calltower

Addressing Buyer Pain Points

This resource provides you with the knowledge and tools to confidently position CallTower as the premier choice for your customers' communication and collaboration needs.

Buyer Pain Point #1

Slow time to value and risk of poor end-user experience without proven methodologies.

Solution: 100% Collaboration Focus – 20+ Years

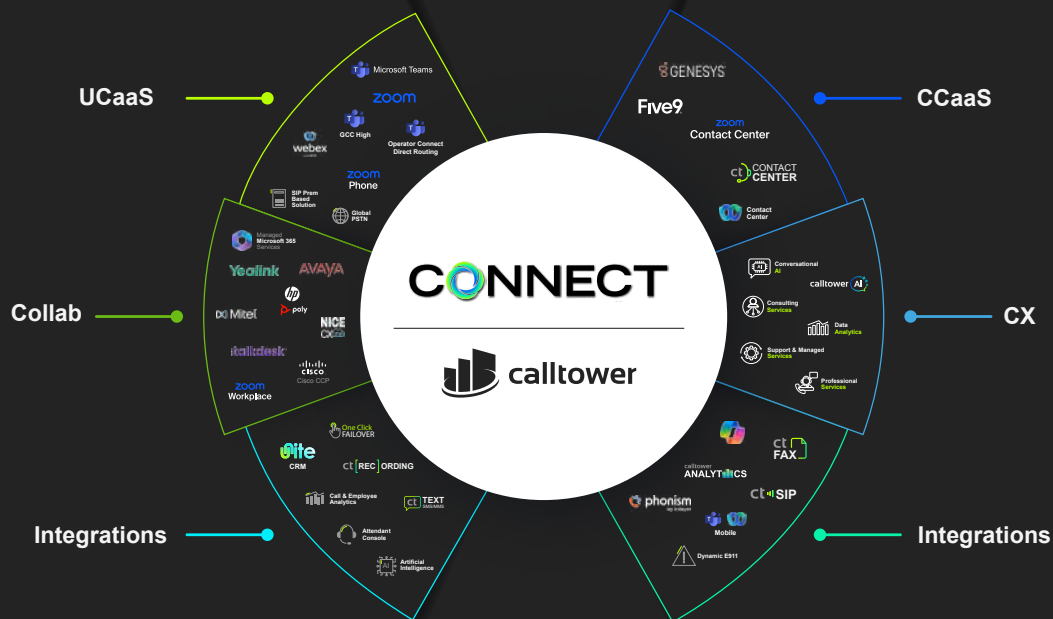All resources dedicated to **enabling collaboration platforms**

Tier one provider with direct connectivity to: **Microsoft, Cisco, Zoom, Five9, Genesys**

Dedicated project manager – eliminate guess work with a PM who ensures platforms are deployed and function as expected

Interested in an easy-to-use online management tool?

Solution: Why CallTower?

⦿ **Top-Tier Platform Access**

Global seamless integration with industry-leading platforms like Microsoft Teams, Zoom, Cisco, Five9, Genesys, and more. With 20+ years of service and a 100% focus on collaboration, CallTower dedicates all resources to enabling platforms like Microsoft Teams, Cisco Webex, Zoom, Five9, and Genesys. By leveraging proven methodologies, CallTower accelerates time to value and mitigates the risk of poor end-user experiences.

⦿ **CallTower Connect**

A powerful, intuitive provisioning tool that empowers customers to manage their CallTower solutions with ease.

⦿ **Unmatched Flexibility and Scalability**

CallTower Connect enables businesses to manage and move between multiple collaboration services ensuring your communication infrastructure evolves with your needs no matter the platform

Buyer Pain Point #3

Struggling with budgeting complexity while seeking a full cloud communications solution, including a Contact Center, without the stress, risks, or business disruption of porting?

Solution: Seamless Communication Management

- **Cloud-Powered Reliability and Scalability**
  CallTower empowers global organizations with reliable, scalable cloud-based solutions for Managed Unified Communications (UC), Collaboration, and Contact Center/CX, including AI-driven innovations. We transform the way people connect, collaborate, and deliver exceptional customer experiences.

