



calltower

**NATIVE TEAMS DIRECT ROUTING
WHITE PAPER.**

Market Trends.

MS/Office 365 Native Teams Direct Routing.

GCC High Teams Direct Routing.

CallTower Connect.

The Advantage.



MARKET TRENDS.

MICROSOFT TEAMS IS HUGE!



300M +

Office 365 users

145M

Teams Users!

A huge uptick from the **20M** reported in November 2019, **75M** reported in late April 2020 and **115M** from October 2020,

Only 13.5% of License Base on O365

Microsoft | April 2021 -

300M+ MS O365 Users.
1.2B+ MS Office Users

Microsoft, April 2021

NA Companies using Teams –
707,582

EUR Companies using Teams –
339,049

Statistica, February 2021

Fastest growing eco-system of
integration applications
(873 in Feb 2021)

Microsoft, February 2021

Teams Stats: 2,700 business over
10K employees,
2M+ Android in Nov '20,
60M Mobile DAUs.

Microsoft, February 2021

2021 TECH ARC FOR DIGITAL WORK - DRAFT.

KEY TECHNOLOGIES

Rise of knowledge graphs

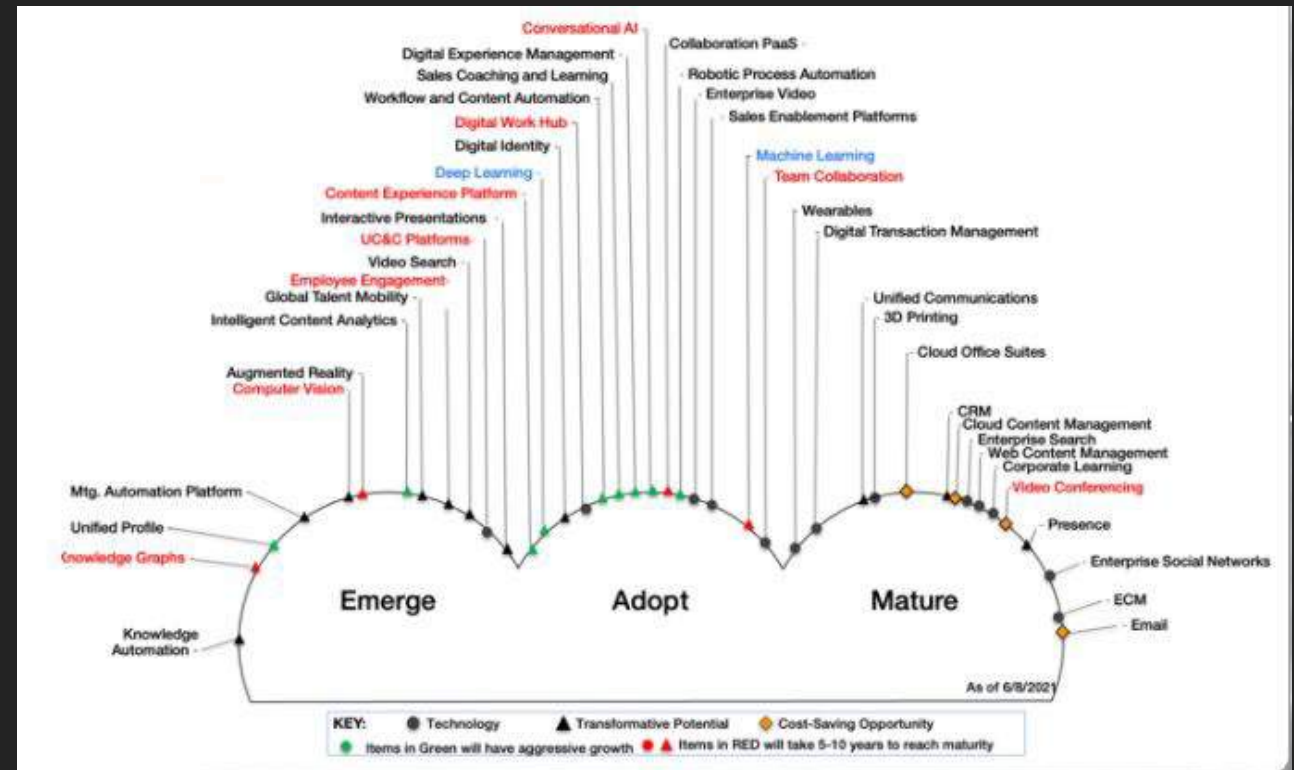
Employee engagement

Digital work hubs

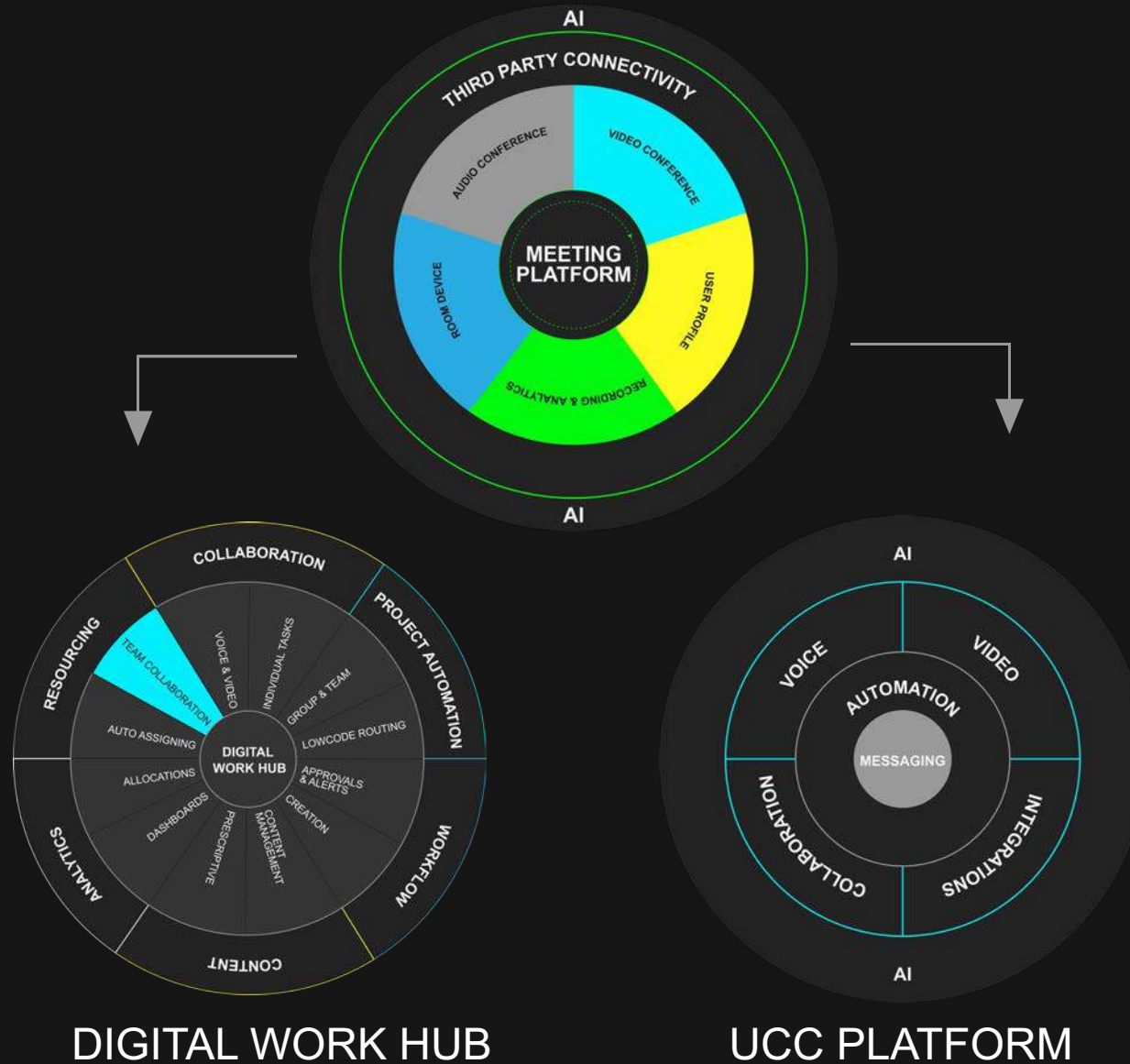
Teams collaboration

Conversational AI

Video Conferencing



COLLABORATIVE EVOLUTION IN 2021.



MEETINGS
USE CASES
WEBINARS
VIRTUAL CLASSES
WEBCASTS
ROOM DELIVERY

A grayscale photograph of a modern office interior. In the foreground, there are several contemporary armchairs with curved backs. In the background, there are large windows with multiple panes, and a desk with a modern lamp is visible. The image is partially obscured by a vertical green bar on the left and a black overlay on the right.

CALLTOWER.



ESTABLISHED /

