



calltower

WHITE PAPER



HOSTED VOICE FOR OFFICE 365

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INTRODUCTION

Every day, organizations around the world are challenged with a rapidly changing competitive environment. The need to easily connect and communicate with colleagues, vendors, customers and prospects who are around the corner, to around the globe, is essential. It can also be time-consuming and costly when office tools are not maximized to their full capabilities. When Skype for Business with hosted voice, is enabled, your company will have the industry's most powerful communication solution at its fingertips. Streamlined communications boost productivity and efficiency while significantly reducing telecommunication costs.

- Conference calls, with video and screen-share that are ad-hoc or scheduled events.
- Ad-hoc conversations are easily and seamlessly escalated from Instant Message, to Voice Call, to Group Meeting with video and screen share
- Simplify the flow of communication for locations throughout the United States and the world

CallTower delivers an easier way to cost effectively communicate, with customized Skype for Business communication solutions for business.

CallTower's robust cloud phone system delivers a plethora of advanced features from auto-attendant, call paging, conferencing, CRM integration, contact centers, one-touch speed dial, email integration to call recording, and much more.

OFFICE 365 SKYPE FOR BUSINESS

Skype for Business Online, which is a component of many Office 365 (O365) licenses, is a powerful communications platform, offering presence, instant messaging, voice over IP (VoIP) calling, desktop sharing, and audio and video conferencing... all from a single interface. CallTower's Skype for Business makes it possible to handle just about all of your communications through a single desktop client, as well as customer and device support, plus many additional enhanced business productivity features.

Recognizing this limitation as a significant opportunity in the converging IT and telecom industries, CallTower has developed a way to voice enable Office 365.

HOSTED VOICE FOR OFFICE 365

Skype for Business Online is already a component of O365. With Federation with Office 365 environment and a voice-enabled Skype for Business package, O365 becomes a comprehensive communications solution. Organizations are able to leverage their many benefits of O365 and obtain a phone system that is fully integrated into everything else they use on their desktop with the additional benefit of being able to use desk phones and wires/wireless headsets.

The value addition is the ability to replace an outdated and costly legacy phone system with a complete hosted Unified Communications solution.

This unified communications platform behaves just like the telephone systems that today's businesses have come to rely upon for day-to-day operations, including receptionist switchboard features, call routing to "hunt groups" and full IVR capabilities. Voice-enabled Lync / Skype for Business can be configured to mirror the functionality of a legacy phone system, even to the point of feeding an office-wide intercom system to announce calls on hold.

Organizations around the globe are moving in droves to O365. Why? The software is hosted in the cloud, with real-time software updates, zero downtime and Office 365 is incredibly cost effective.

Office 365 has transformed the way business gets done, streamlining operations and providing efficiency capabilities that continue to evolve at an astounding rate.

CALLTOWER'S O365 SOLUTION

CallTower was one of the first to leverage the integration with Skype for Business, Microsoft's enterprise IP voice. This unique turn-key Microsoft unified communications solution delivers a full range of telephony features, removing communication barriers and enabling with enhanced flexibility. CallTower's solution is customizable to meet the needs of any business, provides a full implementation plan with project manager and provides 24/7/365 US based customer support. The solution is built to avoid costly upfront infrastructure, setup complexity and annual support costs.

With the addition of CallTower voice, O365 communications system allows for easy remote access. Employees can work just as efficiently in remote locations as they do in the office including working from tablets and mobile devices. Leveraging unified messaging, email, fax, phone and text facilitates communications, support, workgroups as well as collaborative communication and business workflows. That, in turn, reduces the organization's travel needs and minimizes its environmental footprint.

CHOOSING THE RIGHT PLAN

The heavy cost of updating an outdated system, dealing with hardware failures and untimely software updates are hindering an organizations ability to thrive. This burden can be problematic in almost every business process, from daily planning to budget restraints. The value of cloud solutions is apparent with the difficult portion being the first step of evaluating the right options.

Mobility - Employee mobility has also become a consideration, as easy access enables more on the go workers. The ability to access business information through multiple platforms, at any time, in any location is more important now than ever before. For organizations with an international presence, utilization of Skype for Business on desktop or mobile client while traveling overseas will eliminate or significantly reduce international roaming charges.

