



# Seller Guide

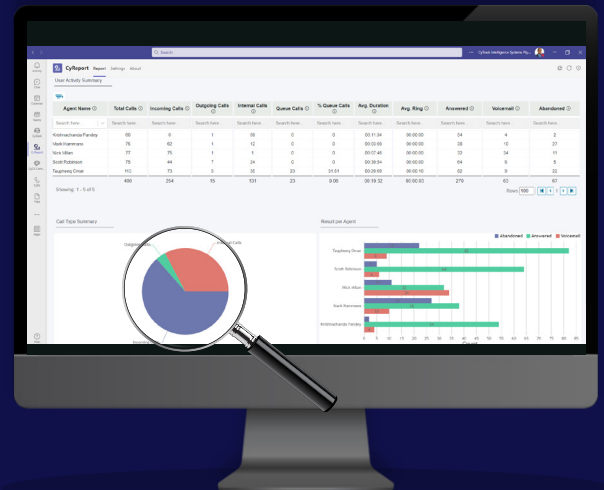
Access more recurring revenue and professional services with your Microsoft 365 customers adding Cytrack CyReport Reporting & Analytics for Microsoft Teams



## Advanced analytics and reporting for Microsoft Teams

CyReport is aimed at business users who require an easy-to-use workplace analytical and reporting solution to provide business insights into your Microsoft Teams productivity, interactions, trends, call quality, call queues, communication costs and much more.

What gets measured gets managed. CyReport helps you monitor the Key Performance Indicators that drive your business and test the impact of strategies to improve them.



## Embrace the future of business communication with Microsoft Teams & Cytrack CyReport Reporting & Analytics



Get informed on the who, when and how, of your Microsoft Teams communications, customer services performance, and more



Use CyReport Designer to create your own reports & dashboards or select from the included professional templates



Share contextual reports & dashboards into Teams channels using Teams embedded custom tabs and adaptive cards for alerts

### Cytrack Partner Engagement

- Deployment Training Programs
- Marketplace lead referrals
- Partner Micro Site
- Sales, Marketing, Deployment & Support materials & documentation
- Case Studies
- Demo Movies and Partner not-for-resale license programs
- Cytrack personal Partner Account Managers
- E-Learning & Education Portal



Contact [sales@cytrack.io](mailto:sales@cytrack.io) to partner with Cytrack  
Visit [Cytrack for Teams](#) for more information



## Seller Guide

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### Benefit through partnership with Cytrack



#### Massive opportunity

Microsoft Teams has a vast user base and established ecosystem. By integrating our reporting analytics solution with Teams, partners can tap into this extensive network and potentially reach a wider audience.



#### Elevate your market positioning

Associating our reporting analytics solution with your Microsoft Teams offerings provides unique selling points, differentiating your offerings and gaining a competitive edge in the market.



#### Improved Productivity

By providing our reporting analytics solution embedded within Microsoft Teams, our Partners enhance the productivity of your clients. Microsoft Teams becomes a one-stop platform for both collaboration and data analysis, reducing the need to switch between different applications.



#### Sustained professional service revenues

Are driven by customers' continuous desire to progress with CyReport. As their knowledge grows, so does their appetite for more intricate dashboards and comprehensive reports to analyze and report on business performance.



#### Security and Compliance

Leveraging Microsoft Teams' security features ensures that our reporting analytics solution adheres to stringent security and compliance standards. This reassures partners and customers regarding data protection and regulatory requirements.



#### Cross-Sell Opportunities

Integrating with Microsoft Teams opens up opportunities for cross-selling other Cytrack products and related solutions. Partners can explore synergies and present a holistic suite of solutions to customers.



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#### Customer Satisfaction and Retention

Offering our comprehensive reporting analytics solution integrated with Microsoft Teams enhances customer satisfaction. It meets customers needs for a consolidated platform and fosters long-term relationships, potentially leading to increased customer retention rates.



#### Seamless Integration and Scalability

The analytics solution integrates effortlessly with existing Microsoft Teams infrastructure, providing flexibility to scale with growing business needs. It supports expanding client demands while maintaining a streamlined, efficient workflow. This adaptability ensures competitiveness as customer requirements evolve.



#### Market Positioning and Competitive Edge

Our reporting analytics solution is on the Appsource and Teams Store and available via the Microsoft Marketplace. Our Partners use this association as a unique selling point, differentiating their offerings and gaining a competitive edge in the market.



#### Evolve alongside your clients

We offer a highly adaptable suite of modular applications that customers can seamlessly integrate as they advance in sophistication.



#### Augment & Amplify your Microsoft Teams Calling solutions

Increase your recurring subscription revenue and profitability from Microsoft Teams services and license sales.



