



Zoom Phone Provider Exchange

Why an enhanced PSTN ecosystem provides more options to customers and more revenue opportunities for partners and carriers

Overview

Migrating to a cloud phone system has transformational benefits for organizations, including lower overhead, additional security, enhanced redundancy, scalability to support dynamic growth, and reduction in the total cost of ownership. However, a cloud phone system still requires connectivity to the PSTN network to call phone numbers outside your company.

Businesses migrating to a cloud phone system with multiple sites across various geographies need the flexibility to pick the right connectivity option for their callers. These requirements could range from an offering where the cloud phone system is available with native phone numbers and calling plans to a cloud phone system that connects with an existing service provider.

If organizations desire to use their existing service providers, there are two common approaches: They can connect with on-premises hardware, called Premises

Peering, or they can connect directly to the cloud phone system, known as Cloud Peering.

Some customers prefer to avoid the overhead and cost of ongoing hardware investments and they are looking for flexibility, scale, and simplicity as they migrate through a hybrid phase. Cloud peering eliminates the on-premises hardware.

However, in most cases, organizations must still coordinate with their PSTN provider and cloud phone system provider on contracts, phone number ordering and provisioning, exchange of customer information, and the quality of connectivity between the cloud providers for resilience.

Zoom Phone Provider Exchange simplifies how you connect and interact with your PSTN and cloud phone providers.

About Zoom Phone and the Zoom Phone Provider Exchange

Zoom Phone is a full-featured cloud PBX combined with PSTN connectivity, robust calling plans, and phone numbers that provide native service in a growing list of 45+ countries and territories. For customers looking to extend their Zoom Phone experience beyond these 45+ countries and territories, Zoom offers the Bring Your Own Carrier (BYOC) option as their preferred Zoom Phone PSTN provider.

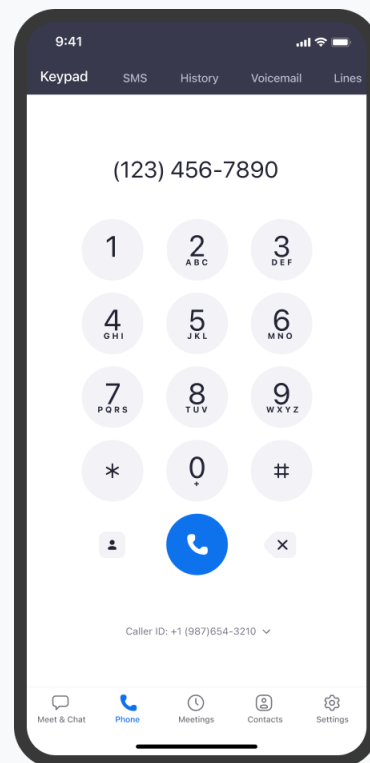
While Zoom Phone native offers a great option for many customers with pre-packaged plans across the globe, many others have complex calling plans, coverage, and managed services that Zoom partners are better able

to serve. Zoom helps customers find and select a carrier that can meet their unique needs through a rich partner ecosystem - Zoom Phone Provider Exchange.

We enhanced our existing BYOC Cloud Peering Partner Program to build out the Zoom Phone Provider Exchange and simplify a Zoom Phone customer's ability to discover provider partners and enable a self-service journey.

About BYOC

Zoom Phone provides flexible options for PSTN connectivity and extended coverage. For customers looking to extend their Zoom Phone experience beyond native service in our 45+ countries and territories, Zoom offers the option to Bring Your Own Carrier (BYOC) as their preferred Zoom Phone PSTN provider. Any organization with locations and employees in another country, even if Zoom doesn't have native service there, can use Zoom Phone through BYOC connectivity. Zoom Phone BYOC supports both on-premises peering and cloud peering and customers can combine native and BYOC if needed.



Benefits

For Zoom customers

With Zoom Phone Provider Exchange, Zoom customers get more choice as well as additional flexibility and enhanced service offerings.