Redundancy - Any natural or man-made disaster can also cause productivity issues, data loss, redundancy complications and extreme unbudgeted technology infrastructure costs.

Cost Savings - The best time for a business to move to Office 365 is at, or near a required server refresh. Moving to the cloud removes capital expense, update maintenance and disaster recovery concerns along with all backend upgrades. According to Microsoft, a business will see on **average of 40% savings over a 5-year period.**

Security and Privacy – Skype for Business delivers enhanced communication security with built-in encryption and authorization through Active Directory. Active Directory is a centralized and standardized system that automates network management of user data, security, and distributed resources, and enables interoperation with other directories. Active Directory is designed especially for distributed networking environments.

Professional Services and Support – Office 365 deployments include, migrations, management, and advanced design/build services for server virtualization projects. A full network assessment, security evaluation, technical administration training and other aspects are essential.

Project success relies on end project management, regular project scheduling, status tracking, and customized solutions customized built to meet an organization's unique business criteria.

Cloud Concerns - While the reasons for moving to the cloud are clear, many service providers and IT departments are quick to perpetuate cloud myths of poor reliability or security. With an on-premise solution, IT personnel spend a majority of their time troubleshooting, maintaining service updates and backing up systems, taking business to the cloud removes those tasks allowing IT personnel time they spent troubleshooting, maintaining service updates and backing up systems, to raise up to strategic challenges and assisting end-users. While the cloud is haunted by misconceptions of security and storing sensitive data, a strategic move with a trusted service provider eliminates concerns with proven security measures and up-time guarantees.

Moving productivity services to the cloud requires a serious consideration of cost savings, security & privacy, and a knowledgeable service provider. Office 365 offers a cost effective solution for communications and file access, whether day-to-day or in disaster situations. The facts surrounding significant cost savings and improved security and productivity are difficult to dispute. The substantial business benefits and enterprise-grade security allow you to move to the cloud with confidence.

OFFICE 365 LICENSE OPTIONS

Office 365 license options vary in staffing and technical needs, so there isn't a 'one-size-fits-all' Office 365 plan. Instead, there are two free donated plans and two discounted plans. Hosted voice for Office 365 is recommended with the E3 license option.

- Office 365 E1 (unlimited users)
- Office 365 Business Essentials (maximum 300 users) *
- Office 365 Business Premium (maximum 300 users; includes the latest version of Office Desktop on 5 devices)
- Office 365 E3 (unlimited users; includes the latest version of Office Desktop on 5 devices)
- Office 365 E5 (unlimited users; includes the latest version of Office Desktop on 5 devices; pooled minute calling plans for PSTN conferencing, cloud PBX, Skype Meeting Broadcast)

DEPLOYMENT OPTIONS FOR SKYPE FOR BUSINESS VOICE

Microsoft Platform

Office 365 with Cloud PBX and Calling Plan (part of E5 or add-on to another plan)

Hybrid Platform

Office 365 with Cloud PBX and CallTower Cloud Connector

CallTower Platform

Office 365 with CallTower Hosted Skype for Business

HOW DOES IT ADD UP?

| CALLING PLANS | Hybrid Platform per user per month | E5 per user per month | CallTower Hosted S4B Voice per user per month |
|---|------------------------------------|-----------------------|---|
| Average Cost Domestic Only* (per user per month) | \$46 | \$47 | \$44.95 |
| Average Cost Domestic + International Calling* (per user per month) | Usage Based | \$59 | \$44.95 |
| Average Implementation Cost (per user) | Custom Quote | \$0 (3-year term) | \$0 (3-year term) |
| Average Implementation Cost with Training (per user) | Custom Quote | \$2.50 | \$0 |
| Average Support Cost Including Device/Client Support (per user per month) | \$4.50 | \$0 | \$0 |
| Average Monthly Admin Support Fee | Included | Included | Included |

