



7 Voice & Collaboration Solutions MSPs Should Offer

Managed Service Providers (MSPs) like you are constantly seeking ways to deliver more value to their clients. With more businesses relying on Microsoft Teams for their daily operations, having a robust and feature-rich voice solution is no longer just a nice-to-have—it's a necessity.

CallTower's voice-enabling solutions for Microsoft Teams empower organizations to seamlessly integrate enterprise-grade voice capabilities into their Teams environment. This ensures businesses can enhance collaboration, improve productivity, and deliver a truly unified communication experience, all while leveraging the tools they already rely on.

Partnering voice enabled Microsoft Teams with the right key business integrations will transform your standard Teams offering into a comprehensive communication powerhouse. **This is where CallTower comes in.** With a suite of powerful Teams voice and collaboration services, integrating our solutions into your portfolio allows you to deliver:

Powerful Teams
Voice and
Collaboration
Services

Comprehensive,
Enterprise-Grade
Communication
Platform

An Indispensable
Technology
Partner, Boosting
Client Satisfaction
and Revenue
Streams

Here, we'll explore 7 key voice and collaboration solutions you can add to your portfolio and how they can benefit you and your clients.



1. One-Click Failover

Ensuring Continuity During Emergencies

Losing internet connectivity during important meetings and negotiations can cause significant financial and reputational damage to businesses. With One-Click Failover, you can eliminate this risk. With a single click, it **instantly reroutes calls to pre-determined backup numbers, ensuring minimal downtime, uninterrupted services, and complete business continuity.** For MSPs, this service means fewer emergency calls and happy, satisfied clients.



2. Dynamic E-911

Empowering Emergency Calling & Compliance

For businesses with remote or hybrid workforces, ensuring emergency services can locate an employee can be a logistical nightmare. **Dynamic E-911 automatically detects and updates a user's location based on their network connection, whether they're at home, in the office, or on the move.** This ensures first responders get accurate location data in case of emergencies. Offering this service not only enhances employee safety but also helps your clients meet important compliance regulations.



3. CallTower Analytics

Data-Driven Operational Insights

Being able to analyze communication data to make smart data-driven decisions is pivotal for many businesses. **CallTower Analytics provides deep insights into call quality, usage, and performance trends across an organization.** With real-time dashboards and customizable reports, businesses can pinpoint issues, optimize resource allocation, and make smarter decisions backed by data. For MSPs, offering robust analytics means less guesswork and more value-added advice, building trust and loyalty with every report.



4. CT SIP

Cost-Effective & Scalable Communication

Many businesses have heavily invested in legacy phone systems or other communication tools and replacing those systems all at once is impractical. CT SIP provides a flexible, scalable, and cost-effective solution for these businesses. This service allows organizations to **connect existing PBX hardware and systems to the cloud-based Microsoft Teams environment**. Offering this solution allows for more efficient voice service management, competitive pricing options, and a customized solution that fits your clients' needs.



5. CT Text

Seamless SMS Communication

Communicating through preferred channels has become increasingly important for businesses and their customers. CT Text helps facilitate this by **enabling text messaging (SMS/MMS) directly from the Microsoft Teams interface**. This allows businesses to communicate with their customers via text for appointments, confirmations, updates, and support. Offering this solution helps your clients improve customer engagement while keeping communication professional and unified.



6. CT Recording

Strengthening Compliance & Quality

Call recording is an essential service for businesses working in regulated industries and an invaluable tool for quality assurance and training. **CT Recording provides businesses with secure, on-demand, and automated recording capabilities for all Teams calls**. Recordings are securely stored in the cloud, with options for encryption and controlled access to meet regulatory standards. For MSPs, offering this solution provides clients with a powerful and essential tool to strengthen compliance and assist quality assurance.



7. CT Fax

Simplifying Documentation Processes

Despite increasing digitalization, fax remains an essential tool for handling sensitive documents for many industries. **CT Fax enables secure, reliable faxing directly within the digital ecosystem, seamlessly integrated with email platforms like Outlook and Gmail.** Secure transmission ensures sensitive documents are protected and reduces costs associated with hardware maintenance. Offering this service helps companies modernize their fax workflows without losing this business-critical channel, ensuring compliance, security, and efficiency.

Become an Indispensable Partner

By offering these CallTower services, you move beyond being a simple service provider and become a strategic communications partner. From One-Click Failover and CallTower Analytics to CT Recording and CT Fax, these services allow you to build a highly differentiated and valuable offering for Microsoft Teams.

You can provide your clients with enhanced reliability, safety, and functionality, all while simplifying management and creating new revenue streams for your MSP. Partnering with CallTower allows you to deliver a truly unified and powerful collaboration solution that meets the demands of the modern workplace.

Let's Connect