RingCentral vs Zoom vs 8x8 vs Microsoft Teams Comparison

Being able to communicate on **any device anywhere** is vital to the success of all organizations in business today.

Picking the right cloud-based voice provider in today's highly competitive market for voice, video, and contact center solutions can be a challenge with all the recent mergers, acquisitions and "partnerships."

1. **RingCentral** paid millions to purchase the customer bases of **AT&T, Verizon, Avaya** and now **Mitel**

2. **8x8** acquired competitor **Fuze** for approximately **$250 million** in stock and cash

3. **Ericsson** acquired **Vonage** for **$6.2 Billion**

As a consultant, I stay on top of the latest technology in this space and rely on **Gartner** and their **Magic Quadrant.**

Gartner is one of the top **global technology research and consulting companies** and covers all kinds of technology.

Gartner's Magic Quadrant offers in-depth analyses and insight into several different technologies including market direction, maturity and participants *and* compares vendors based on Gartner's standard criteria and methodology.

RingCentral, Zoom, 8x8, & Microsoft Teams are all industry leaders and part of **Gartner's Magic Quadrant** for **UCaaS,** or **"Unified Communications as a Service." 8x8** is in the **"Contact Center as a Service" CCaaS** quadrant.

Gartner Magic Quadrant (MQ) 2021
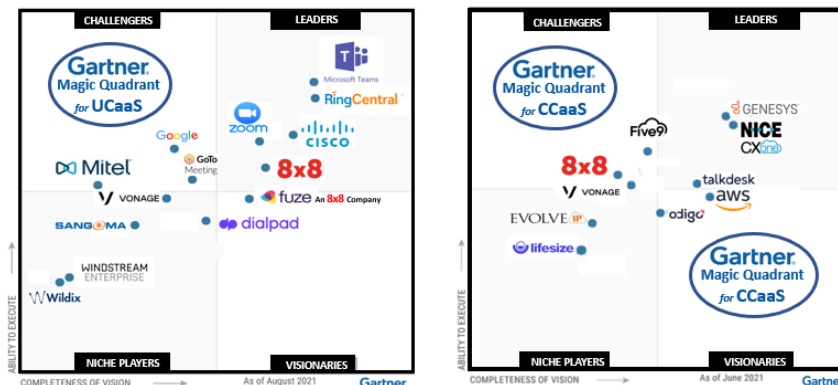
Get the latest **Gartner Magic Quadrant** reports at **www.BrooksideUS.com** on the company's main website.

RingCentral, Zoom, 8x8, & Microsoft Teams can all deliver mission-critical productivity and communication tools that allow users to be a part of "team" that collaborates by sharing files, links, and screens, and communicates over instant SMS/MMS chat, voice, and/or video.

End users can easily schedule audio and video meetings through their app that synchs the calendars.

Despite the rise of various communication methods over the years, **voice** continues to be a crucial component.

There are multiple options on how to deliver **voice** via these industry leading cloud-based solutions. All the providers will "port" your current numbers from the current provider to new as part of the implementation.

Microsoft Teams Business Phone starts at **$8.00 per user per month** that is required for adding voice to **Teams**.

This is required to provide **direct routing** to traditional calling plans from Microsoft, 8x8, RingCentral, and Zoom.

Zoom offers **Zoom Phone** for IP calling and **8x8** and **RingCentral** provide both inbound and outbound calling with **99.999% uptime guarantees** and amazing global reach to **40+ countries**.

Regardless of which option you choose, Brookside can help find the right **managed SD WAN solution** to provide **quality of service (QoS)** to prioritize real-time apps like video and voice over e-mail and social media, YouTube, etc.

Hardware Phone Options

poly VVX SIP PHONES

poly Phones & Headsets

Designed to sync with Microsoft Teams

Speakerphones	CCX LCD Touchscreen Media Phones	Headsets

Purchase Directly from
Microsoft

Certified for
Microsoft Teams

CISCO IP PHONES 8800 SERIES

Bluetooth

WiFi

Mitel 6900 Series IP Phones

AES-256 ENCRYPTION

Bluetooth

Available as SIP Phones in Q1 2022.

Yealink SIP-Based Phones

Certified for
Microsoft Teams

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Video Meeting Options

RingCentral, Zoom, 8x8, and Microsoft Teams all have voice & video solutions that are secure and reliable.
As you can see, they all have a similar look and feel as far as what all the user sees and uses on a daily basis.