BREAKING DOWN OFFICE 365 E3 AND E5 OPTIONS AND BENEFITS

| | E3 | E5 |
|-------------------------------------|--|-------------------------------------|
| Office | Office 365 ProPlus Office Mobile Application | Office desktop |
| Exchange | Exchange Online Premium Exchange Online Archiving | Exchange Advanced Threat Protection |
| SharePoint, OneDrive and Power Bi | SharePoint Online Premium | Power Bi Pro |
| Skype for Business | CallTower Complete Skype for Business Solution | Skype for Business Online Premium |
| Archiving, Retention and eDiscovery | Data Loss Prevention | Advanced eDiscovery |
| Management and Security | Azure Rights Management | Customer Lockbox |

Feature Gaps

| CALLING PLANS | HYBRID PLATFORM | E5 | CALLTOWER MANAGED PLATFORM |
|--|-----------------|-----|----------------------------|
| Video, Web and Audio Conferencing | YES | YES | YES |
| Extension Dialing Call Forwarding | YES | YES | YES |
| PSTN Calling, Broadcast Meeting | YES | YES | YES |
| Protect Management | YES | YES | YES |
| Call Center Add On, Call Recording, Paging | YES | NO | YES |
| Salesforce.com CRM Integration | NO | NO | YES |
| Enterprise Call Features: Voice Mail on Exchange Plan, Persistent Chat | NO | NO | YES |
| Int'l Call Access Numbers and Toll Free Number for Conferencing | YES | NO | YES |
| CallTower Support and Training: 24x7x365 Tier 1 End User Mobile Device | YES | YES | YES |
| Quality of Service Guarantees | YES | YES | YES |

What's included and what's not?

PSTN Calling combines with Cloud PBX license

- PSTN Calling Plan license to E5 licensed users (includes Cloud PBX)
- PSTN Calling Plan license + Cloud PBX to Enterprise E3 licensed user

Two Calling Plans available

- Domestic US: Calling covers area codes across all 50 States:
- Domestic US + International: Calling supports 196 countries including landline & mobile

Minutes included in plans, pooled by Tenant

- Limits for abuse, fraud and to protect service performance
- Overages charged through consumption billing*

E5 Limitations

With the introduction of the E5, Microsoft continues executing on an aggressive, multiyear roadmap that seeks to add many new voice and communications services to the Office 365 cloud. If you are looking to leverage the new E5 voice services, you should keep several key limitations in mind:

- Reliable Voice
- Support
- Limited Device Support
- Advance Calling Feature

OPTIMIZE AND INTEGRATE

Office 365 with hosted voice behaves just like a regular phone system, except way better. Call flow choices, presence and conversation history options, allow organizations to keep detailed conversation records, communications, events and activities with individuals and/or groups.

Additional application integration delivers contact center access, CRM integration and call recording. These innovative solutions help to increase staff and volunteer productivity, shorten response time, and encourage collaboration.

The result is a more efficient and healthier business as well as increasing the return on investment of both the communications platform and existing applications.

Auto Attendant - Personalize greetings

All of the power, flexibility and features available via auto attendant are available to every department, extension or mailbox within the business. A custom-designed auto attendant can be tailored with unlimited routing combinations. In addition, leverage the embedded multi-lingual auto attendants and allow callers to be routed to their destination quicker and more efficiently.

Mobility

Never miss an important call. Organizations are using mobile technology to do business. Communicating with personal devices via text message, phone and email.

Conferencing

Conferencing solution enables organizations to hold scheduled or ad-hoc online meetings. Conferences are easy to host and simple to access for guests.

Contact Center

Extensive experience providing outsourced call center solutions are key. Agent training and advanced technology delivers an unparalleled customer experience.

CHOOSING THE RIGHT PARTNER

CallTower has helped hundreds of companies and thousands of users move to Skype for Business hosted voice for Office 365 for better security, greater reliability, and less cost. As an elite national Microsoft Cloud Accelerate Partner, you get a proven track record and unique knowledge from **Office 365 Experts**: Why CallTower for Voice -- CallTower delivers a comprehensive portfolio of Unified Communication and Collaboration solutions with award winning customer service.