- **Seamless Integration with Leading Platforms**
  Effortlessly connect with top-tier contact center platforms like Cisco, Five9, Genesys, Microsoft Dynamics 365, and Zoom for a streamlined and efficient experience. CallTower bridges feature gaps with solutions like SMS/MMS, advanced analytics, eSIM, compliant call recording, attendant console, one-click failover, and non-certified device integration. This eliminates integration headaches and reduces friction caused by bolt-on services.

- **Certified Managed Services**
  Beyond professional services, CallTower offers end-to-end managed services, including expert support, training, and ongoing assistance to ensure your success at every step.

- **Tailored Solutions for Your Needs**
  Whether you're scaling operations, integrating new organizations, or managing a dynamic workforce, CallTower provides the tools and expertise to adapt to your unique requirements.

- **Enterprise Licensing Models**
  CallTower offers scalable PSTN pricing tailored for large organizations, simplifying budgeting complexities and providing partners with a competitive edge through differentiation.

Buyer Pain Point #4

Minimize cloud outages to reduce risk and improve experience.

Solution: Trusted Business Continuity Solutions

Global Redundancy
Leveraging 15 geo-redundant data centers strategically located worldwide to ensure uninterrupted service and reliability.

Advanced Auto Failover Solutions
Benefit from robust auto failover capabilities, ensuring continuous operations with seamless transitions for applications, users, and critical business functions.

Business Continuity
CallTower ensures uninterrupted operations with redundancy and failover options for each DID, along with a fully meshed global datacenter network, reducing service outage risks and preventing customer communication loss that could impact revenue and reputation.

Lack of confidence in support teams, insecurity about changing providers, and dealing with globally disparate providers create billing complexities and ongoing support challenges.

Solution: Tailored Implementation and 24/7 Support

24x7x365 Support

Our dedicated support team is available around the clock to ensure your business stays always connected and operational.

Crawl, Walk, Run Cloud Migration Strategy

Our phased approach ensures a seamless transition to the cloud. Starting with foundational planning and training (Crawl), we move to smooth integration and implementation (Walk), and finally, help you maximize the value of your solutions with ongoing support and optimization (Run). CallTower simplifies cloud migration with a SIP-first option for controlled platform rollouts and an in-house training team for administrators and end-users, minimizing porting stress and business disruption.

Certified UC and CC Solutions Training

We provide full training on our Unified Communications (UC) solutions, and Contact Center (CC) empowering your team to maximize the value of our technology. Our CallTower experts guide you every step of the way.

Certified Solution Architects

Our team of certified professionals designs and implements tailored solutions to meet your unique business needs, ensuring seamless integration and optimal performance.

Commitment in Action

CallTower ensures seamless implementation with a dedicated Project Manager, W3 technical support backed by NOCs in Utah and New York, and a culture of escalation, including team-specific escalation maps and direct CEO access. This minimizes downtime, builds confidence in support teams, and alleviates concerns about changing providers.

Certified CCaaS Professional and Support Services

- CallTower's professional services team ensures seamless contact center deployment with over 1,000 successful implementations and a proven methodology, tailored solutions, and ongoing support to maximize ROI and customer satisfaction.

- CallTower's Contact Center Support Services offer tailored packages—Professional, Premium, and Elite—backed by certified experts, ensuring 24/7/365 availability, proactive monitoring, and customized solutions to meet evolving business needs.

Three Key Selling Points

1

Industry-Leading Managed Cloud Communications Solutions Provider

CallTower, as a trusted Managed Cloud Communications Solutions Provider, goes beyond standard offerings by delivering tailored solutions that adapt to your unique business needs. With a focus on exceptional customer service and comprehensive managed services for Unified Communications, AI, and Contact Center, we ensure your communication technology is seamlessly managed, optimized, and aligned to drive your business forward—working smarter, not harder.

2

Reliability

What sets CallTower apart is our proactive approach to reliability. With auto-failover capabilities, multiple redundancy options, and tailored solutions for specific users, offices, or departments, we ensure uninterrupted communication. Our multiple redundant data centers and diverse circuit options provide a robust foundation for seamless operations, no matter where you are.

3

Key Business Integrations

CallTower offers a wide range of integrations that empower businesses to streamline workflows and enhance productivity: Contact Center, Contact Center professional and support services, SMS, Whatsapp, Analytics, eSim, CRM, Compliance Recording, e911, 1-click failover, Entra Sync, network redundancy, and more.

