

# CALLTOWER BATTLE CARD



## **Established**

providing communication solutions since 2002 and significantly expanded capability in 2014 to deliver multiple best-of-breed solutions



## **Proven**

85+ Countries, 15 Data Centers, managing over 750,000 users globally



## **Proprietary Delivery Platform**

Internally developed, fully proprietary technology to quote, deploy, integrate, and manage over 25 best-of-breed solutions and features



## **Coverage, Implementation and Support**

In 85+ countries, multiple data centers in North America, Asia and Europe. White glove implementations and live 24/7/365 support



## **Best-Of-Breed**

End-to-end NATIVE Microsoft, Cisco, Zoom, CT Cloud UCaaS, Collaboration and Cloud Contact Center platforms with a proprietary single pane of glass admin portal

# Solution Sold

## Global Enterprise Voice



- Microsoft Teams:
  - Operator Connect
  - Direct Routing
  - GCC High Direct Routing
- Microsoft 365 CSP



- Webex Calling
- Webex Dedicated Instance
- CCP



- CallTower's App for
- Zoom Calling (BYOC),
- Zoom Phone



- CT Cloud Voice
- CT Cloud SIP

### Contact Center

- Five9
- Solgari
- Webex
- Zoom
- CT Cloud

## 25+ Key Integrations

- |                  |                      |                                  |
|------------------|----------------------|----------------------------------|
| ■ CRM            | ■ Turret             | ■ Emergency Notification Systems |
| ■ Call Analytics | ■ E911               | ■ Door Buzzers                   |
| ■ SD-WAN         | ■ One-Click Failover | ■ Credit Card Machines           |
| ■ Recording      | ■ SMS/MMS Texting    | ■ efax/fax and more              |
| ■ Devices        |                      |                                  |

- 1 Global Hybrid MSFT Teams, Webex and Zoom environments with key integrations, including contact center
- 2 White glove implementation ensuring a gradual shift in solutions enabling adoption
- 3 Scalable / Flexible / Customizable
- 4 Georedundant network and platforms are completely optimized for voice
- 5 CallTower Connect - provisioning portal with 25+ APIs



## Ideal Customer Profile

CallTower's domestic and international value is best realized by companies with more than 100 employees with a requirement to easily scale and add locations

Company has a need to effectively communicate and collaboration across multiple locations and/or dynamic workforce

Company would like a complete Digital Workspace solution beyond just a PBX replacement. They want all their services, billing and support under one roof.

Company currently has legacy phone system and would like to migrate to cloud-based communications

Company is currently utilizing several on-prem services with a communication requirement for interoperability with cloud-based solutions

## Qualifying and Technical Questions

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Are you using Office 365 today and want to voice enable Teams?

Do you need to voice enable Teams on Microsoft GCC High?

Are you looking to migrate from on-premise to a cloud-based communications platform?

Are you utilizing a legacy Cisco service and need to migrate to Webex, MS Teams, or Zoom?

Are you interested in a full cloud-based solution including Contact Center?

Do you require a georedundant network with one-click failover options?

### Objection

### Rebuttal

Currently spending Telecom dollars with many vendors to enable business communications

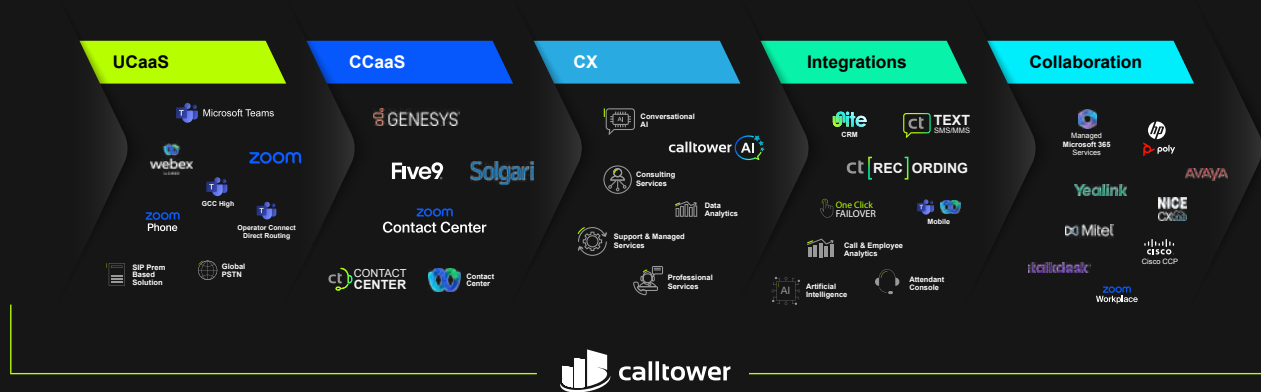
solved with cloud-based unified CallTower Portfolio of solutions, apps and integrations all provisioned under CallTower Connect

Downtime issues

solved with geo-redundant network architecture + One-Click failover, voice continuity, SIP trunks and SD-WAN options

Limited support with long-wait times and do-it-yourself instructions without personalized attention

solved with CallTower Implementation and Support teams & structure, uc.solutions help center and escalation paths



## Silver Bullets

### One Stop Shop

Turnkey solution, one invoice, one support call, dedicated circuits, fully managed devices

### Security, Stability and scalability

All of the benefits of OPex vs CAPex, one platform to monitor, redundant network environment

### Project Management

No finger pointing between solution providers, one project team for design/changes, faster deployment times, and easy-to-use solution management tool

### The solutions your customers are asking for

Microsoft Teams, Cisco Webex and Zoom, empowered by 25+ key business integrations

**Let's Connect**