Since 2002, CallTower has been committed to providing leading industry solutions to our customers and partners in the United States and around the globe. We are proud of our continued growth; attributable to the confidence our customers and partners have placed in our services. In keeping with the evolution of communication technologies and the mission of providing easy to use, feature rich business communication solutions to businesses of all sizes, backed by a dedicated, knowledgeable support team. CallTower delivers upon customer expectations through a set of core company values that are shared by all employees. Guided by relentless focus on customer satisfaction, we constantly strive to achieve the highest standard of quality and best practices in every aspect of our business and exceed our commitments to the many customers we are entrusted to service.

CallTower is -an industry leader in bringing voice to Skype for Business, and bringing Skype for Business with voice to Microsoft Office 365. CallTower believes this because of the following:

- **Experience:** We have the most experience in delivering Unified Communications as a Service (UCaaS) to the cloud.
- **Expertise:** Because of this experience, we have the expertise to run the infrastructure and software, enabling services as well as delivering and supporting these services from the cloud.
- **Exceeding expectations:** Our expertise ensures that we have the best track record in ensuring that customers receive the industry's best service.

Microsoft is leading businesses of all sizes to the cloud with their Office 365 offering. Our partnership with Microsoft means you can leverage your investment in Office productivity tools and greatly enhance their value by adding phone and conferencing capabilities. Bringing telephony capabilities to Office 365 means employees can enhance their productivity by using a familiar set of Office products that are already used on a daily basis.

ACHIEVING COST AND RESOURCE SAVINGS WITH UC CASE STUDY

Case Study: Velcro
Headquarters: Manchester, NH,
Website: <http://www.velcro.com>

Companies Industry: Textiles
Global Service Office: Boston, MA.

Velcro Companies are a technology-driven, global organization providing fastening solutions that solve problems in simple, elegant and surprising ways for businesses and consumers around the world. With more than 50 years of experience, Velcro Industries are proud of their heritage in innovation. Velcro Industries B.V. owns over 300 active patents and numerous trademarks, including the VELCRO® mark which is registered throughout the world. Velcro Industries offer global resources for world-class solutions, with manufacturing locations in Spain, the United States, Canada, Mexico, and China and sales offices around the world.

Executive Summary

Velcro drives collaboration and unified communications to more than 2,500 employees world-wide with CallTower's hosted voice solution for Office 365. Velcro required a cloud-based real-time solution to ensure successful online communications across their growing global companies.

Challenges

Velcro Companies were dealing with outdated and inconsistent phone systems throughout their U.S. and International locations. They were troubled by the capital expense to upgrade their current system.

With a world-wide employee base and limited IT personnel, Velcro began looking for a highly scalable cloud-based solution to replace their outdated legacy system.

Requirements

Velcro was interested in a hosted voice solution for Microsoft Office 365. They required a highly accessible platform that supported SIP (internet) calling across each user's desktop, as well as mobile devices, with high quality domestic and international voice and video calling capabilities.

Redundancy and business continuity were crucial components, as they are in a high volatile industry. Velcro also required an overall reduction in monthly telecommunications spend.

Solution

Velcro Companies chose CallTower's fully hosted Microsoft Office 365 voice solution, Skype for Business. CallTower's solutions are innovative, state-of-the-art and ahead of the competition, delivering best in breed next generation vetted features and benefits that assure ongoing success and exceed expectations. CallTower's superior voice quality, network, international expansion, centralized order and support automation, geographic redundancy, Cloud/IT services and user friendly options made a positive impact on Velcro's decision makers. When looking at providers Velcro was impressed with CallTower's long-term relationship with Microsoft, their thorough technology vetting method, the inquisitive discovery phase and technical consultation. Due to Velcro Companies limited IT personnel, CallTower's overall project planning, implementation, training and on-going support were key factors in their decision making process.

Results

CallTower's Office 365 hosted voice phone solution was implemented through their Enterprise Grade Microsoft Servers with full PBX functionality including contact center. CallTower's multiple data centers delivered Velcro Companies with the redundancy they required with full 24/7/365 support. The solution enabled both domestic and international users the ability to work from anywhere, maximizing efficiency and productivity. CallTower's hosted voice solution eliminated their capital expense, kept the project on budget and increased security. Velcro had suitable bandwidth at each location to support both voice and video, as well as, a vDedicated environment in North America, Europe and APAC regions.

