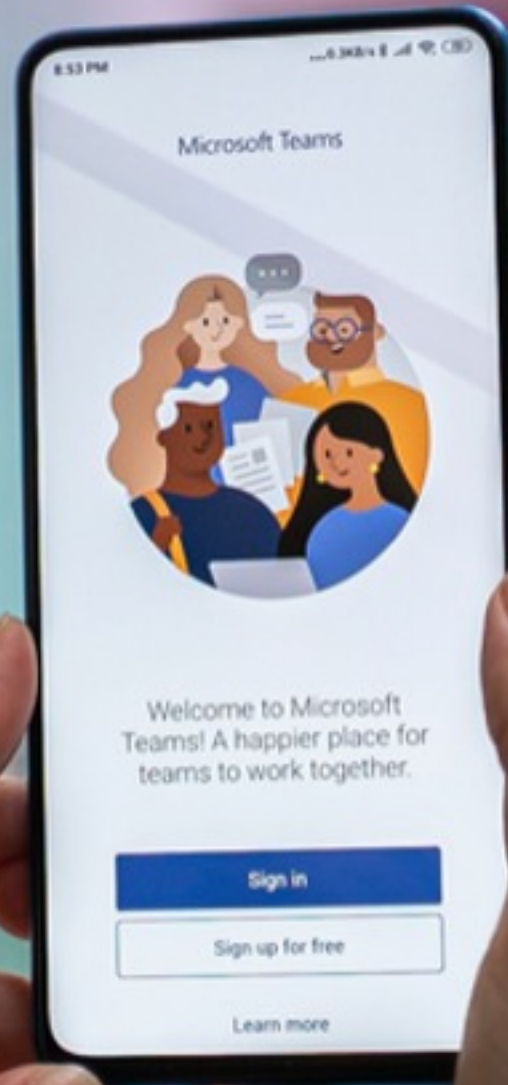dstny | Call2Teams

A case study in effortless integration.

How a smooth onboarding to Call2Teams gave Dream ICT a competitive advantage in their market.

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How it all started: Dream ICT onboarding of Call2Teams.

Outstanding support and an innovative product ensure a seamless onboarding experience.

Who is Dream ICT?

Dream ICT is a telecommunications provider based in South Africa specializing in PBX systems and communication solutions for businesses of all sizes. With a current user base of 350,000, Dream ICT focus on delivering reliable services while continuously innovating to meet customer needs.

Why they chose Call2Teams

The South African enterprise and public sectors are experiencing strong adoption of Microsoft Teams telephony, even though it remains a highly price-sensitive area. Dream ICT recognized an opportunity to serve as a Distributor, equipping resellers with the right tools to simplify the transition to Teams. After researching various products and testing Call2Teams, they chose Dstny as the best partner to support their growing business.

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Key challenges.

Five stand-out challenges faced by Dream ICT.

1 App limitations.

The overwhelming majority of the companies in Dream ICT's audience use Microsoft Teams for meetings and client communications.

This previously meant a lot of app switching for users when they needed to make a call, causing inefficiencies which in turn cost time and money.

2 Industry-specific needs.

Certain customer industries, like healthcare, need tailored solutions that balance cost-effectiveness with high reliability, as even minor disruptions could have significant consequences. Downtime had to be avoided at all costs as it often had severe consequences.

3 Cost sensitivity customers.

Locally, the expense of Microsoft licensing was cost-prohibitive for small and medium-sized businesses (SMBs) which often created a blocker to progression.

This cost sensitivity proved a challenge for Dream ICT as they tried to expand their audience.

4 Complexity in setup.

As traditional systems require multiple components and extensive technical expertise, they create a barrier for businesses seeking simple, reliable communication solutions. The complexity of integrating new systems with existing technology further complicates the process, making it difficult to adopt new solutions efficiently.

5 High operational costs.

Traditional telecommunication solutions required costly investments in PBX systems, SIP trunks, and multiple softphone apps. This created a financial burden, especially for smaller businesses, as users had to manage separate applications like Teams and UCaaS apps, adding complexity and operational costs.

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Solutions to the challenges.

Each challenge met, delivering real change.

1 Offering a single pane of glass.

By offering a single pane of glass, Call2Teams removes the limitations that arise when working with separate softphone applications. It provides a dependable, affordable solution that not only reduces costs but also ensures an uninterrupted workflow for customers.

2 Support and scalability.

The solutions were flexible enough to serve a range of businesses, from large enterprises to small practices, ensuring that diverse needs were met without excessive costs or technical hurdles.

