



**The Microsoft
opportunity that's
already sitting on
your platform**

dstny

EXECUTIVE SUMMARY

The hard part is already behind you.

There is revenue sitting on the platform of every service provider that already connects voice to Microsoft Teams — and when it goes untapped, it quietly drives churn and keeps you off selection shortlists. Straightforward, powerful integration into Teams should be one of your top selling points. You are already contracted and configured for it, and the market research is unambiguous: the customers you are chasing want it.

This paper makes the commercial case for treating Microsoft Teams Phone not as a connectivity checkbox, but as the lowest-friction route you have into the most widely adopted work application on the market — and as the foundation for durable, high-margin lifetime value. We cover why Microsoft needs service providers to deliver voice, why the absence of disruption is what actually closes the deal, and the two roads that lead from stable connectivity revenue to intelligence and AI upsell.

~400MTeams
users, approaching**26M**PSTN-activated
seats**~6%**of the
base activated**80%+**rank calling their
top UCaaS feature

Market figures as cited in Dstny analysis of the Microsoft Teams Phone base and Metrigy research; see sources.

THE OPPORTUNITY

The opportunity you already own.

Metrigy reports that a lack of integration is now one of the single biggest reasons businesses switch communications vendors — and with most companies planning to increase their cloud communications spend over the coming years, providers who cannot meet that demand are leaving money on the table. Two facts should sit at the front of your mind:

- **Modern buyers are demanding integrated capabilities.** Calling that lives inside the tools people already use is no longer a differentiator — it is table stakes.
- **Movement between cloud communications platforms is accelerating, but movement between traditional carriers is not.** The competitive pressure is coming from the software layer, not the network layer.

You are not going to persuade many businesses away from the world's most popular work app — and you do not have to. As Teams approaches the 400 million user mark, its roughly 26 million PSTN-activated seats still represent only about 6% of the base. Microsoft is actively setting providers up to enable the rest and grow alongside them. The entry is frictionless by design; the work now is to get those seats filled.

“The first step in this journey is the hard one — and the good news is that it is already behind you. You are contracted, configured, and ready to tackle the opportunity head-on.”

WHY MICROSOFT NEEDS YOU

Microsoft built the framework. Voice is still yours.

Teams was built to be exceptional at collaboration above all else. Microsoft did not build a carrier-grade voice network of its own — it does not have the telco infrastructure, the operational expertise, or the regulatory reach to self-serve voice the way businesses actually need it. Microsoft knows voice is complex, so it built Teams Phone as the framework and left the underlying voice delivery to service providers through Dstny Call2Teams Direct Routing and Dstny Call2Teams Operator Connect.

This is the essence of the first Always-On principle: **voice is the operating system**. Anyone can give a bot a phone number, but calling services remain the single most important cloud communications feature for over 80% of businesses — and Microsoft is relying on providers like you to deliver them. That dependency is your position of strength.

Why the voice layer stays with providers

Microsoft owns the collaboration experience. It does not own the carrier-grade voice network, the numbering, the regulatory footprint, or the fixed-mobile convergence businesses depend on. Teams Phone is deliberately an open framework — and Direct Routing and Operator Connect are the doors Microsoft built for you to walk through.

FRICTIONLESS BY DESIGN

The absence of disruption is the sale.

Most upsell motions start with a pitch: here is a new tool, here is why it is better, here is why you should trust us with it. With Teams Phone, that pitch is already finished. Your customers made up their minds months or years ago — they chose Teams, and they live in it every day for chat, meetings, and files. Calling is the one piece still missing from a tool they have already adopted, budgeted for, and rolled out to every employee.

Rip-and-replace is where good deals die: new logins, new training, a change-management project nobody asked for. Teams Phone asks for none of that. It sits on infrastructure that is already deployed — nothing new for employees to learn, no parallel systems to run during a cutover, no “we’ll circle back next quarter” while IT hunts for a migration window. When the honest answer to “what do we have to change?” is “nothing you are not already using,” the deal moves at the speed of a signature, not a project plan.

