



**WHY DID ALLEN PRESS CHOOSE
CALLTOWER'S MICROSOFT TEAMS DIRECT
ROUTING SOLUTION?**

ABOUT ALLEN PRESS



Inspire your audience using our innovative blend of printing, marketing, publishing and distribution options crafted with care by experts using the latest technology. We also serve a unique role in assisting the STEM community share ideas that improve the world. Our core services include Advanced Print Production (Publication, Commercial, Digital and Trade), Scholarly Publishing Services, Direct Mail, Marketing Communications, Association Management and Advertising Sales.

EXECUTIVE SUMMARY



It always helps to know what you want. Allen Press had a unified communication goal in mind when they met with Zamm Advisors: they needed to get their antiquated telephony system and move it into the cloud. And, since their users were already accustomed to a Microsoft Teams and Office 365 environment, it only made sense to make the move to a Microsoft Teams Calling Plan solution.



Microsoft Teams



CallTower made the transition to Teams Direct Routing Phone System seamless for our users. By performing all the necessary setup in Office 365 prior to, and at the time of, the migration, and conducting training sessions for our users, they provided a literal turnkey solution for our new phone system.

*– Allen Press' System Administrator Supervisor
Richard Wilhite*



THE CHALLENGE



Allen Press is a full-service printing company, complete with scholarly publishing and marketing services. It's a competitive field, and Allen Press works hard to stay at the top of their game. When the time for a telephony upgrade became apparent, they set to work looking for the answer. They quickly realized that Microsoft Teams with Calling Plans would be perfect for their company – but Microsoft themselves would be unable to aid in the “heavy lifting” of implementing the new system. It was time to call in experts.

THE SOLUTION



Zamm Advisors went to work looking for unified communication solution providers to connect with Allen Press. From their search arose two potential providers: CallTower and Altigen. Altigen was removed from contention after failing to provide information in a timely manner, so **CallTower was selected as the first choice**. Which makes a lot of sense: CallTower's Microsoft Teams Calling Plans with Direct Routing solution is well-integrated and fit all of Allen Press' requirements.

One of those requirements was flexibility. Allen Press has several hundred users-a majority of them had low call volume-so plan flexibility was critical to keeping their telephony system economically viable. **CallTower was able to provide flexible licensing** for users with varying call volumes without issue and managed to consolidate everything into one dialing plan.



CallTower CRO William Rubio took point on the Allen Press deal, spearheading the whole operation. "William was completely on top of this case, from beginning to end," remarked Steven Coval, Cloud & Network Services Consultant at Zamm Advisors. "Not only was he knowledgeable about the solution and the implementation process, he was so responsive! He got questions answered in no time at all."

Zamm Advisors and Allen Press loved CallTower's approach to sales discovery – they ensured the CallTower Solution Architects designed a plan that worked specifically for their organization. The implementation phase was flawless!



"CallTower made the transition to Teams Direct Routing Phone System seamless for our users," noted Allen Press' System Administrator Supervisor, Richard Wilhite. "By performing all the necessary setup in Office 365 prior to, and at the time of, the migration, and conducting training sessions for our users, they provided a literal turnkey solution for our new phone system."

CALLTOWER DELIVERS



**Award-winning
24/7/365 Support**



**Simplified
Training**



**Reduced IT
Reliance**



**Robust
Analytics**



**Streamlined
Workflow Processes**

THE RESULTS



“The result of this deal was a win-win for everyone. Allen Press got a flexible, fast and well-designed solution their users love while CallTower got a phenomenal new client,” CallTower CRO William Rubio stated. “We look forward to supporting and maintaining a fruitful relationship with Allen Press for years to come.”

Due to the efforts and expertise of CallTower Team, Allen Press went from a legacy communications solution to cloud enabled Enterprise grade Microsoft Teams Direct Routing solution in

**LESS THAN
60 DAYS**

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.**