



5 CRITICAL MICROSOFT TEAMS INTEGRATIONS



AGENDA

Market Trends

5 Critical Business Integrations

- Contact Center Integrations
- SMS / Text for Teams
- One-Click Failover
- E911 and InformaCast
- Global Voice-Optimized Network

The CallTower Advantage

Market Trends | Quickly Chaging Times

3,000

Organizations have more than 10,000 Teams users

Source: No Jitter - 2022

300M +

Office 365 users

Microsoft, April 2021

270M

Have a Microsoft Teams Phone Standard Licensing
Surpassing more than 1 Billion calls per month

Source: No Jitter - 2022

10%-20%

Of active Teams users May be fully enabled
for PSTN calling

Source: No Jitter - 2022

80M

Teams Phone Users. 20M reported in
Nov 2019, 75M reported in April 2020, 115M
from Oct 2020, 145M reported in *April 2021*

Microsoft, July 2021

270M

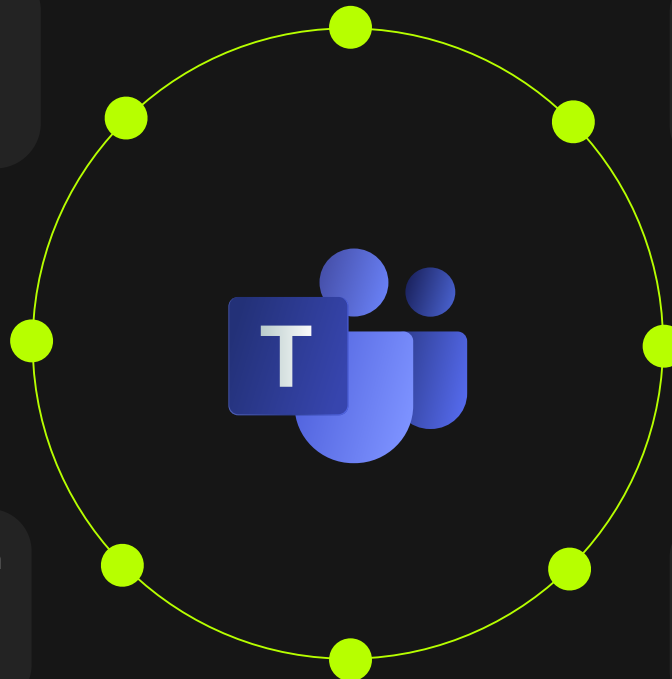
Monthly Active Teams Users!

