



CITY IN THE CLOUD  
SEARCHING FOR **SUPERIOR CALL QUALITY**

The City of Del Mar is a small local municipality in northern coastal San Diego County. The City provides typical municipal services, such as planning, engineering, business licensing, water and sewer utilities, fire protection, lifeguard patrol, and parking enforcement. In addition to providing citizen services, the City is a popular tourist destination known for its pristine beaches and seaside village charm.

## THE CHALLENGE

The City deployed a Cisco on premise phone system in 2005 knowing that it would have to replace hardware about every five years. Due to the limited resources of a small IT department, every upgrade required third party consulting support that was costly and fraught with issues and time delays. In 2014, their hardware was outdated and the City was preparing to relocate its operations to a new building.

Faced with the issue of a long and arduous process of replacing systems again, Ms. Bernardo, The City's IT Manager, researched various options. Based on feedback she had received from other local cities she was worried that a fully hosted solution would not have the call quality and service they desired.

## THE GOAL



Reduce System  
Replacement Expense



Ensure superior  
call quality



Exceptional  
support & training

## THE SOLUTION

Willing to explore a hosted communication platform Ms. Bernardo reached out to Tredent Data Systems (TDS), The City of Del Mar's IT consultant, to explore hosted communications platforms. Tredent proposed using a hosted Cisco solution that allowed the city to use its existing handsets to further help reduce costs. The City issued a Request for Proposals for Unified Communications as a Service and selected CallTower based on their experience, pricing, and end to-end Cisco solution.

To address the issue of phone quality, Tredent worked with their partner CallTower to provide a proof of concept that gave the city an opportunity to try the solution with a small subset of users before committing to an entire system. The pilot group proved to be a great test bed and showed no degradation in call quality and was equally good as their current on-premise solution. Moreover, the hosted solution also provided more functionality than the City currently had with its existing system.

“ I sleep better at night knowing that we have a fully redundant phone system that is being monitored and managed by CallTower. CallTower has become an extension of the IT Department and has freed up our time to focus on projects that will further the City’s strategic goals”

- Emily Bernardo, IT Manager, City of Del Mar

After deciding to move forward, Tredent and CallTower paired together to implement the City on their new fully hosted Cisco solution. Weekly meetings were scheduled, planned and tasks executed to meet an aggressive deployment timeline. The project went off without a hitch and was completed a couple of months ahead of schedule. A key component of the project was to implement CallTower Managed Voice Continuity (MVC) in order to insure that the phone system is always available. CallTower provisioned a dedicated MPLS circuit on the City’s behalf and configured failover to the City’s primary internet circuit to add an additional layer of redundancy. The MPLS circuit is monitored and managed by CallTower 24x7 and the IT Staff no longer has to manage PRI circuits and deal with the Telco provider directly. Another win for IT!

## THE RESULTS

The end result is a happy IT manager who successfully implemented a fully redundant hosted communication system and will never have to endure a painful and costly phone system upgrade again. The City’s staff is now able take advantage of the features of a future proof phone system that is always up-to-date, with a continuous cycle of new enhancements that will enable staff to communicate more effectively and reliably.

## ABOUT CALLTOWER

**Experience seamless, intelligent communication with CallTower, your trusted cloud communications provider.**

We specialize in Unified Communications as a Service (**UCaaS**), Collaboration as well as Contact Center as a Service (**CCaaS**), Conversational AI (**CAI**) technologies, with end-to-end professional and managed services. Our expertise and commitment to exceptional Customer Experience (**CX**) empower businesses to connect, collaborate, and grow with ease.

From streamlining workflows and optimizing IT infrastructure to proactive management and strategic guidance, our innovative and scalable solutions are designed to meet your unique business needs. **Redefine the way your organization communicates with CallTower—where innovation and expertise unite to drive meaningful connections and lasting success.**