3 Call2Teams Go for affordability.

The introduction of Call2Teams Go allowed businesses to operate without expensive Microsoft E5 licenses, making advanced features accessible to SMBs.

4 Seamless integration.

The ease of integrating Call2Teams into existing systems reduced onboarding time and technical complexity, ensuring minimal disruption. Thanks to clear communication, detailed documentation, and personalized support from Dstny, Dream ICT facilitated a smooth transition, even with remote onboarding across countries.

5 Adoption of Call2Teams and Call2Teams Go.

Call2Teams (and Go) offer a cost-effective and streamlined communication solution, eliminating the need for multiple third-party components. This not only simplifies their setup but also reduces expenses, making it an ideal choice for SMBs.

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Key outcomes and benefits.

Smooth onboarding and integration with a strategic growth advantage.

Smooth onboarding experience

With exceptional communication and guidance, Dream ICT were able to adopt Call2Teams smoothly, ensuring an efficient and hassle-free onboarding experience. Even though the onboarding was conducted remotely across countries, the implementation process was seamless, supported by clear documentation and personalized, professional assistance.

Ease of integration

The integration was fast and straightforward, a departure from the usual complexity of system setups. Call2Teams seamlessly fit into both technical and operational processes. Key features include rapid integration, no need for E5 licenses, and polished branding, making the product accessible and appealing to customers across various industries, from small businesses to large enterprises.

Competitive advantage

Through improved service and affordability, Dream ICT is now set to enhance customer satisfaction. As the first to offer Call2Teams (and Go) in their region, they will gain a competitive edge, attracting new customers and retaining existing ones. The solution's flexibility will also enable scalable growth, allowing expansion into new markets such as small businesses and healthcare providers.

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In Dream ICT's words

"The most impressive thing is the team behind the product. Everyone I've worked with has been approachable, professional, and supportive, which has been a pleasant surprise. The technical aspects, like the ease of integration, also stand out."

Leonard Nel
CEO, Dream ICT

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Best-in-class Teams voice integration without the complication.

We power thousands of service providers, tens of thousands of businesses and millions of users worldwide with Teams integration – helping deliver exceptional customer and employee experiences.

> **Effortless integration and management** – Get onboarded in days* and get users calling in under 10 minutes

> **The complete voice choice** – Proven, patented, certified and high-availability service that grows with you

> **Stellar development and support** – Backed by proactive development teams and world-class 24/7 follow the sun support

> **Powered by unique features and capabilities** – Including Call2Teams Go, TruState™ and AutoSync, Zero Touch Provisioning.

* Full white label onboardings time may vary.

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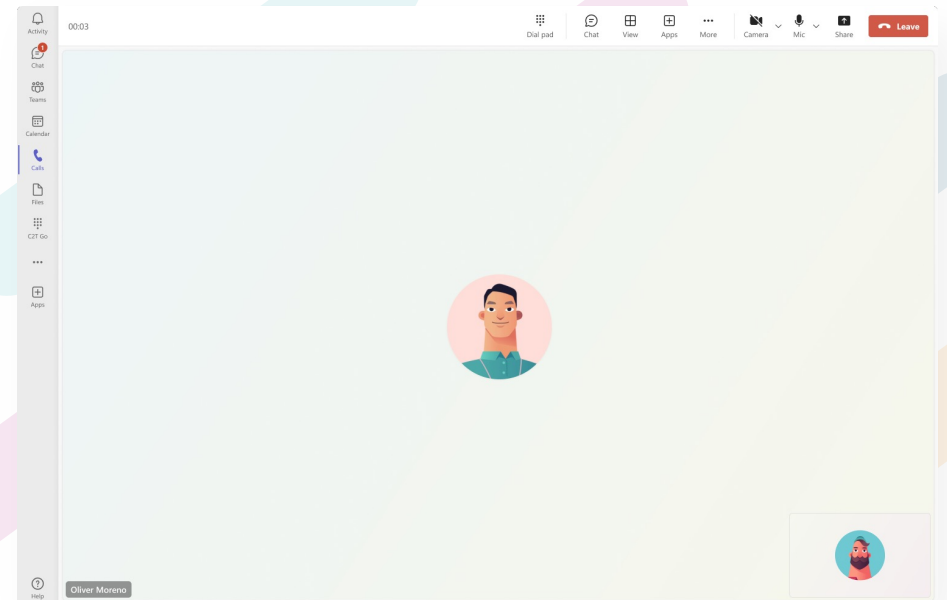
Simple native calling without additional licensing.