Microsoft, Jan 2023

400%

spike in monthly Teams usage since
March 2020

Microsoft, March 2022



Microsoft Teams



Microsoft Gold Partner
Since 2008



Microsoft Solutions Partner
Designation
Since 2022



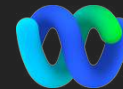
Contact Center Solutions



**Blended Cloud
Contact Center**



**Fully-featured,
Powerful And
Complete
End-to-end Contact
Center**



**Built for the future
of customer
experience,
with four core
values at the heart
of everything we do**



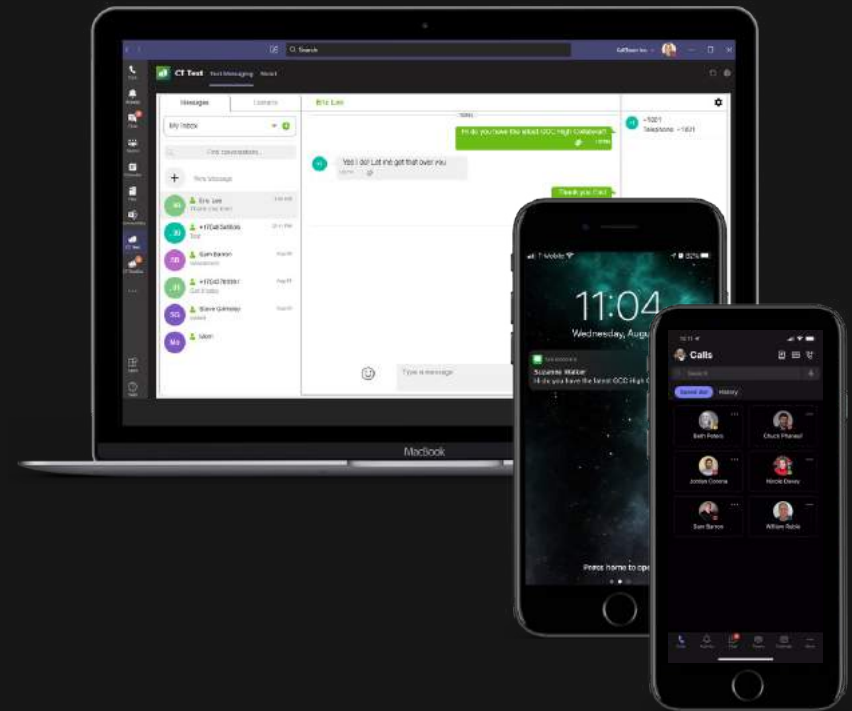
SMS / MMS Text for MS Teams

Send and Receive SMS and MMS From Microsoft Teams With CT Text.

Connect instantly with your contacts in Outlook, Active Directory, SharePoint, and with your MS Teams channel members.

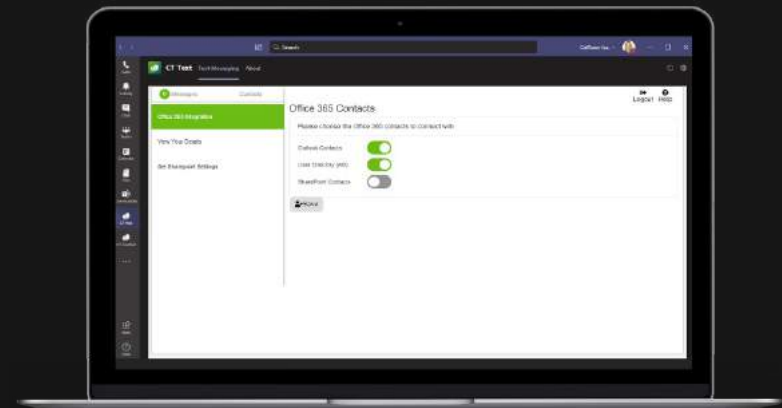
Send Texts To Your Microsoft 365 Contacts

Connect instantly with your Microsoft Teams channel members, your contacts in Outlook, Active Directory and SharePoint, as well with as the contacts you save in CT TEXT.



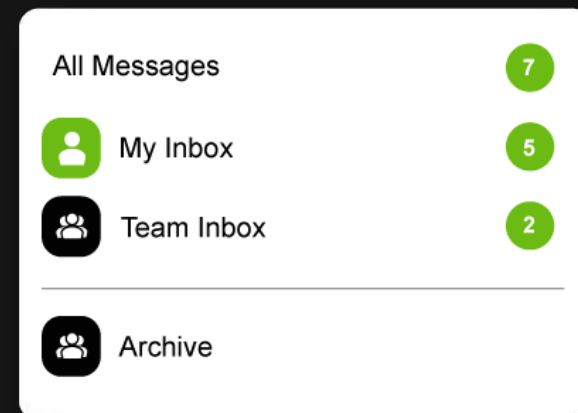
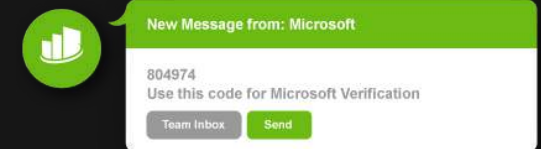
Add SMS Text To Your Teams Channel

Text from all your Microsoft Teams channels with our helpful CT TEXT Bot. He'll also alert you as new messages arrive – no matter where in Teams you're currently working.



