Ideal for cloud PSTN  
deployments



Streamline communication  
processes all through Teams



Microsoft 365 up-to-date  
Office apps including all  
Teams features and security,  
along with access to your  
files anywhere you go.

Westcon Cloud Connect brings together the full power of Microsoft Teams. Yes, that is the full, unfiltered version of Teams that is then coupled with Ribbon. It is a simple, per user, per month\*, risk-free solution. Because of Ribbon's seamless interoperability with Poly, the entire solution is simple to deploy and use, flexible to up or down-grade, and maintenance is a cinch – because it comes with Microsoft simplicity. Awesome software. Incredible audio ware. Equal exceptional communications.

\*Microsoft and Ribbon Connect are billed for monthly (OPEX), Poly hardware is purchased upfront (CAPEX)



## We make Teams Direct Routing simple

You can add voice services to your Teams deployment by moving to Teams Direct Routing in either a complete, partial or hybrid method. With Westcon Cloud Connect, we have done the heavy lifting for you and combined Teams with Ribbon Connect so that you can skip the intricate hardware and configuration requirements usually associated with direct routing.

When deployed, you can scale out Teams for all your communications needs, including voice calls without phone lines. By attaching Ribbon Connect to your base Microsoft licenses, adding the call function service, a SIP line, and a Poly headset or speakerphone – you move the office to wherever your user is.

Westcon Cloud Connect is a 24/7 service 100% supported by a central NOC – 24/7, and you can choose to integrate it to your existing PBX or Cloud unified communications service or blend the two. It's your choice. Plus, there are no minimum quantities, no minimum spend, and all purchases are billed per user per month\*.

\* Microsoft and Ribbon Connect are billed for monthly, Poly hardware is purchased upfront.





## Microsoft Teams

Teams is a true unified communications tool that users can use to collaborate and communicate with customers, partners, and colleagues. It negates the need to switch between tools to complete tasks and is a centralised environment from which to respond to a message, share a file and follow up with a call. Today over 500,000 organisations use Microsoft Teams as their default messaging platform.

## Ribbon Connect Direct Routing for Teams

A longstanding relationship with Microsoft and the most extensive portfolio of Microsoft-certified session border controllers (SBCs) available for Microsoft Teams. Means Ribbon is the perfect partner to move your Teams environment from a single-user one to an enterprise-grade communications offering. A Ribbon SBC will seamlessly connect your IP-PBXs and cloud unified communications solution to a dial tone provider (fixed-line operator). Built with security at its core, Ribbon Connect delivers an intuitive web portal to help simplify integration. And it is all available via Westcon's Cloud Delivery platform BlueSky.

## Work the Poly way

Poly devices are designed to fit the unique workstyles of every person in an organisation. Its solutions have been developed to match the audio and video requirements of a vast array of needs – not just cookie-cut to one specific need and then tailored via a price point. Westcon has chosen Poly as our audio and video specialists for Westcon Cloud Connect because of this very attention to detail. Not only can you select a device that meets your budget, but you can also select one for the unique persona of an individual in an organisation.

Poly is the only vendor in the market to cover the full range of products, from headsets, video and conference products to desktop, software and services. Moreover, Poly has the largest portfolio of certified devices for Microsoft Teams.



## A holistic portfolio

With Westcon | Cloud Connect, you get the best of all worlds. All the features of a traditional unified communications solution coupled with the flexibility of a cloud-based SaaS offering. When combining Teams, Ribbon Cloud and Poly devices, you also no longer need to shop around. You are assured of a solution built for purpose, 100% integrated, and a seamless user experience. Communicating become one-click simplicity, and the device you use no longer matters.



# What can Westcon do for your business?

Leveraging the power of Microsoft Teams, available in Office 365, Westcon Cloud Connect allows you to unlock the full remit of features available in Teams. Westcon also offers additional services and support, including:

## Dedicated account management

Specialists for each technology element in this bundle, we give you the peace of mind that you can meet your client's need through our focus on customer service and our comprehensive knowledge of each vendor

## Education services

We deliver certified and bespoke training courses via the Westcon-Comstor accredited Microsoft Learning Centre so that you can provide superior accredited services.

## Support services

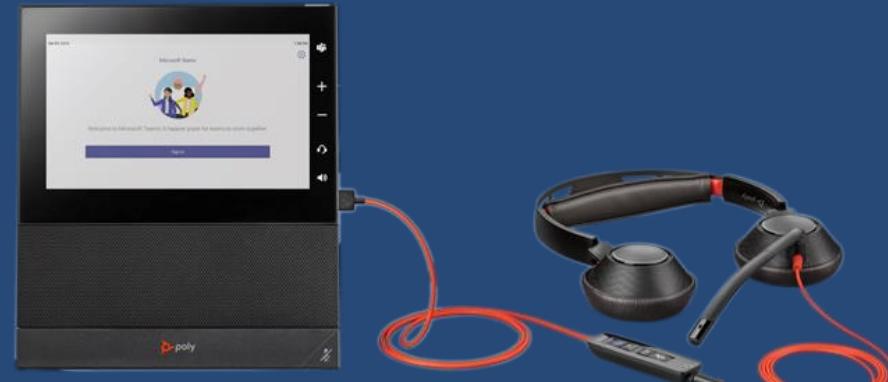
Our pre-and post-sales teams will support you with remote or onsite technical support for projects, ongoing maintenance, or solution delivery and your client never needs to know we were there.

## Professional services

We will assist by packaging tailor-made services that are customised around your bespoke solutions and technologies as well as Westcon | Cloud Connect so that you can up the delivery stakes when dealing with customers.

## Supply chain services

A global distributor with a local focus, our supply chain services extend to every corner of the world and include project management, integration and reverse logistics services





# The Cloud Connect difference

**So simple. If we were to list the reasons you need to get Westcon | Cloud Connect, let's start here!**

- Simple for YOU to deploy – No deployment costs
- Flexibility OPEX billing for Ribbon and Microsoft CSP (Poly devices billed once-off)
- Established brand synergies endorsed by Microsoft, Poly and Ribbon
- No minimum quantities of users or value of spend required
- No long-term commitment – you flip the switch
- Secure in the cloud
- No technical expertise required





Think you may need this? Well then,  
give us a call. Oh, unless you don't  
have Westcon | Cloud Connect, then  
pop us an email and we'll sort it.  
The calling part of this, that is!



[contact.ssa@westcon.com](mailto:contact.ssa@westcon.com)



Microsoft Teams



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