# Tollring achieves Azure Co-Sell Eligibility for its Analytics 365 suite



Tollring, a notable provider of analytics solutions, has announced a significant advancement in its operations. The company's complete Analytics 365 suite for Microsoft Teams has successfully achieved Azure Co-Sell Eligibility status. This qualification encompasses all three of Tollring's SaaS offerings for Teams: Call Analytics, Call Recording with AI Analytics, and Collaboration Analytics.

Tollring has indicated that this prestigious status enhances the value proposition for its end customers while concurrently minimising their Microsoft Azure Consumption Commitments (MACC). All three services are readily available for purchase and self-provisioning through the Microsoft Azure and AppSource Marketplaces, making it easier for various stakeholders to access these analytics tools.

Tony Martino, CEO of Tollring, expressed enthusiasm regarding the achievement, stating, “We are thrilled to attain the distinguished status of being IP Co-Sell Eligible, which extends the audience and visibility of our Analytics 365 product suite.” He further elaborated on the company's strategy of developing cloud SaaS solutions that are straightforward to acquire and user-friendly, which contributed to this recognition.

The Analytics 365 suite is designed to provide a competitive advantage for partners involved in Teams Calling and Direct Routing services. Tollring emphasised that their products encompass a range of analytics needs, from internal collaboration insights to external call performance tracking, compliance recording, and conversation analysis. This comprehensive approach aims to facilitate organisations in executing effective performance analyses across various business functions.

Riz Khan, Senior Partner Development Manager/ISV & SaaS Recruit at Microsoft, commended Tollring’s achievement, remarking, “Working with Tollring as they became Azure IP Co-sell Ready is a fantastic achievement; their commitment to leveraging Azure’s capabilities has significantly enhanced their market visibility and credibility, opening doors to new business opportunities through Microsoft’s extensive network.”

In addition to achieving Azure Co-Sell Eligibility, Tollring has been active in expanding its offerings throughout 2023. In July, the company entered into a partnership with CallTower to refine its Analytics 365 solution for Microsoft Teams. This collaboration aims to transform how organisations leverage call data insights to improve customer engagement, optimise team performance, and drive revenue growth.

Earlier in June, Tollring unveiled its Analytics 365 AI-Powered Recording feature, further enhancing its portfolio. This new compliant recording capability on Microsoft Teams offers advanced features such as transcription and AI-driven analysis of keywords, topics, sentiment, and outcomes. Businesses of any size can utilise these recordings to gain valuable insights into customer journeys, market trends, and behavioural patterns, thereby enabling significant improvements in customer experience.

In an unrelated but noteworthy development, Microsoft is reportedly under investigation by the US Federal Trade Commission (FTC). The inquiry is examining the company’s cloud and software licensing practices, cybersecurity services, and AI solutions. Initial reports highlight concerns over how Microsoft bundles its productivity and security software with Azure cloud services, potentially creating obstacles for customers wishing to transfer their business data to competing platforms. This scrutiny follows several security incidents involving Microsoft products, drawing particular attention due to the company's critical role as a primary software provider for various US government agencies.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://tollring.com/tollring-achieves-microsoft-azure-ip-co-sell-ready-status-for-analytics-365/> - Corroborates Tollring achieving Azure IP Co-Sell Ready Status for its Analytics 365 suite.
* <https://www.comms-dealer.com/ip-co-sell-eligibility-status/tollring-gains-ip-co-sell-eligible-qualification> - Confirms Tollring's attainment of Azure IP Co-Sell Eligible status for its SaaS Analytics 365 solutions.
* <https://windowsforum.com/threads/tollring-achieves-azure-co-sell-eligibility-for-analytics-365-solutions.346863/> - Supports the achievement of Azure Co-Sell Eligibility for Tollring's Analytics 365 solutions.
* <https://learn.microsoft.com/en-us/partner-center/referrals/co-sell-requirements> - Explains the requirements for achieving Azure IP Co-Sell Eligible status, including revenue thresholds and technical validation.
* <https://learn.microsoft.com/en-us/partner-center/referrals/co-sell-requirements> - Details the process of achieving co-sell-ready status and the additional requirements for Azure IP co-sell eligibility.
* <https://tollring.com/tollring-achieves-microsoft-azure-ip-co-sell-ready-status-for-analytics-365/> - Mentions the availability of Analytics 365 services for purchase through Microsoft Azure and AppSource Marketplaces.
* <https://www.comms-dealer.com/ip-co-sell-eligibility-status/tollring-gains-ip-co-sell-eligible-qualification> - Highlights Tony Martino's statement on the significance of achieving IP Co-Sell Eligible status.
* <https://windowsforum.com/threads/tollring-achieves-azure-co-sell-eligibility-for-analytics-365-solutions.346863/> - Quotes Riz Khan's commendation of Tollring’s achievement and its impact on market visibility and credibility.
* <https://tollring.com/tollring-achieves-microsoft-azure-ip-co-sell-ready-status-for-analytics-365/> - Describes the comprehensive analytics capabilities of the Analytics 365 suite, including internal collaboration insights and external call performance tracking.
* <https://www.noahwire.com> - Mentions Tollring's partnership with CallTower to refine its Analytics 365 solution for Microsoft Teams, though the specific link is not provided in the source.
* <https://www.uctoday.com/unified-communications/tollring-full-analytics-365-suite-achieves-microsoft-azure-co-sell-eligibility/> - Please view link - unable to able to access data