#### Co-branding Portal

Add your business logos to our apps for differentiation and corporate standing.

Differentiate - yourself by showcasing deeper expertise in Microsoft Partner solutions.



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## Cytrack CyReport

### Why Partners are loving CyReport for Teams

- There are now over 100 Million Teams users and this is a massive market opportunity for me to add value add services
- My customers have a lot of pain points that are solved by CyReport, I add a valuable service at an affordable price, “what gets measured gets managed” is my mantra to my customers now !
- I love that CyReport enables me to differentiate my service offering, many partners are just competing to the bottom with low profit carriage packages
- I make very small margins on Azure and M365 subscription revenue, I make at least double with CyReport
- I love that CyReport is on the Microsoft Marketplace so its simply added to my customers existing invoice from Microsoft – and I am convincing new customers to select us as their partner of record for their Microsoft license services, that is very sticky and increases our revenue and reported sales with Microsoft that leads to other Microsoft benefits.
- CyReport Analytics generates ongoing services revenue beyond the initial deployment, the more customers learn about their business the more they dig deeper and get hungry for new insights and reporting outcomes.
- Did I say how affordable it is ? \$250 a month for up to 50 users is amazing value
- Cytrack has made it so easy, the system is spun up automatically once subscribed via the Microsoft Marketplace via automated deployment and then Cytrack have provided amazing e-learning modules, even down to how to use individually reports – its next level !
- Oh ! One final thing I can even brand CyReport for Teams with my own logos ! That makes my business look very professional and differentiates us in the total solution, we are all in !



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# Unlock the power of data-driven insights with this CyReport Analytics course!

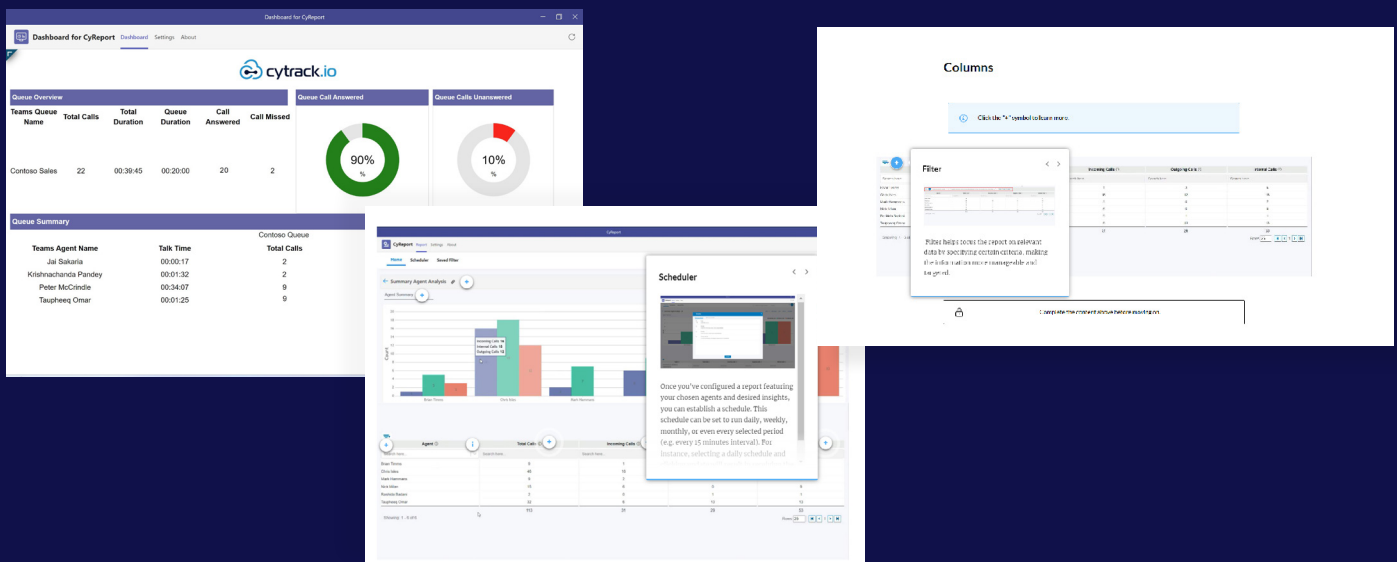
Are you struggling to gain valuable insights from your communication data? Our CyReport Analytics course is here to help! This **free training** will equip you with the essential skills to navigate this powerful tool and transform your data into actionable intelligence.

**This 4-module course, will take only 25 minutes to complete, and you will:**

- Discover how CyReport Analytics simplifies data analysis and reporting.
- Delve into essential components such as tailored reports, illuminating dashboards, and intuitive alert systems for a seamless user experience.
- Learn to navigate our recommended reports that track call performance, identify trends, and measure team effectiveness.
- Gain the confidence to make data-driven decisions that improve your communication operations.