Create competitive differentiation and add real value to your customers, from Enterprise to SMB. No cross launching, no tenant Admin burden, no UX disruption for users. Just simple native calling.

> Out the box brandable solution or use our call initiator API to build your own application (Coming soon)

> Use all the core features Teams has to offer, including PSTN transfer, contact and call management, call recording and transcription.

> Localization in multiple languages – enhancing the experience for a wider set of users

> Seamless experience on both Desktop and Mobile
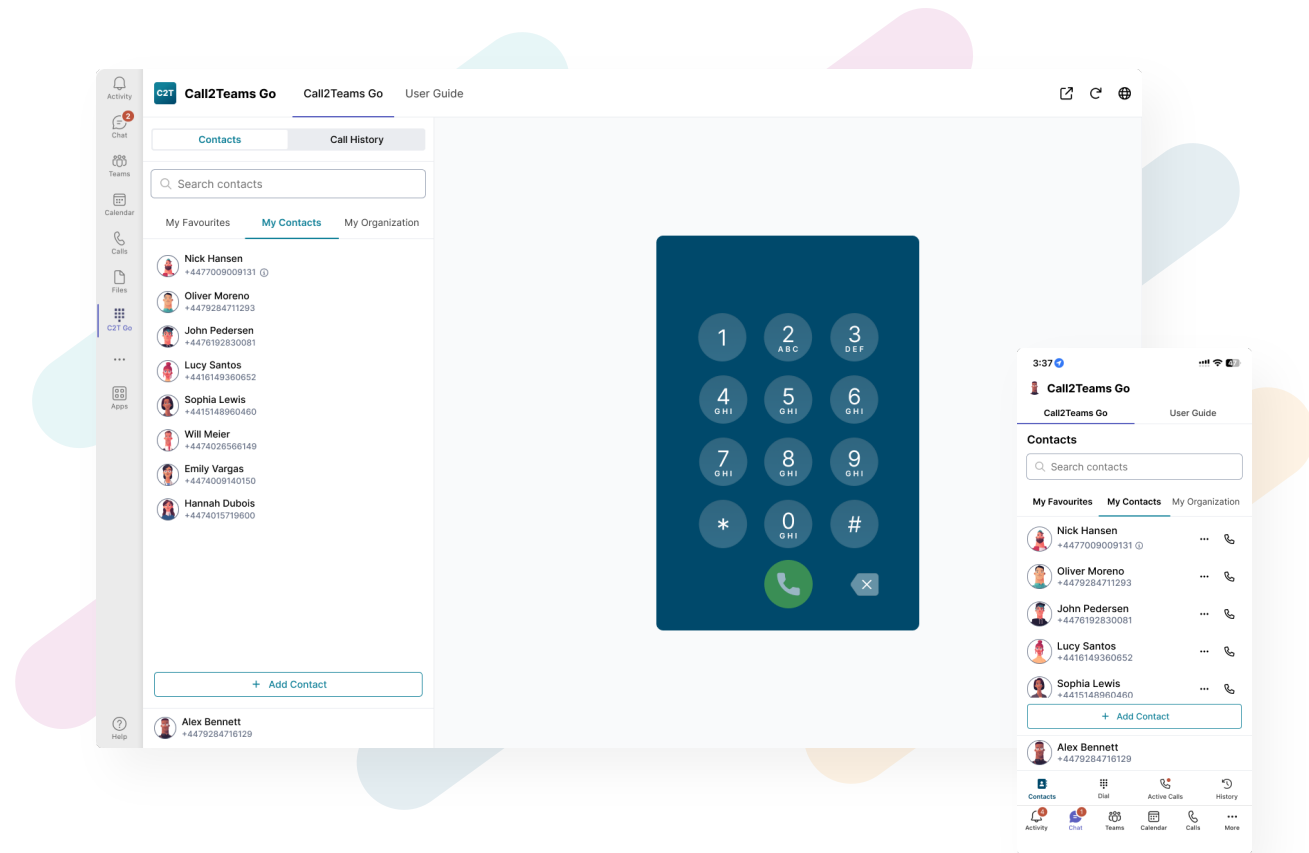
Thank you.

If you have any questions,
please contact Lee Hamilton,
PMM for Call2Teams.

Email: lee.hamilton@dstny.com
Website: dstny.com/call2teams

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