



How an IT firm cut voice costs in half with Pure IP

Challenges

- Two voice providers, two contracts, two billing streams — one for the US, one for the rest of the world. Billing was the sharpest pain: separate invoices with little transparency made monthly costs hard to reconcile, and spend was variable and hard to predict.
- The requirement was also technically complex. As a large Cisco VAR, the company runs Webex internally and Teams in lab and demo environments. Any new provider had to support **both platforms without compromise**.

Solution

- Pure IP's Unified Integrations supports both **Cisco Webex** and **Microsoft Teams**, plus encryption for traditional SIP in hybrid environments.
- To prove it, Pure IP stood up a **proof-of-concept within 48 hours**, with traffic passing between multiple platforms. No edge cases, no surprises. That's what closed it.
- Pure IP also solved a limitation most providers can't address. **Operator Connect typically prevents consistent caller ID across Teams and Webex** — customers see different numbers depending on

Overview

Customer: IT consulting company

Industry: IT services

Scope: Global

Solutions:

- Microsoft Teams Operator Connect
- Webex Calling
- PSTN Replacement

which platform originates the call. Because Pure IP owns its own infrastructure, it enables consistent outpulsing across both.

- The solution also included full PSTN replacement, 800 US DID's with originating caller ID preserved on transfers, and US and international toll-free numbers.

Results

- Pure IP cut their voice spend by **50%**. The variable billing is gone. A calling bundle keeps costs consistent month to month, with any variability visible and easy to explain.
- **One provider. One invoice. One support contact.** The overhead of managing two vendors is gone.