What the frictionless path removes for you

- **Lower development costs** — you build on an existing, proven platform rather than from scratch.
- **No migration costs** — nothing to cut over, nothing to run in parallel.
- **Simplified administration** — provisioning and lifecycle handled through one connectivity layer.
- **Less marketing overhead** — you are selling into demand that Microsoft has already created.

TWO ROADS TO LIFETIME VALUE

From reliable connectivity to owned intelligence.

Once you offer a Teams solution, two opportunity pathways open up. Neither is wrong — they are stages of the same journey, and many providers run both at once across their base.

Option A — Become indispensable	Option B — Build the upsell engine
Deliver the connectivity and sit on reliable, stable income that leans on the full Microsoft ecosystem. By plugging your voice into Teams you become an integral part of what Microsoft is delivering, which extends the lifetime of your services by raising their value.	Use Teams as the launching pad for value-adding services. Once voice is live and customers are running, you unlock a wide range of upsells — the customer uses Teams as the front end while you capture recurring value every month.
Providers are already seeing integrated voice become an immovable component of how businesses use Copilot, AI-driven transcription, and other premium Microsoft tools.	From Dstny Intelligence analytics and call recording to Dstny Digital Agents that answer, qualify, and support around the clock — living inside Teams does not cut customers off from your capabilities.

THE ECONOMICS

As connectivity ARPU shrinks, value has to move up the stack.

Connectivity is a stable business, but average revenue per user on pure connectivity keeps thinning. The providers who win the next decade are the ones who use a frictionless voice foundation to layer on services customers will pay a premium for. The market backs the direction of travel: BCG sizes the voice AI market at **€10–12 billion by 2029**, and the shift from connectivity to intelligence can move the economics of a seat from **€5 to €50+** per digital employee.

The transformation math

A Teams seat sold on connectivity alone competes on price. The same seat, layered with intelligence and AI agents, competes on value — and defends itself against churn because the capabilities become part of how the business runs, not a line item to be renegotiated.

Integrations are a top priority for businesses across Europe. With Dstny Call2Teams you can build that lifetime value on reduced administration, no added infrastructure, and zero development — while keeping every conversation inside European borders.

WHERE TO START

Three ways in with Dstny Call2Teams.

Whether you start with Direct Routing, Operator Connect, or Mobile, you are giving your customer base exactly what it wants: your powerful capabilities inside the tried and trusted Microsoft Teams interface.

Call2Teams Direct Routing

Bring your own carrier voice into Teams Phone with full control over routing, numbering, and margin — ideal where you own the underlying connectivity.

Call2Teams Operator Connect

List and provision voice directly through the Microsoft-native Operator Connect experience, reducing setup friction for both you and the customer.

Call2Teams Mobile

Extend Teams calling to mobile with fixed-mobile convergence, so the number rings everywhere the user works.

Start by revisiting what Call2Teams can already do, then look hard at your base: how many accounts run Microsoft 365? How many are drifting away because they are tired of app-switching and complexity and simply want everything in one place? Capture that interest for good, and the growth compounds — for next quarter, for the rest of the year, and for the rest of the decade.

Ready to shape the opportunity you already own?

Book a session with your Dstny representative and we will help you carve out the exact shape of how to make the most of what you already have. Whether you are an existing partner expanding in the Teams space or a provider looking to raise the lifetime value of every seat — let's talk.

About Dstny

Always-On Communications. Business communications that never sleep.

Dstny is the European cloud communications platform behind 5M+ users across 80+ markets, delivered through 200+ service provider partners. We power four things every modern business runs on: carrier-grade Dstny Voice, Dstny Digital Agents that answer calls and qualify leads around the clock, native Dstny Call2Teams connectivity for Microsoft Teams, and Dstny Intelligence that turns every interaction into action. Headquartered in Brussels and built GDPR-native, Dstny is sovereign by design, the industry's most awarded communications platform, and engineered for uptime that does not blink. Our fully white-label architecture lets service providers ship the platform as their own.

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