Teams offers different ways to show meetings including their standard layout as well as one called **"Together."**
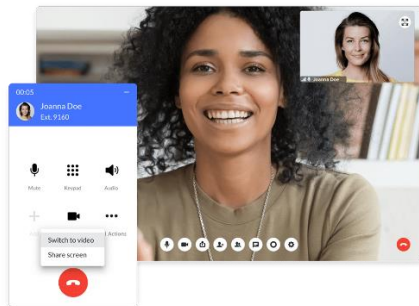

8x8 offers multiple options including their 8x8 **Work app** OR native **Direct Routing to Microsoft Teams.**

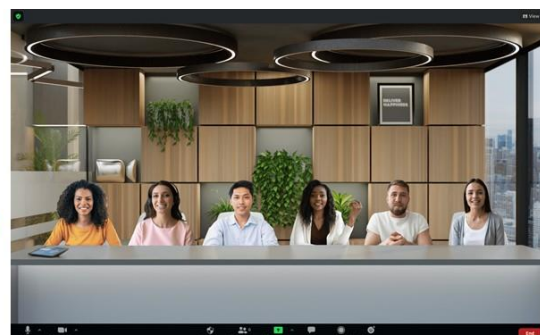RingCentral has **two video solutions** that they provide – one powered by Zoom and one they recently released.

Zoom now offers **"Immersive View"** that allows you assemble up to 25 people into one shared virtual background.

Security

Security should always be a top consideration when choosing a UCaaS and collaboration tool as well as CCaaS.

All four providers offer **end-to-end encryption** for all of your communication data along with these certifications.

Integrations

All the providers have app marketplaces and offer clicks – not code – for integration to leading CRM software.

Call/Contact Center

It's important to understand the differences between **UCaaS** and **CCaaS** and a **call center** vs. a **contact center**.

Unified Communications as a Service (UCaaS)

CLOUD-BASED PHONE, CHAT & VIDEO

- Voice
- Chat
- HD Video
- Built-in Softphone

CALL CENTER

- Queuing of Phone Calls
- Agent Reports – Voice Only
- Call Recording
- Cannot be upgraded to Omni-channel

Contact Center as a Service (CCaaS)

CLOUD-BASED CONTACT CENTER

- Omni-channel Contact Center using AI
  - Voice, E-mail, SMS, & Webchat
  - Social Media Integration
  - Self-Service IVR Chatbots with Analytics with AI
  - Customer Journey Analytics
  - Call Recording with Screen Capture
  - Speech Analytics & AI
  - Quality Management
  - Workforce Optimization

Microsoft Teams doesn't provide anything to address the call center much less for omni-channel contact center.

Zoom & **RingCentral** have basic **call** center solutions that process and track **agent** and **call** activity with **reports.**

What they offer tracks voice calls but doesn't address self-service chatbots, e-mail, SMS/MMS, or social media.

So for omni-channel, they require a **3rd-party contact center as a service (CCaaS)** from **NICE CX-One** and/or **Five9**.

Brookside Consulting can provide pricing for **Nice CX-One, Five9, Talkdesk, Genesys CCaaS** solutions if needed.

8x8 is unique insomuch that they offer **both UCaaS & CCaaS** on a **single platform** which is easy on users and IT.

8x8 offers full-blown **omni-channel capabilities** that add SMS/MMS chat, Webchat, e-mail, to voice as well as have social media integration, self-service chatbots (IVR), and workforce management.

Many of them can provide call recording with screen capture and speech analytics using AI to provide **customer journey analytics** for every customer and agent interaction – regardless of how they contact you.

If you have a call center with customer service and/or sales, **8x8** is hard to beat from a cost per user standpoint.

# Reliability

Downdetector is the **world's most popular platform** for online service status information, attracting hundreds of millions of users who wish to understand the real-time status of their **internet connection, mobile network, online banking, gaming, entertainment,** and other **online services.**

By analyzing **tens of millions of monthly problem reports**, **Downdetector** offers real-time status information for over **6,000 services** across **45 websites** representing **45 countries.**

Here is what we get when we look up the **Big Four UCaaS** providers - **RingCentral**, **Zoom, 8x8,** **& Microsoft Teams.**

Downdetector Comparison
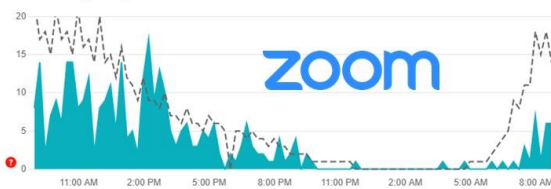
These **Downdetector** charts show problem reports submitted in the past 24 hours compared to the typical volume of reports by time of day. It is common for some problems to be reported throughout the day.