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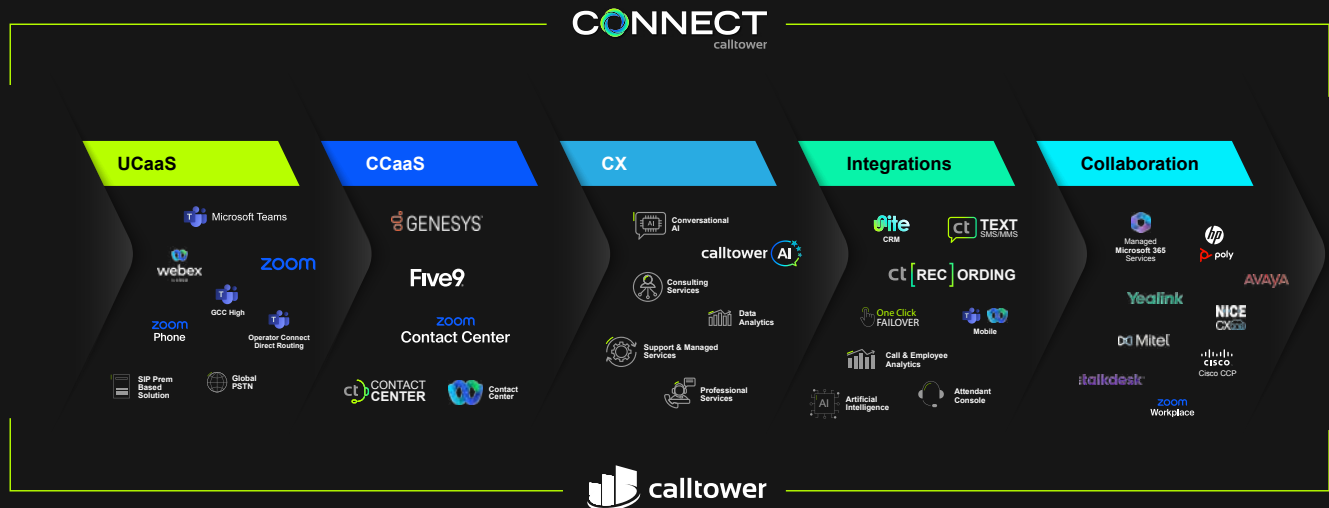
Experience seamless, intelligent communication with CallTower, your trusted cloud communications provider.

CallTower's value is best realized by organizations ranging from 75 to thousands of users that require the flexibility to scale effortlessly. Whether adding or removing office locations, integrating new organizations, or managing multiple platforms, **CallTower delivers innovative, scalable solutions to meet evolving business needs with ease.**

A Complete Managed Cloud Communication Solutions Provider

CallTower is the ultimate partner for businesses looking to modernize and streamline their communication systems. As a trusted Cloud Communications provider, we deliver reliable, scalable solutions for Unified Communications and Contact Center.

Our offerings consolidate services, billing, and support under one roof, ensuring simplicity, efficiency, and exceptional Customer Experience (CX). With AI-driven innovations and a focus on empowering global organizations, CallTower transforms the way businesses connect, collaborate, and scale their communication strategies.

Dynamic Workforce

CallTower's cloud-based solutions empower businesses to adapt to the needs of a dynamic, hybrid workforce. Whether integrating multiple platforms, supporting communication across dispersed teams, or enabling seamless collaboration for specific users, offices, or departments, CallTower ensures businesses stay connected, agile, and ready to grow.

Verticals

CallTower's solutions are highly appealing to industries such as Financial Services, Healthcare, Education, Non-Profit, Retail, Hospitality, Manufacturing, Transportation, Logistics, and Software/Technology.

CallTower is a leading Managed Cloud Communications Solutions Provider, specializing in Unified Communications, Contact Center, collaboration, and AI-driven technologies. Our offerings are supported by comprehensive, customer-focused Unified Communications and Contact Center managed services, ensuring seamless integration, proactive management, and strategic guidance. From streamlining workflows to optimizing IT infrastructure, our expertise and commitment to innovation redefine how organizations connect and collaborate.

CallTower—where innovation and expertise unite to create meaningful connections, enable seamless collaboration, and drive lasting success.