Text From Individual And Shared Inbox Numbers

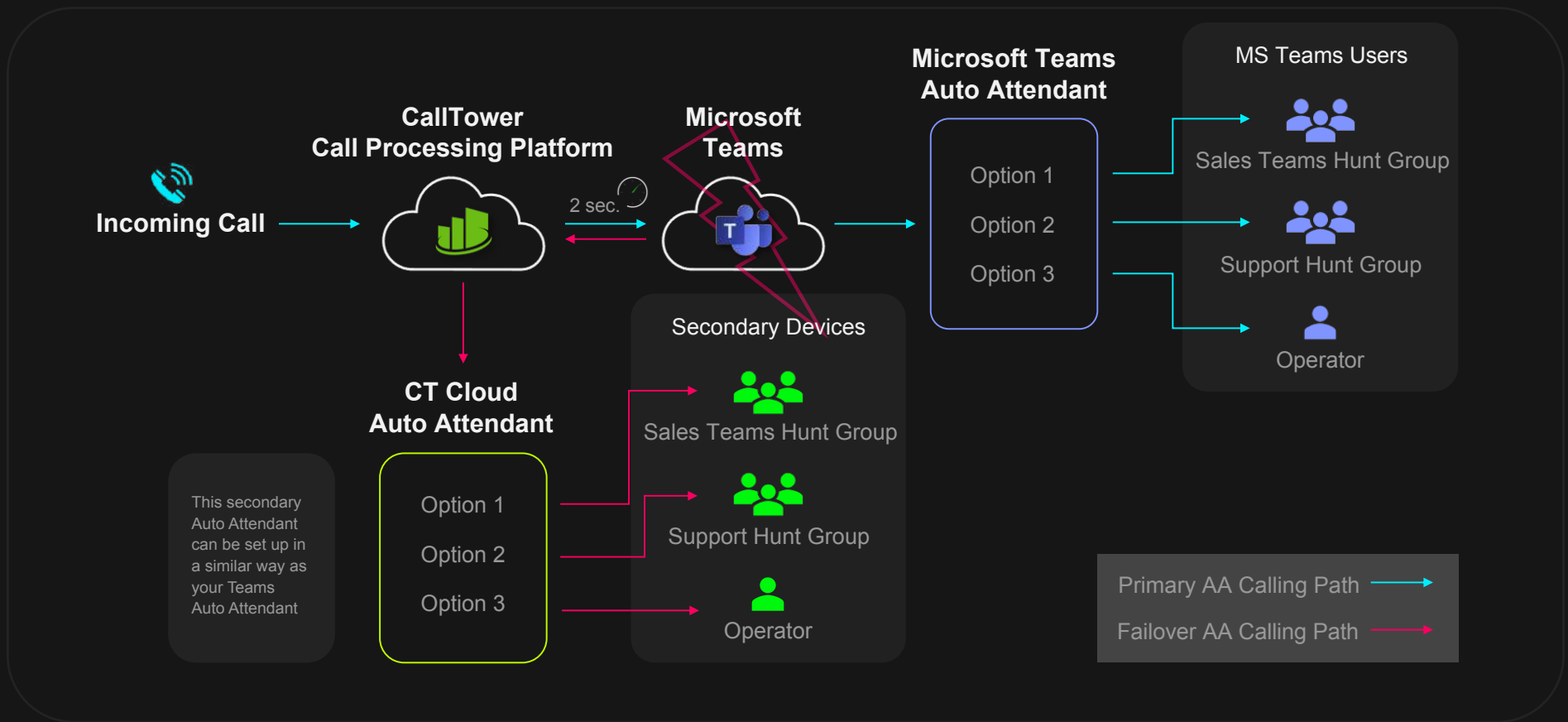
Use your own personal number for private text conversations and use shared inboxes for when you want to make incoming/outgoing texts visible to your entire team. That way every team member can receive and respond to messages , using just one inbox and just one number.



