

	Connect – Loosely integrated	Extend – Deeply integrated	Power – Access to Teams functionality
Product examples	See Microsoft	Luware Nimbus	Not possible yet
In short	Contact center solution connects to Teams using SIP connectivity.	Contact center solution extends Teams app by accessing its functionality using Cloud Communication Graph API.	Contact center solution can directly access Teams functionality by using Teams SDK.
Technology	SIP connectivity Only presence API (part of Graph APIs) is used	Microsoft Graph API-based solution Entire Cloud Communications API (part of Graph APIs) is used	Microsoft Teams SDKs (not available yet)
User client	Standalone client or third-party app in Microsoft Teams	Microsoft Teams	Microsoft Teams
Call connectivity/PSTN	Direct routing (SBC)	Direct Routing (SBC) or Calling Plans	Direct Routing (SBC) or Calling Plans
Call handling	Call arrives over SBC to contact center solution. The contact center solution finds the right person in Teams and then sends the call to Teams over a SIP trunk.	Call arrives directly in Teams and stays inside customer's Teams tenant; partner solution never 'handles' the call but only tells Teams to which employee it should send the call.	Call arrives directly in Teams and stays in the customer's Teams tenant. Contact center solution can access all call functionality directly in Teams and connect callers with the right employee.
Benefits for solution provider	<ul style="list-style-type: none"> – Old/existing solution can be connected to Teams 	<ul style="list-style-type: none"> – Utilizing Teams calling infrastructure and client platform 	<ul style="list-style-type: none"> – Direct access to Teams' functionality and power – Extended Contact Center can be adapted – A standalone contact center client can be built
Disadvantage for solution provider	<ul style="list-style-type: none"> – Limited access to Teams' functionality 	<ul style="list-style-type: none"> – Solution must be newly developed from scratch – Solution cannot be integrated with other communication platforms or telephony systems besides Teams – Dependency on Microsoft to release APIs 	<ul style="list-style-type: none"> – Same as Extended Contact Center solutions – Dependency on the Teams APIs and SDKs
Benefits for customers	<ul style="list-style-type: none"> – Employees can use Teams as only client (only for third-party apps in Teams) – Anyone can take contact center calls (only for third-party Teams apps) – Solution can be connected to other communication platforms if offered by solution provider (e.g. Skype for Business, Avaya, or Cisco phone system) 	<ul style="list-style-type: none"> – Teams as primary tool and experience hub for all employees – Any employee can take contact center calls – Optimized user experience – No additional employee training required as Teams is the only tool – Change of modalities between audio, video and screen sharing – Media stream stays inside Teams tenant – Media stream is covered by Teams security & encryption – Minimal latency – Highest audio and video quality 	<ul style="list-style-type: none"> – Same as Extended Contact Center solutions – A contact center client focused on handling calls can be built to improve agent experience
Disadvantage for customers	<ul style="list-style-type: none"> – Media stream leaves the Teams tenant – In standalone apps, call rings at multiple endpoints (Teams and contact center solution) – Encryption and security for the media stream must be managed by solution provider – Potential Latency – Lower media/call quality – Calls only; no change of modalities 	<ul style="list-style-type: none"> – Solution might not offer the same wealth of features yet – Solution cannot integrate other communication platforms or telephony systems 	<ul style="list-style-type: none"> – Same as Extended Contact Center solutions – SDKs are not available yet to build a solution for customers