In addition, CallTower quickly trained employees and provided ongoing 24/7/365 support. The project went off without a hitch and was completed a couple of months ahead of schedule.

Core Benefits of Partnering with CallTower

The following table lists several important benefits that a business can gain by adopting CallTower's UCaaS solution.

| Communications Challenges | CallTower's UCaaS Solution |
|--|--|
| Aging phone system (PBX) has limited functionality, difficult to replace hardware, and expensive to enhance or replace with a new PBX system | Workers can get telephony features including phone, conferencing, and more integrated with their Office 365 account. |
| High cost of third-party conferencing services | CallTower integrates PSTN audio conferencing into its enterprise voice for Office 365 solution, offering an improved user experience at a fixed monthly price. |
| Overburdened IT team falling behind on maintaining servers and hardware | Receiving the solution as a hosted service means your IT team has no management workload, and therefore can be reallocated to more strategic initiatives. |
| Only partial backups and not enough hardware to support true Disaster Recovery | CallTower utilizes multiple state-of-the-art data centers that support Disaster Recovery and minimize the risk of a service outage. |
| No corporate standard for instant messaging and presence (IM/P); workforce has a haphazard collection of different apps that are difficult to support and integrate. | Enterprise Voice solution integrates with Microsoft Office 365, enabling workers to benefit from using familiar productivity tools, and sets a corporate standard for IM/P that is easy to manage. |
| Limited access to email, IM, and other business-critical communications | CallTower's cloud-based platform supports a mobile workforce wherever they can connect to the internet across multiple OS |
| Using a number of different technologies that don't integrate easily with the Cloud and reduce productivity with unintuitive UI | CallTower's cloud platform is built on Microsoft's industry-leading infrastructure that is purpose-built for the cloud and is designed to interoperate seamlessly. |
| Concern about the cost associated with purchasing new hardware and software | CallTower's per-user, per service monthly billing enables you to pay only for what you use. |
| Traditional scaling efforts require major investments in hardware, software, and IT time | Cloud-based platform supports rapid deployment and almost instant scalability. |

In essence, partnering with CallTower enables you to have the best-of-breed technology, service, and support for the industry's leading UC solution.

CallTower Complete for Skype for Business is CallTower's next-generation hosted UC solution for businesses. Built with Microsoft technologies and delivered from a private cloud, it provides a simple, consistent interface that empowers your workforce to collaborate the way they want to via instant message, email, phone call, or audio, video, and web conferencing.

CallTower Complete for Skype for Business delivers integrated phone, conferencing, messaging, and collaboration capabilities to desktop systems and mobile devices.

UNIQUE BUSINESS NEEDS

All organizations have different business requirements, CallTower offers a suite of hosted voice solutions that enables us to cater to unique communications requirements:

- **On Demand Audio for Skype for Business** - Business-class phone system with PSTN audio conferencing that integrates with your existing Microsoft Office 365 E3 subscription, with the benefit of a cloud-based deployment. This allows stakeholders to collaborate leveraging full telephony capabilities, and reduce costs of traditional conferencing with VoIP. CallTower's Skype for Business hosted voice solution for Office 365 integrates our PSTN telephony and audio conferencing solution with your Office 365 environment.
- **CallTower Complete for Skype for Business** - Provides an all-in-one package of hosted UC services: A fully installed Office applications, file storage and sharing, business class email, calendar and contact, unlimited online meetings with IM and HD video conferencing, corporate social networking, team sites, enterprise management of apps, corporate video portal.
- **CallTower Complete for Skype for Business for Office 365** – Dedicated, private cloud enables us to deliver every feature that traditional PBX and other on-premises solutions deliver, plus more: our private cloud environment supports rapid deployment, is highly scalable, and integrates and leverages the investment you've made with Microsoft Office 365 technologies. Moreover, because the private cloud is built for a single customer, CallTower can work with the customer to have direct input on maintenance schedules and deliver a higher level of system integration that caters to the customer's business requirements.