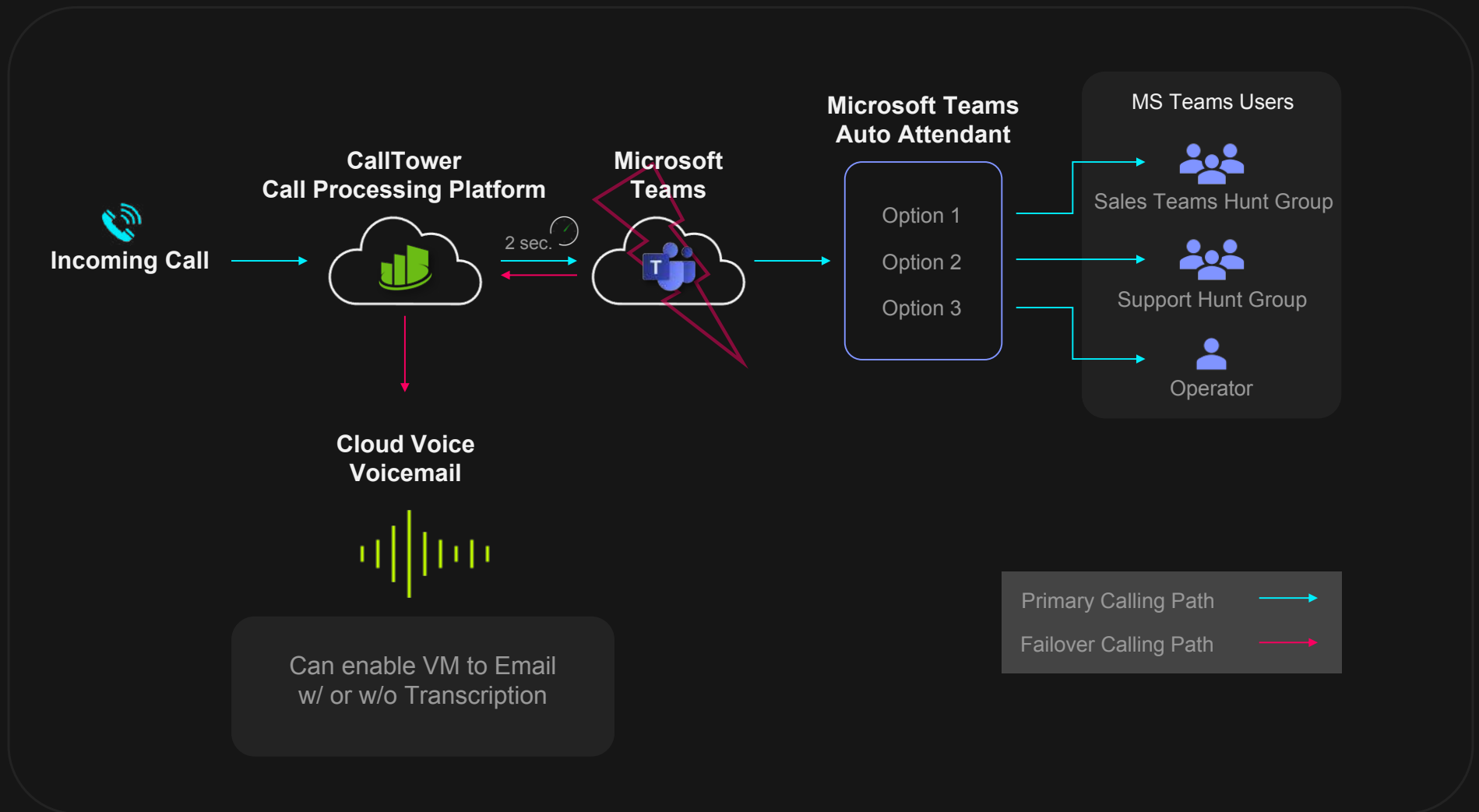


One-Click Failover

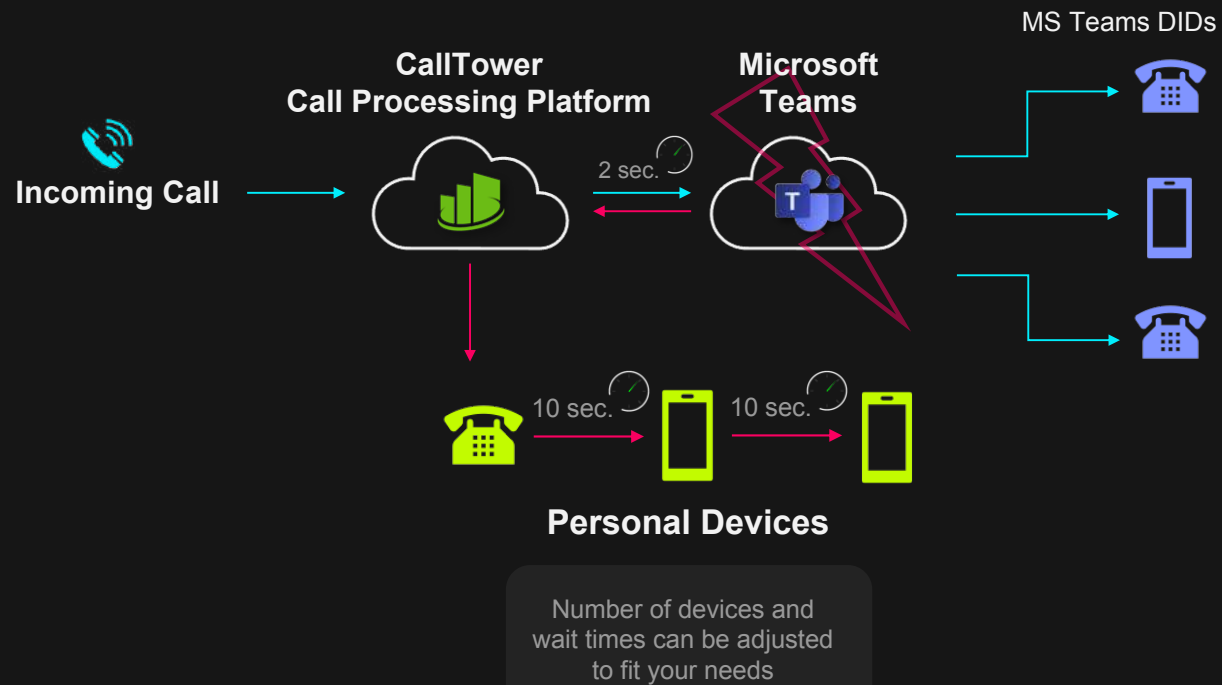
Teams Failover / Variation 1 | Backup Auto Attendant



Teams Failover / Variation 2 | Voicemail



Teams Failover / Variation 3 | Personal Devices



Primary Calling Path →
Failover Calling Path →



Forward Numbers During Microsoft Service Interruption

Enabling users to receive critical or valuable inbound calls until connectivity is restored - individual and contact center users as well as automated attendants. When this option is enabled, all predetermined programmed Teams numbers from that organization will forward to the specified alternative device/application.