**This course is perfect for:**

- Business users who want to gain insights from their communication data.
- Team leaders who need to track performance and identify areas for improvement.
- Partners who want to get a better understanding of the product.
- Anyone interested in leveraging data to make better business decision



**ENROLL FREE TODAY**

**Bonus: Get a cheat sheet for each module with key takeaways from the course!**

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## Cytrack CyReport

### Reporting & Analytics for Microsoft Teams

#### Advanced analytics and reporting for Microsoft Teams

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#### Customers love CyReport

- Customers love CyReport
- "I gave up on Power BI, CyReport had it all out of the box and I can customise my dashboards and reports so much easier"
- You can be up and logging your Teams performance metrics in minutes
- What gets measured gets managed, its so important for our business improvements
- CyReport tells us how many of our staff's calls are going to voicemail
- CyReport shows us how many of our customers hung up before we answered them
- CyReport gives us a dynamic list of all the abandoned callers for us to call back
- CyReport grows with us, as we learn we want to know more



#### Use Cases

- How are your call queues performing?
- Are customers hanging up before being answered?
- How many video meetings are you having?
- Which team members are the busiest and with whom?
- How many chats are happening daily, what are the teams responses?
- Analyse sentiment, team emotion and participation.

#### Key Features

- Powerful configurable Dashboards
- Wide range of prepared Reports
- Customize your own with our Report Generator
- Schedule reports and alerts to email, Teams members and Channels using Teams Adaptive Cards
- Embed contextual reports and dashboards using Teams customizable tabs



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## Cytrack CyReport

### Customer Pain Points solved with CyReport for Teams

- **Business Owner:** We moved staff to WFM during the pandemic, but now have customers complaining we aren't getting back to them or are taking too long .. We don't know how to measure this
- **Operations Manager:** Customers are complaining they get our voice mail and people aren't answering - How many of our staff calls are going to voice mail ?
- **Operations Manager:** How many chats are people having on Teams ? Are they 1on1 or group chats? What is this doing to our productivity?
- **Customer Service Manager:** We have call queues setup in Teams and have no idea of how many calls we get, how long customers wait, what are our abandoned rates are ?
- **Customer Service Manager:** Why aren't we answering all our calls? How often are my team taking breaks, how long are they available ?
- **Sales Manager:** I need numbers to show how many sales calls my team is making, who are the leaders ?
- **Sales Manager:** We are aiming to win a valuable contract and have identified the key customer contacts, I want to know how often we are connecting with them, how many meetings have we had ?
- **IT Manager:** We have so many Teams channels, they create sharepoint sites and its out of control, which Channels are not being used so I can close them down ?
- **IT Manager:** People keep asking me for all these reports on their business area and PowerBI doesn't give me what they want, and its expensive and difficult to use.
- **Everyone:** I only want to see what I need not everything that our business does, and I want to see it in my Teams Channels not use a complicated analytics application



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## Cytrack CyReport

### Reporting & Analytics for Microsoft Teams

#### Target Industries

- Any industry that uses Microsoft Teams and wants to report & analyse on usage, performance and customer experience

#### Target Customers

- Large Enterprise with many thousands of users
- Small Business from 3+ users

#### Objection Handling

- Doesn't Teams give you this information out of the box ?

- Solution: Certainly not, you must access the data via Microsoft API's and the data is very complex to interpret. CyReport contains professional Dashboard and Report templates ready to go that have been designed with professional call centres and telecom experts since 1995

- I can do this with Power BI can't I ?

- Solution: If you have a team of experts and are prepared to develop and maintain Power BI, maybe some of it, but it's complex and the Dashboards and Reports we provide are based on techniques learned over years of experience in telephony and contact centres. Most of the enquiries we get are from IT experts with Power BI specialists who have just given up and are looking for a solution that does it for them and constantly delivers innovative exciting features. Save all your time and money trying to develop this inhouse, CyReport is so affordable.

- My staff doesn't look at wallboards or go searching for reports

- Solution: CyReport Dashboards can be embedded into Teams Channels and automatically post alerts to your channels on key thresholds and KPI's. Reports can be setup to be emailed automatically to key stakeholders or groups based on set rules

- These analytic type products seem to require so much customisation and take months to get running!

- Solution: CyReport connects to your Teams data as part of an online process and is logging information for you immediately. After that our system has Dashboards and Report templates that are configured with your organisational Teams settings and members straight away. You will be making decisions to improve customer service within days.



Sales Support: [sales@cytrack.io](mailto:sales@cytrack.io)

Technical Support: [support@cytrack.io](mailto:support@cytrack.io)

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