

# Global cloud telephony in Microsoft Teams is a \$47 billion opportunity for partners like you

Many large enterprise and multi-national organisations waste countless hours managing telephony systems and suppliers. Now, the acceleration in adoption of cloud telephony and the exponential growth of Microsoft Teams combined has created a unique opportunity for partners to address these challenges.

Read on to understand how LoopUp can help you unlock this huge revenue opportunity



## The global cloud telephony market

Cloud telephony has been steadily growing in popularity for a number of years. However, this industry is primed to explode, as organisations bring forward plans to unify telephony with remote collaboration technologies like Microsoft Teams, in a single unified platform



### What are the key drivers?

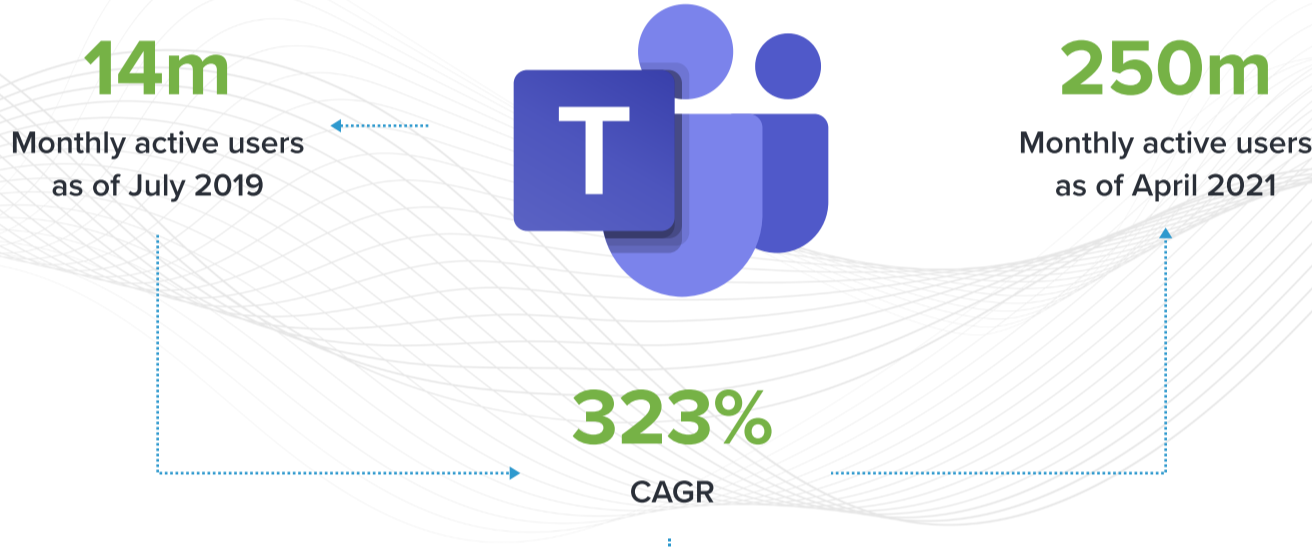
- Surge in adoption of cloud services**
- Increased acceptance of flexible working**
- Increased penetration of mobile devices**
- Opportunity to significantly reduce operational costs**

### The benefits of cloud telephony for multinational customers

- Mobility & flexibility**  
Allow users to work from any location
- Increased productivity**  
Advanced features designed to make work simpler
- Reliability & security**  
A secure global architecture with a single SLA
- Cost efficiency**  
A predictable monthly charge for all services

## The rapid growth and ubiquity of Microsoft Teams

Microsoft Teams adoption has increased by **323% CAGR over the past 2 years**, exceeding all analyst projections. As the 'front end' of Office 365 and as an integrated part of new Windows Operating Systems in the near future, its huge growth is set to continue