E911 & InformaCast Emergency Notification System

Kari's Law Compliance

Users must be able to dial 911 directly without using a prefix to reach an outside line.

All CallTower voice enabled platforms (Microsoft, Cisco and CT Cloud Voice) support this requirement.

Dispatchable Location For Emergency Services Calls

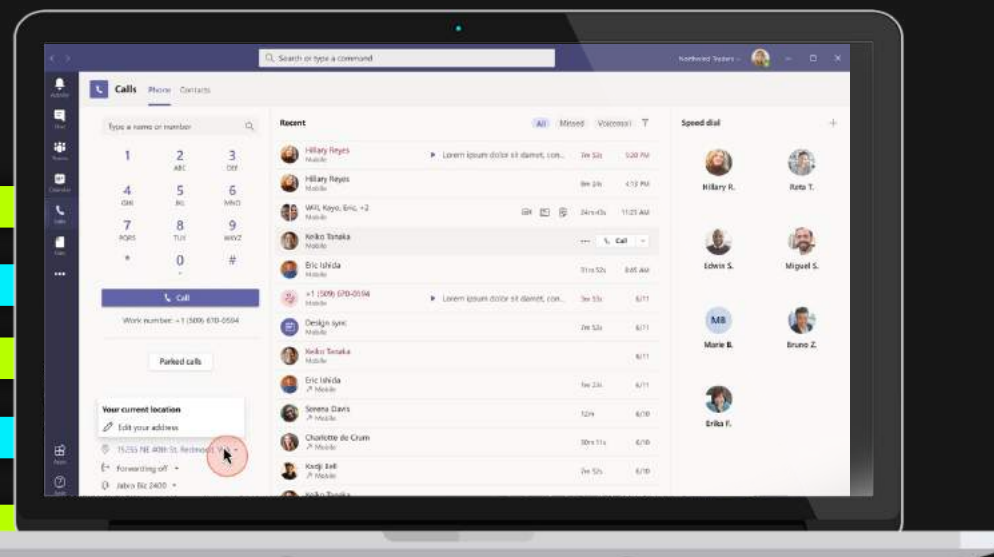
911 calls should include dispatchable location information. Dispatchable Location requirements consist of the validated street address of the calling party, plus additional information such as suite, apartment, or similar information necessary to adequately identify the location of the calling party.