REAL-TIME APPS DON'T LIKE LATENCY

Internet Provider
UCaaS Provider
LATENCY
VOICE QUALITY
DROPPED CALLS
Local Area Network
End User

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No more finger pointing. We got this.

Microsoft Teams

Microsoft Teams offers instant chat, file sharing and screen sharing, access to shared calendars for planning meetings, and integrations with a range of productivity management tools.

Video meetings are extremely immersive with Together mode, virtual backgrounds, multiple presentation options.

Microsoft Teams makes sense as your go-to collaboration and communication tool if you already have a lot of investment in Microsoft tools and productivity apps. The integrations with the Microsoft ecosystem are excellent.

Microsoft Teams' flexible UCaaS Features include:

- Built-in Softphone for Work Number
- SMS Chat
- Direct routing to carriers or Microsoft phone plans (not recommended)
- Messaging and file sharing
- Video and audio conferencing
- Access to all Microsoft 365 productivity tools

Your employees are already familiar with, Microsoft Teams can help to drive adoption for businesses of all sizes.

DOWNSIDE

Microsoft Teams does not provide an **applications programming interface**, or "**API**" available like everyone else.

An API is programming code that enables a form of data integration between one software product and another.

Without an API, most major companies use the same workaround from a cloud-based provider called **Call2Teams**
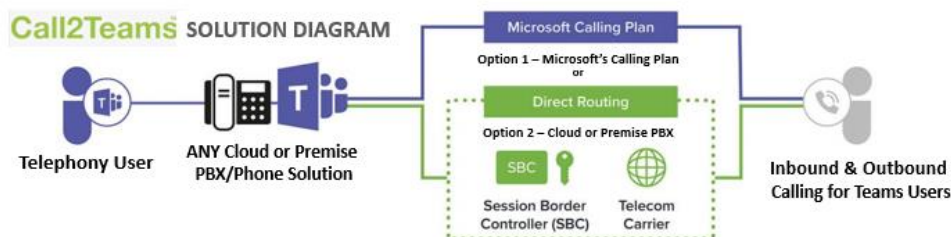
Microsoft Teams doesn't have any call center or contact center capabilities. They rely on 3rd party CCaaS providers like **8x8** which does both UCaaS and CCaaS, has native integration to Teams, and calling plans to 48 countries.

Many midsize and large organizations have the perception that Microsoft's telephony is not reliable enough.

It's not a good sign when there are articles all over their website that tell you *how to troubleshoot voice issues.*

Too many organizations have trusted their IT people who convinced them Microsoft could deliver quality voice.

The best deal is using **Teams** on **8x8's** global voice network with **99.999% uptime service level agreement (SLA).**

Learn more about Microsoft Teams and the **8x8 Voice for Microsoft Teams** integration (see **8x8** on page 10).

Teams doesn't have an API and cannot consistently provide **HD quality voice** so they are hard to recommend.

ZOOM

Zoom takes a video-first approach to collaboration, enabling quick and easy meetings at the touch of a button.

Users don't even need a Zoom account to join a discussion and if it's **FREE** for up to 45 minutes.

It's very user friendly to set up audio and video meetings and teams can share files and screens, create breakout rooms, and change their backgrounds.

You can access a range of speaker views, including something like the **Together** mode from Microsoft Teams.

Zoom also makes it really easy to host **webinars** and events.

UCaaS. While you can enjoy simple and effective video meetings through the **Zoom** platform, you can also unlock **UCaaS** with **Zoom Phone** for calling, and even send messages to team members through **Zoom Chat**.

Ranging from a simple Zoom app where you can access all the features you need to connect with teams, to call transferring and management functionality; Zoom is a comprehensive platform.

Features include:

- Access to mobile and desktop apps
- Call transfer and routing capability
- Call forwarding and voicemail
- Integration with things like Salesforce, Microsoft, and Slack
- Elevate to meeting functionality
- Monitoring for supervisors
- In-depth analytics and reporting

DOWNSIDE

Zoom has a **very basic call center** solution that manages phone calls, agents, queues, and records calls.