CALLTOWER ADD-ONS

Contact Center

Clarity Connect Contact Center is Native to Skype for Business. Add a powerful set of capabilities to help manage IM's, calls, web chat and email for internal groups or traditional customer/user communications.

- Call Recording
- Web Chat
- Salesforce and Dynamics
- Email Routing
- Multiple Business Units

CRM Integration

CallTower Skype for Business Salesforce.com Integration

- Logging a Record of Inbound/Outbound Calls
- Launch Salesforce.com Directly from a Call
- Create a New Opportunity from a Call

CT Call Recording

Unified Collaboration Recording

- Record chat, voice, video and screen captures
- Manage recordings from a single platform
- Manage legal compliance and quality assurance

General Features and Benefits

- Get real-time presence information—including photos, availability status, and location—and enhanced instant messaging (IM) to connect efficiently and effectively.
- Make voice calls through your computer to other Skype for Business or users in your organization or in other organizations that use Skype for Business.
- Create, moderate, and join pre-planned and on-the-fly audio, video, and web meetings with people inside and outside your organization.
- Enhance online presentations with screen-sharing and virtual whiteboards.
- Let customers participate in your Skype for Business conference calls even if they are not Office 365 or Skype for Business Online customers by dialing into PSTN-enabled audio conference service, or utilize the web app.
- CallTower also offers Clarity Connect. This contact center solution adds robust call center functionality natively to Skype for Business without requiring any software to be loaded for agents, supervisors, or for any management functionality

- CT Call Recording, CRM integration
- Number porting
- DID sourcing
- E911 service
- Directory listing
- Caller ID
- Caller ID masking
- ACD
- IVR development

CALLTOWER CONNECT

The UNIFIER in Unified Communications

- CallTower Connect simplifies the setup and management of CallTower services facilitated within one easy to use web or mobile application. Manage Cisco, Microsoft Skype for Business, Email and Conferencing solutions interchangeably by user based within a location. CallTower Connect is the unifier in unified communications.
- CallTower Connect places powerful communication tools within an easy to use application. A few clicks are all it takes to customize many phone features. Setting speed dials no longer requires complicated 10 key sequences or navigating through multiple menus on a phone. Personalize your handset within minutes by assigning regularly called contacts to one-touch buttons on any Cisco telephone handset.
- Built for Speed - CallTower Connect is built from the ground up for speed and ease of use. The application is launched from a web browser by an end user or company administrator to add or manage CallTower hosted services such as: Skype for Business, Exchange, SharePoint, and Contact Center Solutions.
- Ease the Load - Corporate administrators work load will decrease as users gain access to a simplified panel where quick changes such as call forwarding, password management, Skype for Business conference PIN changes, speed dial button assignments and personalizing voicemail profiles can be made without a call to support.

FEDERATION

Federation describes configuring two different environments (such as Microsoft Office 365 and CallTower Complete for Skype for Business) to more easily communicate and collaborate. Federation can be done at the Skype for Business, AD, or Exchange level.

Skype for Business federation lets you communicate faster and more effectively with other Skype for Business users outside your organization, such as partners, suppliers, customers, or vendors.

When enabled, Skype for Business federation allows you to:

- Add users from other organizations to your Contacts list.
- Send instant messages to your federated contacts.
- Invite contacts to audio calls, video calls, or conferences.
- View Exchange presence information.
- Escalate person-to-person instant messages to multi-person conferences.

Note: Enabling Skype for Business federation requires additional configuration beyond the simple provisioning of the tenant account. The additional configuration required depends upon the type of federation that is desired.

Hybrid integration

Hybrid integration is a process by which two different environments are integrated together to act as a single entity.

Hybrid integration is an excellent method to bring scalability to your UC solution, and is ideally suited for companies looking to extend the reach of their existing on-premises UC deployment with a hosted solution. For example, an organization's on-premises Skype for Business environment can be integrated with Hosted Skype for Business in the company's Office 365 environment.

PROFESSIONAL SERVICES

CallTower's Professional Services help our customers get ready to go to the cloud, including network assessment, security evaluation, technical administration training, and other aspects to ensure readiness.