All CallTower voice enabled platforms (Microsoft, Cisco and CT Cloud Voice) support this requirement.

Dynamic E911 provides the ability to dynamically detect a Teams user's location for emergency calling. Today, E911 is available for users in admin configured locations on enterprise networks only.

With more and more Teams users working remotely, automatically obtaining the location in these scenarios is important to ensure timely emergency response.

If users consent and their admin enables it, Teams can now dynamically lookup the location users from non-admin configured locations such as their home.



Emergency Alert System

InformaCast Fusion is a mass notification system that excels in the three most critical areas of delivering effective emergency messages: speed, reach and intrusiveness. When you need people to take notice and act, InformaCast provides the toolset to get information in the hands of people who need it as quickly as possible no matter where they are or what they are doing.

Send Alerts from Anywhere

Launch notifications instantly from a virtual or physical panic button, the InformaCast Mobile, or web console.

Automated Triggers

Receive automated weather alerts, early earthquake warnings, gunshot detection, and Internet of Things triggers.

Customize Your Environment

With InformaCast Fusion's open API and contact closure integrations to the physical environment, leverage the IoT to trigger alerts from devices like AED cabinets, eyewash stations and more.

Improve Daily Procedures

Create more efficient communications for non-emergency use cases with scheduled messages to broadcast school bells, shift changes, and other daily announcements.