Zoom uses entirely **too much bandwidth** to operate which has a negative effect on the user experience. Not having sufficient bandwidth will affect video performance and contribute to dropped calls and voice quality issues.

If your users are on Zoom a lot, you might want to get a **dedicated fiber connection** just for Zoom video. **SD WAN** solutions provide **quality of service (QoS)** that prioritizes video and voice over social media.

Zoom is **UCaaS only** so for omni-channel and AI they rely on **CCaaS** vendors like **Five9** and **Nice CXOne.**

Zoom Lied About 'End-to-End Encryption' and Gave User Data to Facebook and Google Without Consent

Zoom is in the process of paying **$85 million** to its users as part of a **full class-action lawsuit settlement** after 1) lying about its offering **end-to-end encryption** within its service and 2) providing its **user data** to Facebook, Google, LinkedIn without the users' permission.

As a result of the $85 million settlement, anyone who used Zoom between March 30, 2016 and July 30, 2021 is entitled to a cash payout. **Zoom might pay you $25 as part of a class-action settlement**

ZoomPhone is perfect for organizations that really like the **Zoom** experience and want to add voice.

With legal issues regarding getting caught lying about security and selling user data, I don't trust them.

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RingCentral

Offering flexible functionality for businesses of all sizes, RingCentral provides everything from cloud-based telephone conversations to video and audio conferencing, instant messaging, SMS texting, third-party integrations, and even internal collaboration.

Features of **RingCentral** **UCaaS** platform include:

- Voicemail to email and text
- Unlimited users and calls in US/Canada
- Up to 10,000 toll-free minutes per month
- Collaboration tools and video conferencing
- Team messaging and document sharing
- Automatic call recording
- Integrations with tools like Microsoft 365 and G Suite
- Integrations with leading CRM tools
- Real-time analytics
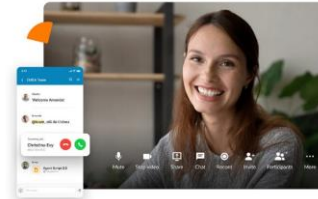
RingCentral also integrates with **Google Drive** to quickly upload & share all kinds of documents and spreadsheets.

DOWNSIDE

RingCentral *looks* like a **US-based** company based in **Belmont, CA**, with sales offices in **Denver, Charlotte, Boulder,** and **Boca Raton** and international sales offices in **Toronto, London, Paris, Singapore, Manila, Bangalore**.

Most if not all software development is done in **Xiamen, China, St. Petersburg, Russia,** and **Odessa, Ukraine**.

RingCentral's **UCaaS call center** solution manages voice (phone calls), agents, queues, records calls, and basic reporting and analytics so for omni-channel they rely on **CCaaS** vendors like **Five9** and **Nice CXOne** today.

With the recent agreement with Mitel, in mid-to-late 2022 Ring Central should have a recently released CCaaS contact center solution that Mitel recently developed for their enterprise contact center clients.

RingCentral has been very successful at purchasing customer bases from large telecom companies including **AT&T, Verizon, Avaya,** and now **Mitel** with the goal to move all of them to the RingCentral cloud platform at some point.

COMPANIES THAT SOLD ACCESS TO THEIR CUSTOMER BASE TO RingCentral

There is confusion over why one provider is different or better than the other if they are all selling RingCentral.

RingCentral already has a reputation for poor service and support so adding thousands of users can't help.

RingCentral Loses Appeal in Zoom Court Battle

Zoom has a **class action lawsuit** against RingCentral for selling Zoom despite claiming it had ended the agreement.

RingCentral claims the terms allow them to continue selling the product with Zoom providing customer support.

I'm not sure I can recommend Ring Central over **8x8** or **Zoom** and will only sell it if that is what the client wants.

8x8 Global Cloud Communications

8x8 erases boundaries between **UCaaS** (voice & video) and **CCaaS** (contact center) with a **one platform** approach.

Three of the providers – Ring Central, Zoom, and Microsoft Teams all offer **UCaaS** – but do not offer CCaaS.