- + More partners to choose from:** Anyone considering a new cloud phone system needs to understand their choices in getting PSTN connectivity. Zoom Phone Provider Exchange brings more carriers and managed service providers to the BYOC table, so customers can work with the right partner right for their unique business.
- + Tailored services:** Get services for specific segment needs. SMB customers may prefer a bundled offer and often need shared trunks. Large enterprise customers often have a multi-vendor environment that needs shared PSTN integrations (e.g., Zoom Meetings and Zoom Phone, Microsoft Teams, Cisco Webex). Service providers also may offer the customer a customized choice with special numbers like non-geographic numbers, inbound only, or toll-free.
- + Seamless management:** With Zoom Phone Provider Exchange, get a single pane of glass for PSTN procurement and provisioning for their phone and other integrated solutions.

For service providers

Partners who are part of the Zoom partner ecosystem and make it easy to buy and use the combined solutions offer great value to customers.

- + Gain and maintain relationships:** Zoom Phone Provider Exchange is an opportunity for providers to extend current relationships and build new ones. For instance, if their current customers are looking to migrate to a UCaaS solution, the provider could retain a relationship with the customer by offering PSTN access. The provider could also provide value-added services by connecting to their choice of UCaaS and making it easier for a customer to transition.
- + Improved customer SLAs:** Enhanced cloud peering will enable provider partners to offer resilient infrastructure connectivity with guidelines provided by Zoom for connecting data centers that will translate to a better SLA for customers. The process of provisioning customers and assigning phone numbers is improved when service providers leverage the enhanced API between the Zoom Phone cloud platform and the service provider ordering portals. This automation reduces errors, minimizes risk of fraudulent activity, manual interventions, and speeds up customer provisioning.
- + Consolidation:** Partners can retain existing customers who want a multi-vendor solution to include Zoom by offering enhanced cloud peering with Zoom. Customers who want to consolidate multi-vendor solutions into the single Zoom platform will also find such service provider/ carrier partners beneficial.

Additional Benefits

For carriers and MSPs

Partners, especially carriers and managed service providers (MSPs), have the potential to further add value beyond PSTN connectivity with the resale of Zoom UCaaS as a bundled offering to customers. Unified communications as a service (UCaaS) is defined as a cloud-delivered unified communications model that supports enterprise telephony, audio/video/web meetings, unified messaging, chat, and mobility. In some cases, carriers can market the full solution to their customers and prospects, and also become discoverable by new prospects who want to leverage Provider Exchange and visit the Zoom marketplace.

For aggregators

The Zoom cloud peering partner ecosystem will also include aggregators who provide value to carriers by aggregating their footprints. Some aggregators focus on offering carriers a white-label provisioning system to use with their B2B and B2C clients. Others offer a consolidation platform to enterprises who have an environment across multiple carriers, or to migrate to Zoom from other applications, all through single-pane-of-glass management. By aggregating across multiple service providers, the aggregators provide more geographic reach options and a simplified, unified provisioning and billing experience in an “as-a-service” model.



Getting on the Provider Exchange

With Provider Exchange, partners build an application lives on the [Zoom App Marketplace](#) and is discoverable for Zoom Phone customers.

- Prior to using the app, customers are required to directly establish a commercial relationship with the provider in a manner that is supported by the provider.
- Partners provide the commercial transaction to procure numbers and services on their portal.
- Connectivity is established for the customer account securely between Zoom and the provider for the exchange of customer information and phone numbers.
- The Zoom Phone admin portal is enhanced to seamlessly provision the phone numbers over the authorized connection.

To help simplify the Provider Exchange experience and reduce their time to market, Zoom will provide a template partner toolkit that guides the partner through the entire journey from connectivity, app development, and API.

Carriers can add relevance beyond transport by offering the Zoom solution with this integrated PSTN connectivity experience for a sticky solution resulting in higher customer retention.

Learn more

Confirm you meet the following requirements:

- Must be a licensed provider of local phone numbers, in/outbound calls, and tier 1 support, or a service aggregator
- Certify two staff on Zoom's Phone program
- Adhere to Zoom Cloud Peering Program terms and requirements (shared after validation of application)

Then, fill out [this form](#). Once selected you will be contacted by our team regarding next steps.