Global Voice-Optimized Network

CallTower's global Microsoft Teams solution now delivers services to



Microsoft Teams



70+

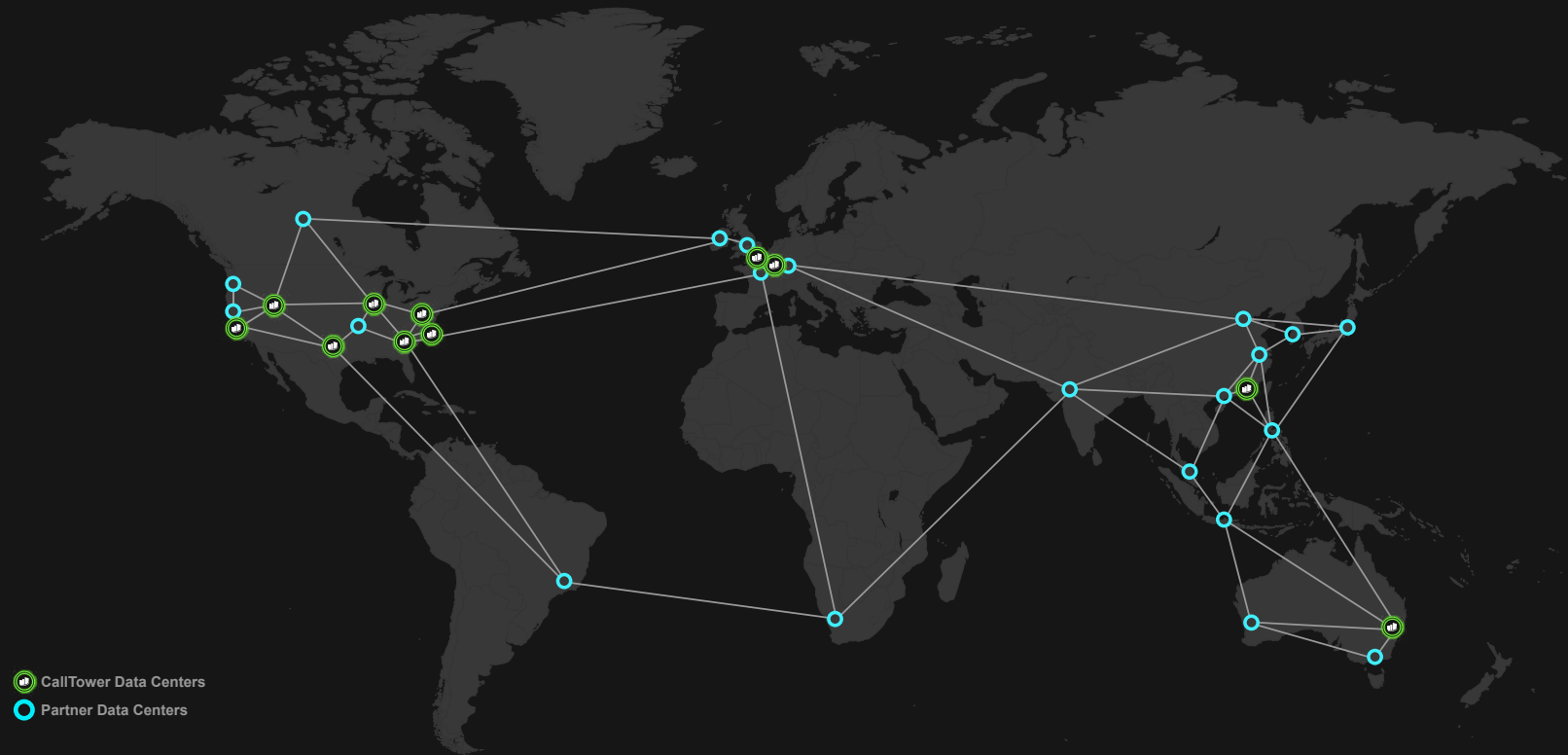
Countries

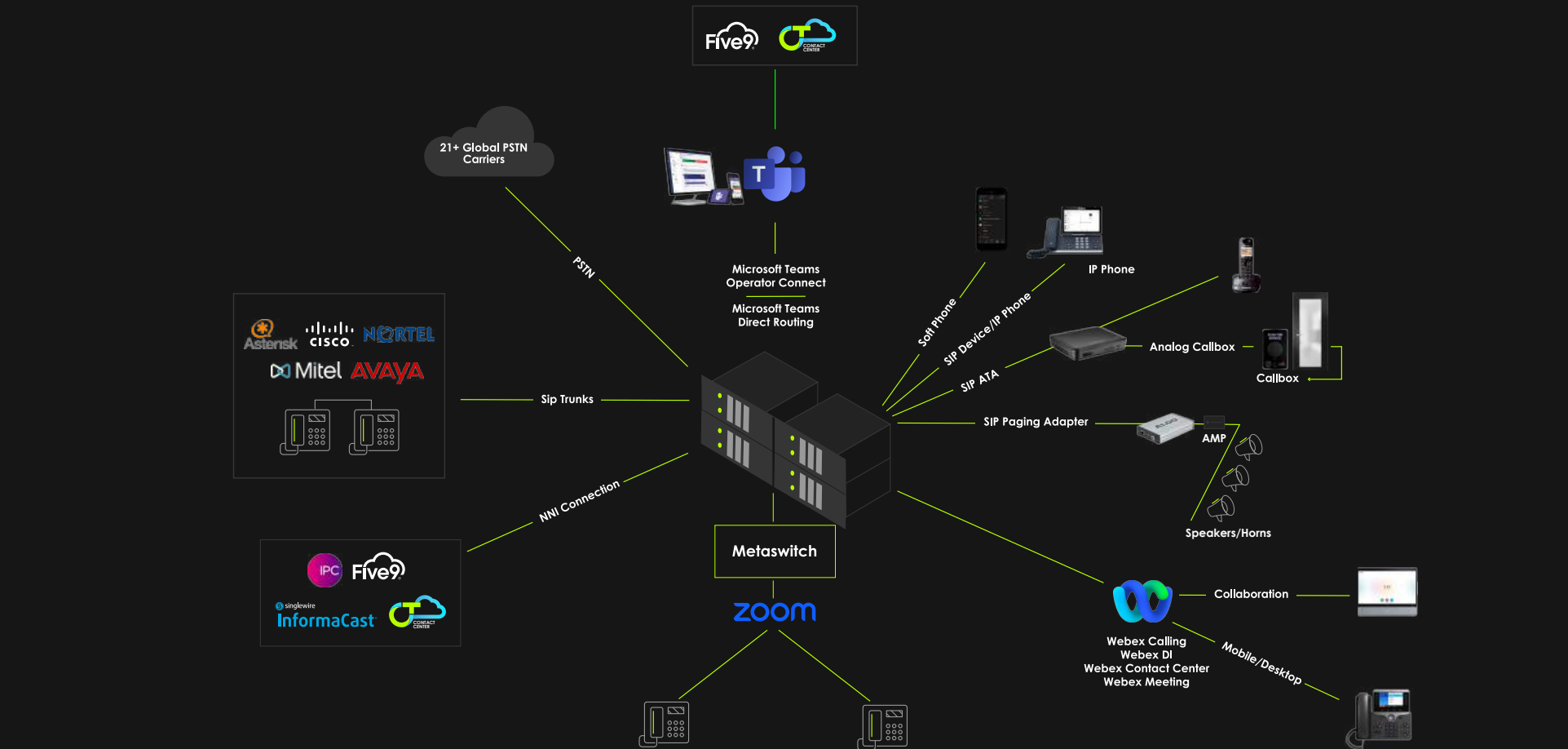
6000

Cities

using high quality Calling Line ID (CLI) routes –
providing simple, global landline and mobile calling.

Global Reach



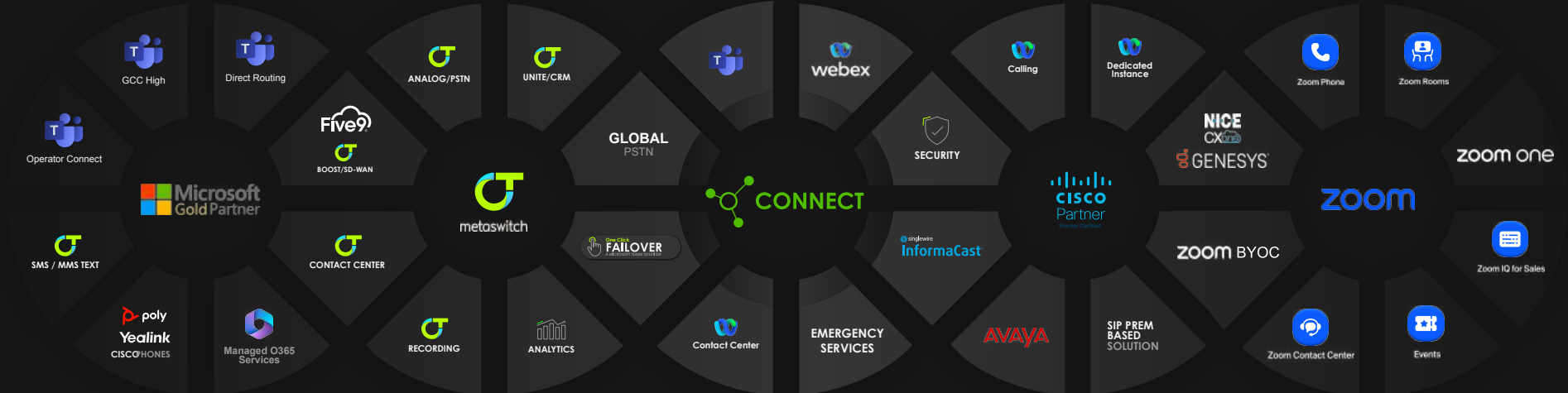


The CallTower Advantage



Organization Control:
Admin/User/Mobile App

CallTower Tools:
Catalog/Quote



ALL-IN-ONE PORTAL & SINGLE BILL

Proprietary technology to quote, deploy and manage integrated best of breed solutions

CallTower is in a **UNIQUE** position in the marketplace
delivering industry-leading



Empowered by **25+** Key Business Integrations

Providing an environment where these solutions can work together – enabling customers with a choice (down to the user level) and keeping the internal calls between these platforms on-net enabling additional cost savings.

These solutions are all provisioned through CallTower Connect, our proprietary provisioning portal.

The CallTower Advantage | What Our Customers Say



Let's Connect