8x8 combines **UCaaS** *and* **CCaaS** into a single solution that is easy to manage on a secure and compliant cloud-based platform that has the industry's only **platform-wide 99.999% uptime SLA.**

Some of the leading features included in **8×8** UCaaS offering are:

- Integrations with **Microsoft Teams, Salesforce, G-Suite,** and others
- Audio and video conferencing functionality
- Self-service IVR and Chatbots
- Sophisticated Multi-level Auto-attendant functionality
- Messaging over SMS, voicemail, email, and apps from your work number
- Collaboration features and Employee presence
- Native CRM functionality
- Support for compliance requirements

The UCaaS solution from **8×8** ensures that companies have all the components they need in a **single platform**, from video conferencing and SMS, to voice and chat technology.

8×8 makes it easy to consolidate **all** your business communications into a single environment, reducing ongoing expenses in the workplace, and allowing for stronger insights. You get built-in redundancy to protect against downtime, and you can access a wide range of solutions for omni-channel communications too.

8x8 provides unified administration capabilities that allow you to provision, configure, manage, and monitor all your communications with **one administration console** for UCaaS and CCaaS users.

8×8 supports **unlimited global calling** and **SMS,** and it's well suited to companies who have specific compliance requirements, thanks to a HIPAA compliant approach to conversations.

8x8 X Series provides a range of service plans that include **unlimited calling** to specific countries, for no additional cost, with up to **48 unmetered destinations** as you can see from this chart based on their **X1-X4 licensing.**

INTERNATIONAL VOICE, CHAT, VIDEO

8x8 Unmetered **International** Calling Zones Means **FREE** calling to 48 Countries

License	Monthly (List)	Countries Covered
X1	$ 15.00	UK, Ireland, USA, Canada, Australia, New Zealand (pick one)
X2	$ 24.00	**Zone 1:** United States, Canada, Australia*, France*, Germany*, Italy*, Ireland*, Netherlands*, New Zealand*, Puerto Rico, Spain*, Sweden*, Switzerland*, United Kingdom.
X3	$ 34.00	**Zone 2: Everything in Zone 1 *plus:*** Belgium, Brazil*, China, Denmark, Guam, Hong Kong, Hungary, Israel, Luxembourg*, Malta, Mexico, Norway, Poland*, Portugal*, Romania, Slovakia, South Korea, Taiwan*
X4	$ 44.00	**Zone 3: Everything in Zone 2 *plus:*** Argentina*, Chile, Cyprus*, Dominican Republic, Finland, Greece, India, Indonesia, Japan*, Malaysia, Peru, Singapore, South Africa ,Thailand ,Turkey*

* Plans include unlimited (subject to 8x8 fair-use policy) calls to standard-tariff landline and mobile numbers in each country, unless indicated otherwise. Calls to premium-rate, special services and out-of-zone numbers are metered and billed at the prevailing 8x8 rates.

** Certain countries require you to have a local business address and/or a Letter of Intent that indicates your line of business and how you intend to use the number. Using the number for reselling, or prepaid/calling card purposes is prohibited. 8x8, Inc. reserves the right to discontinue international local number service and/or international toll-free number service including on a country-by-country basis and to revise rates without notice.

8x8 also has a unique ability to support multinational organizations with offices in China - without the use of gateways – thanks to a partnership with **China Mobile.**

8x8 Enterprise Contact Center

For organizations with call centers, **8x8** offers the ability to move from a **call center** to a **contact center.**

Omni-channel contact center solutions allow both customers and agents to connect from anywhere to work.

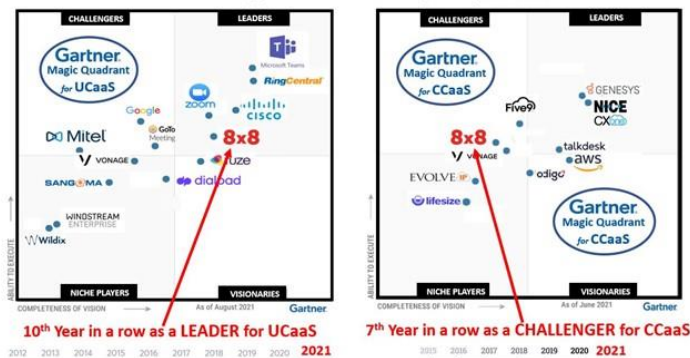Some of the leading features included in **8×8** CCaaS offering are:

- Voice, E-mail, Webchat, SMS, and social media integration across all the major global platforms.
- Chatbots that route customers to the right place and provide excellent feedback on why they are calling.
- Intelligently handle customer requests via phone, email, chat, and mobile apps from a *single* interface.
- CRM integration provides screen pops which saves time on each call and improves customer service.
- Robust analytics on every customer and employee interaction help your managers manage the chaos.
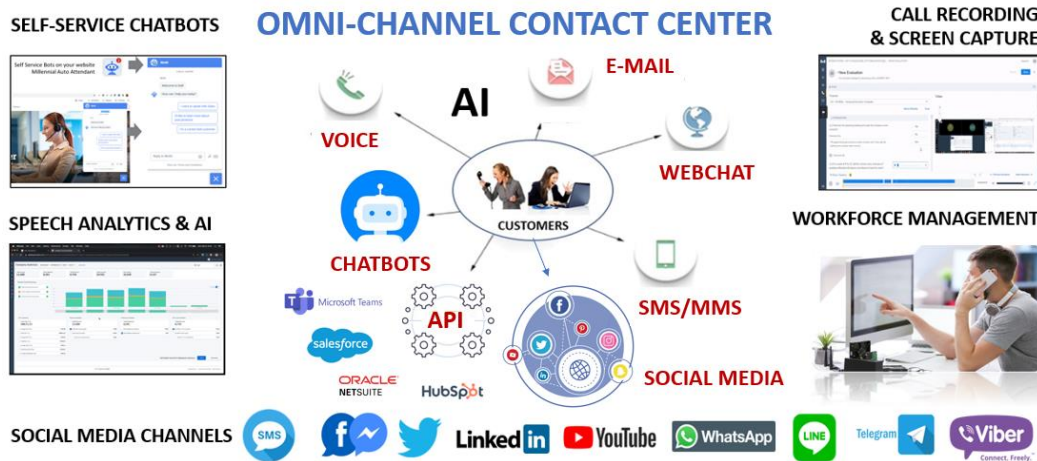
A multi-time leader in the **Gartner Magic Quadrant**, **8×8** has gained the respect of customers worldwide.

2021 is the **10th year** in a row that **8x8** is a Leader in the **Gartner Magic Quadrant for Unified Communications as a Service** and the **7th year** in a row for **Gartner Magic Quadrant for CCaaS**.

8x8 is an excellent choice for **UCaaS, CCaaS, Microsoft Teams integration,** and the more sophisticated clients.

Get the latest **Gartner Magic Quadrant** reports at **www.BrooksideUS.com** on the company's main website.

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8x8 has deep native integration to **Teams** via **8x8 Voice for Microsoft Teams** which provides enterprise-level telephony *and* contact center with global inbound and outbound PSTN calling across to more than 46 countries.
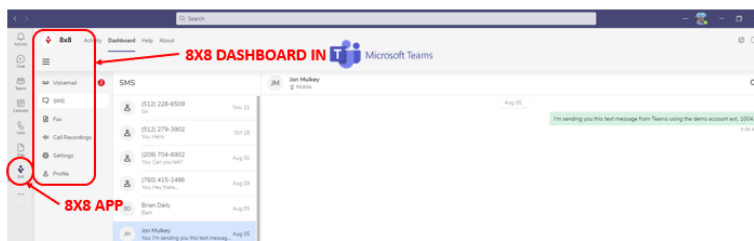

Most organizations use **Teams** for **internal** with **external** phone calls handled on a separate solution to manage.

Why not use **Teams** for both inbound & outbound calling and use **ONE APP** for everything? It's easy on users & IT.

8x8 Voice for Microsoft Teams comes with a **dashboard** as part of an **8x8** app that operates within **Teams.**

It's super easy to install and manage and provides the best overall experience for your users and IT with **ONE APP**.

Once both 8x8 & Microsoft Teams have the right permissions, setting up the Teams users in 8x8 is as easy as 1-2-3.

You download **USER TEMPLATE (.CSV File)** with user information - name, direct number, e-mail, phone ext.

8x8 clearly has the advantage for organizations that want to use **Teams** and want a solid global network behind it.

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Cloud-based Voice, Video, & Contact Center Solutions

From Gartner Magic Quadrant Providers
Fast & Reliable Internet Access from Major Carriers

With decades of experience in **voice, video, contact centers,** and **network services**, I save you time and money.

I am truly *vendor agnostic* and help my clients deliver the best possible customer and employee experience.

I can be a **single point of contact** that makes sure you get the best deal and manage the project for you for **FREE!**

I can take care of the whole process for you**,** the upfront costs are minimal, and the implementation is easy.

Mike Dance, Cloud Consultant   mdance@BrooksideUS.com

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