

**MICROSOFT TEAMS DIRECT ROUTING  
JOINT VALUE PROPOSITION**



**ADDRESSING ENORMOUS MICROSOFT INTELLIGENT COMMUNICATIONS MARKET OPPORTUNITY**

Arguably the most elegant collaboration platform around, Microsoft Teams is taking the market by storm. Launched in March 2017, Microsoft describes it as the “fastest growing application” in its history. Certainly, according to [Business Insider](#), Teams had 75 million daily active users in April 2020.

The market opportunity is enormous. Like cannibalising 65 million Skype for Business users, while taking on competitors such as Google Meet, Webex and Zoom, with many 100s of millions of users between them.

But the giant leap Microsoft has made is this: alongside conferencing, screen sharing, chat, federation and more, Direct Routing can completely replace on-prem and VoIP phone systems and PBXs. Company-wide. Locally and globally. At home or away. Yes, really.

However, while the average user can easily run a point-and-click Teams session, setting up Teams Calling and Phone System takes a little more technical knowhow.

And that’s where Tata Consultancy Services (TCS) and Tata Communications come in.



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