For each engagement, we offer end to end project management, regular project scheduling, status tracking, and customized solution design to cater to each customer's unique business needs. We also drive the complete migration & onboarding process to ensure a smooth transition.

Additional Professional Services for Office 365 deployments, migrations, management, and advanced design/build services for server virtualization projects are available from the CallTower Professional Services team.

Licensing

CallTower's customers experience a flexible business-class solution with little to no up-front investment. As summarized in the following table, our pricing model is primarily based on services allocated per user.

This gives an organization significant flexibility in scaling their services to match their evolving business needs and helps ensure that they only pay for what they use.

Platform and Infrastructure

In this section we describe the underlying platform and infrastructure that is in place to support worldwide operations of CallTower Complete for Skype for Business for Office 365.

Solution Architecture

CallTower utilizes a global platform with global reach. We can disperse tools and place them closest to where your users are: North America, Europe, or Asia.

CallTower Complete for Skype for Business for Office 365 leverages the Exchange Online platform to deliver best in class email and Unified Messaging that is integrated with CallTower's Dedicated Hosted Skype for Business Private Cloud utilizing the Microsoft Hybrid configuration. Fully supported and documented by Microsoft, this solution provides the optimal combination of features and capabilities in Skype for Business Server 2015 enabled for Enterprise Voice.

CallTower hosts the dedicated Skype for Business infrastructure according to Microsoft best practices, and Skype for Business is integrated with the CallTower voice network and enabled for all carrier services and Enterprise Voice. The Skype for Business infrastructure is integrated with Exchange Online for Unified Messaging, where all voicemails are recorded natively in Exchange Online.

Need to build out the following graphical map that identifies locations of:

- Telephony
- Conferencing services

Data Centers

CallTower Complete for Skype for Business for Office 365 service is hosted in data centers that are geographically dispersed to help ensure a high quality of service for real-time communication data.

CallTower utilizes a data protection infrastructure to prevent loss of data and to permit timely restoration of services in the case of a disaster or catastrophic system failure. Details concerning our backup and retention practices are listed in the following table.

Service Commitments

As a service provider, CallTower understands the importance of service level availability and reliability. We underwrite all our service offers with financially backed service level agreements (SLAs) that we execute with every CallTower Complete for Skype for Business for Office 365 private cloud customer.

We maintain clusters and redundant roles for all essential services and provide redundant network connectivity that helps CallTower tolerate one, or in some cases two, simultaneous hardware failure(s) without incurring any service interruption.

CallTower's expertise and experience differentiates CallTower as a service provider that can deliver on their high-availability commitments. From our current delivery platforms, we have outperformed this guaranteed uptime since launching Skype for Business into production in 2010.

For more detailed information about CallTower's SLAs, see [\(link to paper\)](#). In this document, we address the following aspects of our service commitments:

- Terms and conditions
- Exclusions
- CallTower service definitions
- Service level agreement coverage
- Core service functionalities
- Severity level definitions
- Service availability
- Mean time to restore
- Service assurance
- Order management
- Service credits calculation

Private Line

Skype for Business Private Line provides MPLS connectivity to the hosted Skype for Business platform instead of using the internet. CallTower provides the MPLS local loop to the customer site(s) and implements a dedicated VRF/CUG for the traffic for one customer. The private line terminates into a DMZ at CallTower which exposes all customers to the outside of our hosted platform (vs a more traditional on premise installation where customers would connect to the inside of the network). While the Skype for Business traffic is routed over the MPLS connection, the customer must maintain a reliable internet connection as well to support SSL certificate checks and DNS queries.

Our platform supports the following telephony services and features:

- Manage carrier relationships: Assists multi-national corporations to centrally manage an organization's carrier relationship on their behalf.
- Manage porting of existing phone numbers: We work with the customer to port numbers as required.
- Order DIDs: CallTower can acquire new phone numbers on an organization's behalf.
- DID masking: Allow outbound calls from an individual's telephone appear to come from an organization's primary phone number.
- Endpoints: CallTower can assist in acquisition and configuration of telephone devices, including headsets, desktop phones, and softphones.
- Directory listing: When desired, CallTower can assist with listing company numbers in relevant phone books.
- Enhanced emergency telephone number calling: CallTower supports sending additional metadata with an emergency call to provide better location information to the emergency responders.
- Auto attendants and response groups: Supports automated attendants and response/hunt groups that route inbound calls to multiple agents to find an available agent.

