

AudioCodes Case Study



Customer: Algar Telecom

Website: www.algartelem.com.br

Location: CALA

Industry: Telecommunications

Customer Profile:

Algar Telecom, has a broad portfolio with telecommunications and technology solutions to serve corporate (B2B) and retail (B2C) customers in Brazil.

Challenges:

- Assist existing and new customers to migrate to Microsoft Teams
- Ensure reliable connectivity with PSTN and existing voice platforms

AudioCodes Solutions:

- [AudioCodes Live Cloud for Microsoft Teams](#)
- [AudioCodes SmartTAP 360° compliance call recording](#)

Benefits:

- Simplifies the creation of a hosted Microsoft Teams service
- Enables customers to migrate to Microsoft Teams simply and cost-effectively
- Delivered on a monthly subscription basis
- No need for investment in infrastructure and hiring of specialized staff
- Direct Routing as a Service plus optional applications and devices

Algar Telecom

Microsoft Teams voice connectivity and call recording delivered as a managed service

Algar wanted to offer its business customers across Brazil the ability to migrate their existing voice infrastructure simply and cost-effectively to Microsoft Teams and enjoy reliable voice calling on a monthly subscription basis. To make this happen, Algar chose the AudioCodes Live Cloud for Microsoft Teams managed offering to power the new service.



Background

[Algar Telecom](#), a member of the Algar group, has a broad portfolio with telecommunications and technology solutions to serve corporate (B2B) and retail (B2C) customers. The company offers ultra-fast internet access, quality cell phones, pay TV with special programming, voice, data, internet, IT and infra services, outsourcing, video and consultation media.

With 64 years in the market, it has a modern infrastructure, supported by a network of more than 55,000 km of optical fiber that currently serves more than 340 cities, in eight states of Brazil and the Federal District.

Algar identified an opportunity to offer its business customers the ability to migrate their existing voice infrastructure to Teams simply and cost-effectively.

AudioCodes Live Cloud for Microsoft Teams is a white-label service that enables service providers to build unified communications as a service (UCaaS) offerings based on Microsoft Teams.

Challenges

With many businesses across Brazil adopting or considering Microsoft Teams as their unified communications solution of choice, Algar identified an opportunity to offer its business customers the ability to migrate their existing voice infrastructure to Teams simply and cost-effectively. With its Direct Routing feature, Teams provides all the necessary functionality to be employed as a full PBX replacement system. However, to achieve that goal, Algar required specialist solutions and technical expertise.

Solution

Algar chose the [AudioCodes Live Cloud for Microsoft Teams](#) managed offering to power the new service. AudioCodes Live Cloud for Microsoft Teams is a white-label service that enables service providers to build unified communications as a service (UCaaS) offerings based on Microsoft Teams. This simplifies the onboarding of new Teams tenants, providing voice connectivity infrastructure setup (Direct Routing SBCs), customer onboarding, user lifecycle management and reporting tools.

AudioCodes provides the voice connectivity infrastructure setup (Direct Routing SBCs deployed in the Microsoft Azure cloud), customer onboarding, user lifecycle management and tools for monitoring, reporting and analytics, to help get the service up and running rapidly and simply, with Algar supplying the data connectivity and SIP trunk minutes.

AudioCodes Live Cloud for Microsoft Teams is available in two flavors enabling service providers to deliver the most suitable service to meet their customers' needs:

- **Hosted Essentials** – Microsoft Teams Direct Routing SBC as a service with automated tenant onboarding and ongoing management.
- **Hosted Pro** – Microsoft Teams Direct Routing SBC as a service with automated tenant onboarding and ongoing management, and comprehensive cloud-based management tools that enable the service provider to simplify Teams tenant management, user moves/adds/changes/deletes (MACD), and device management.

Algar selected the Hosted Pro Live Cloud option to enable its customers to enjoy a high-quality Teams calling experience as well as simplifying the onboarding process.

To complement the Teams calling service, Algar is also offering [AudioCodes SmartTAP 360° compliance call recording](#) delivered as a service from the Azure cloud to its business customers. With an increasing demand by regulators and companies themselves for reliable, high-quality call recording, Algar is now in a position to help organizations meet their organizational recording needs, whether for compliance, quality management or malicious calling tracking. SmartTAP is fully integrated with Microsoft Teams and enables calls to be captured seamlessly.

“Many of our business customers in Brazil are looking to Microsoft Teams to enhance productivity and collaboration and, in conjunction with AudioCodes Live Cloud for Microsoft Teams, we can help them achieve those goals in a simple and cost-effective way.”

Melissa Kefouri, Head of Agile Transformation at Algar Telecom

Results

AudioCodes' Live Cloud for Microsoft Teams has laid the foundations for Algar to build a robust hosted Microsoft Teams service without the need for investing in costly infrastructure or hiring specialized staff. Thanks to AudioCodes' extensive experience with Microsoft UC solutions and voice connectivity in general, as well as its broad range of Microsoft-certified technological solutions, Algar can focus its efforts on recruiting new customers and generating increased traffic over its country-wide voice network. On the other side, Algar's customers are able to achieve a smooth migration to Microsoft Teams calling without the headache of deploying and maintaining on-premises or cloud-based solutions.

“Here at Algar we pride ourselves on delivering innovative communications solutions to our business customers,” commented Melissa Kefouri, Head of Agile Transformation at Algar Telecom. “Many of our business customers in Brazil are looking to Microsoft Teams to enhance productivity and collaboration and, in conjunction with AudioCodes Live Cloud for Microsoft Teams, we can help them achieve those goals in a simple and cost-effective way.”

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