24 organisations have more than 100,000 users of Teams

Around 3,000 organisations have more than 10,000 users

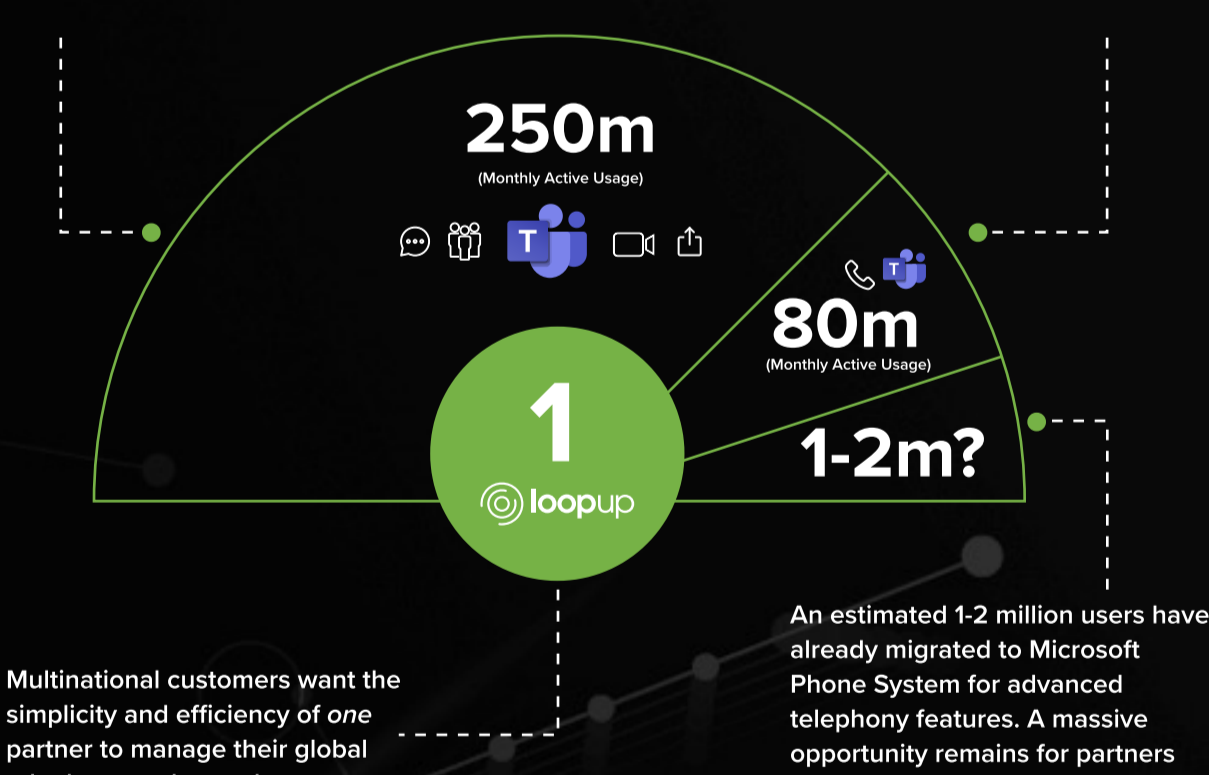
## The opportunity

We have nearly **80 million** monthly active Teams Phone users, with total calls surpassing **1 billion** in a single month this quarter, and **we're just getting started**

Satya Nadella  
Microsoft chairman and CEO – 27th July, 2021

The addressable market of Teams collaboration users, ready to consider voice in Teams is huge

Usage of voice in Teams is rapidly accelerating, but many customers are yet to adopt the advanced telephony features of Microsoft Phone System



Multinational customers want the simplicity and efficiency of one partner to manage their global telephony end to end

An estimated 1-2 million users have already migrated to Microsoft Phone System for advanced telephony features. A massive opportunity remains for partners to migrate their customers too

### Benefits of a single, cloud-based Teams telephony service for multinational customers

- A fully managed, high availability service**, without the overhead of managing disparate hardware systems and multiple providers
- One provider responsible for voice globally**, removes vendor conflict and improves customer service
- Simplified user management, billing and customer support**, through one easy to use interface
- Outsourcing critically important services** to a global Microsoft voice expert allows internal IT teams to re-focus on strategically important initiatives

## Why should we work with LoopUp?

Cloud telephony is a regulated practice globally. Service providers must be licensed with in-country regulators to be able to provide compliant, end-to-end telephony

67 Countries

LoopUp is licensed in more countries than any provider - and growing

- Premium voice network**  
Our global network is optimised for resiliency and performance, leveraging 20 carefully selected Tier-1 regional carriers for best-in-class voice quality
- Speed to market**  
Building infrastructure, developing relationships with telcos and becoming regulated globally is complex, time consuming and expensive
- Agility, experience & exceptional support**  
LoopUp's expert team handles the complexities of delivering a global telephony service including local tax, emergency services, number porting and management

LoopUp is ready to support you today.

#### Let's talk

If you're interested in finding out more about making your organisation's transition to Teams Calling, we'd love to speak to you. For further information, please visit: [loopup.com](http://loopup.com)