Network Status

Real-time system status updates and historical data on system performance.

[View CallTower's Status](#)

Active Directory Integration

In early 2013, CallTower joined the Technology Adoption Program (TAP) for the Microsoft Lync Server 2013 Multitenant Hosting Pack. The Multitenant Hosting Pack comes with Microsoft security and support features built in. This makes it easier to isolate each customer's Active Directory services within the multitenant environment. Through the TAP, CallTower tested beta versions of the Hosting Pack and provided feedback to help Microsoft improve the final product.

Data Protection and Retention Policies

CallTower utilizes a data protection infrastructure for the following purposes:

- To prevent loss of data in the case of a disaster or catastrophic system failure
- To permit the timely restoration of services in the event of a disaster or catastrophic system failure.

The CallTower data protection infrastructure is NOT meant for the following purposes:

- Maintaining a versioned history of data
- Microsoft Exchange message level restores

ONBOARDING AND MIGRATION

In this section we provide a summary description of the onboarding process that a company is guided through when adopting CallTower Complete for Skype for Business for Office 365.

Onboarding and Implementation Process Overview

CallTower has a team of onboarding specialists with a deep understanding of the onboarding process. We have a rich history of successfully migrating companies of all sizes to Microsoft platforms in general, and to CallTower Complete for Skype for Business for Office 365 in particular. We recognize the business-critical nature of this process, as getting it wrong can seriously disrupt your operations.

Onboarding to a hosted unified communications solution requires experience and expertise. CallTower has successfully migrated customer worldwide without interrupting business, CallTower can assure you that we will take you through every step of the way. We coordinate with our customers on:

- Getting on board with Office 365
- Moving your phone system to CallTower Complete for Skype for Business
- Porting of existing phone numbers
- Ordering new phone numbers
- Training of both administrative and end user resources

We are with you every step of the way and your resource for all your implementation needs

- Professional Implementations - Count on a seamless implementation and setup of Hosted Unified Communication Solutions. Our professional experts have deployed thousands of users and will ensure your success with a personal, dedicated Project Manager.
- Your Project Manager will navigate you through all phases of your implementation including porting, call flow setup, device configuration, and training. They will offer you a clear understanding of the process so there is no confusion on duties and responsibilities.
- Our Project Managers work fast and efficient. With an implementation schedule under the industry average, we will get you up and running in no time.

Putting the Pieces Together

There is a lot of moving pieces when it comes to implementing a robust unified communications solution. You need circuits, equipment, software setup and much more. Your Project Manager works closely with our internal Logistics and Telecom teams to make sure your organization is receiving all of the necessary equipment and that circuits are getting installed on time.

CallTower Implementation Infographic



Configure User Accounts

Once user accounts are enabled for their appropriate services, CallTower configures each account to properly access and utilize its allocated CallTower Complete for Skype for Business services. This can include email configuration, instant messaging configuration, as well as preparation for porting phone numbers, allocating new phone numbers, defining automated call flows such as auto-attendants and group response, and configuring calling devices to work with Skype for Business.

TRAINING

Our expert instructors create a customized training program that meets the specific needs of your organization. Participants will learn how to maximize use of collaboration and unified communications tools that will save your company valuable time and money. We have several options available:

- Flexible course options
- Live trainings
- On demand trainings
- Expert instructor's public courses
- Customized trainings built around your company's needs
- In-house trainings

CUSTOMER SUPPORT

End-to-end support - We have a dedicated 24x7x365 US-based support team that is trained to help you

- Well Defined
- Clear Case Handling Procedures
- Customer Intimacy with Solution Knowledge

Online Support Portal with chat, email and knowledgebase.

Please see the online abstract of our [Client Support Plan](#).

RESOURCES

Microsoft.com

Microsoft Fasttrack - <http://fasttrack.microsoft.com/office/resources>

A Forrester Total Economic Impact™ Study Commissioned By Microsoft
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