Case Study

Transforming Voice Complexity into Communications Confidence



The **Background**

Global energy services provider, EthosEnergy, previously relied on a third-party telephony solution embedded within Microsoft Teams. While the solution supported day-to-day communications, maintaining a separate voice platform and carrier services added cost and complexity to its technology environment.

EthosEnergy already held Microsoft 365 E5 licenses across the business which included Teams Phone functionality. With its telephony agreement reaching expiration, the organization recognized an opportunity to capitalize on its existing Microsoft investment by bringing voice, meetings, messaging, and collaboration together within Teams.

The ambitions driving the project were to reduce operating costs, streamline management, and deliver a consistent communications experience across EthosEnergy's US operations. Achieving these goals required more than a technology replacement. EthosEnergy needed a carefully managed migration that would protect business continuity, prepare users for change, and establish a scalable foundation capable of supporting future growth and acquisitions.

To deliver this transformation, EthosEnergy engaged Kinly as its trusted technology advisor to design and implement a modern, cloud-based telephony solution powered by Microsoft Teams Phone and Kinly Direct Routing as a Service.

Kinly | EthosEnergy

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The **Solution**

The scale of the migration was significant. EthosEnergy needed to transition about 500 users across 14 US locations, 470 numbers, 25 Interactive Voice Response (IVRs), 11 call queues, eight sites with paging (10 paging devices), and three toll-free numbers.

To ensure long-term success, our experts conducted a detailed discovery and planning phase. This covered the existing Microsoft 365, Teams, and telephony environments, alongside Public Switched Telephone Network (PSTN) connectivity, numbering, emergency services, devices, paging, and analog requirements. In close collaboration with EthosEnergy's key stakeholders, we validated business requirements, aligned on success criteria, and developed a voice strategy designed to support both current operations and future growth.

From there, we designed and deployed a complete Microsoft Teams Phone solution powered by Kinly Direct Routing. Auto attendants, call queues, shared voicemail, departmental call paths, and business- and after-hours routing were all carefully mapped for a seamless user experience.

Working alongside the EthosEnergy IT team, we configured the new environment, integrated Kinly Direct Routing, established governance policies, and implemented the resources needed to support day-to-day operations. Every aspect of the platform was rigorously tested before cutover, including call routing, voicemail, emergency services, paging, and inbound and outbound calling.

For EthosEnergy and its teams, a smooth transition was crucial. Kinly provided administrator mentoring, end-user training, and role-specific workshops to build confidence ahead of the migration and drive adoption from day one. With users prepared and the platform fully validated, we executed the migration end-to-end, managing number porting, user provisioning, service activation, and communications to deliver a seamless handover with minimal disruption.

Following deployment, the platform transitioned into Kinly's managed services framework, giving EthosEnergy access to proactive monitoring, operational governance, expert support, and ongoing optimization. As a result, EthosEnergy not only achieved a successful migration but gained a long-term partner focused on maintaining performance, reducing operational complexity, and supporting future growth.





SECTOR
ENERGY

LOCATION(S)
US

SOLUTION
VOICE

Kinly | EthosEnergy

The **Result**

By transitioning to Microsoft Teams Phone with Kinly Direct Routing, EthosEnergy was able to transform a complex telephony environment into a unified, scalable, and more cost-effective platform for business-wide communications.

Alongside a modernized voice environment, EthosEnergy reduced monthly telephony costs by nearly 45% through optimized use of Microsoft 365 E5 and consolidated carrier services delivered by Kinly. Employees now access calling, meetings, messaging, and collaboration through a single platform, eliminating the need for separate voice tooling and delivering a consistent and intuitive user experience across the business.

For EthosEnergy's IT team, managing voice services now provides greater control through a wider range of customization options. Centralized administration of call routing, emergency services, devices, and user provisioning provides greater visibility and control while reducing the complexity of supporting a large, multi-site operation.

The platform is also reinforced by Kinly managed services with proactive monitoring, governance, dedicated support, and ongoing optimization to maximize reliability, performance, and long-term value.

Most importantly, EthosEnergy now has a resilient communications foundation built for the future. With a platform that can easily accommodate acquisitions, workforce growth, and evolving hybrid requirements, the organization is positioned to adapt, scale, and keep its people connected for whatever opportunities come next.

Why **Kinly?**

Bringing people & technology together for better productivity wherever the work happens — because great things happen when people work together.



The **Testimonial**

Nikki Mackay, Application Developer:

"Now that things are in Teams, it has offered more visibility to the wider IT team. Additionally, with some of our other global sites using the Microsoft Teams backend, it's easier to offer cross country support being on a unified platform."