Providing communication solutions since 2002 (single Cisco solution) and in 2013 significantly expanded capability to deliver multiple best-of-breed solutions.



PROVEN /

Currently managing over 3,200 customers globally.



PROPRIETARY DELIVERY PLATFORM /

Internally developed, fully proprietary technology to quote, deploy, integrate, and manage over 20 best of breed solutions and features.



COVERAGE, IMPLEMENTATION AND SUPPORT /

Coverage in over 100+ countries. White glove implementations and live 24/7/365 support.



BEST-OF-BREED /

End-to-end NATIVE Microsoft, Cisco, CT Cloud (Metaswitch) and Cloud Contact Center platforms with a proprietary single pane of glass admin portal.

CLOUD PBX SOLUTIONS.



- Partners since 2008
- Microsoft Gold Partner
- Certified SPLA Partner
- Cloud Service Provider (CSP) since 2014
- Native Teams Direct Routing
- GCCH Teams Direct Routing
- Top 100 CSP Growth partner for five-years running
- Running Skype for Business server 2019

- Meta switch
- Hosted PBX UC
- SIP-Trunking
- Class5 Telco Switching
- Geo Redundant & Carrier Grade
- Key integrations
- CT Cloud Meeting powered by Zoom

- Partners since 2002
- Cisco Premier Partner
 - Certified Advance Collaboration Architecture Specialized Partner
 - Operating HCS version 12.5
 - Webex Suite
 - UCM
- First to deploy CUCM in a private cloud
- Contact center integrations since 2010
- Cisco certifications held: CCENT, CCNA/CCDA, CCDP/CCNP

THE CALLTOWER ADVANTAGE.



ONLINE PROVISIONING IN

UCaaS Solutions

+

CCaaS Solutions

+

Collaboration

+

Integrations



PSTN Connectivity



POWER OF CONNECT (EXTENDING WITH CLOUD HUB).



Organization Control: Admin/User/Mobile App

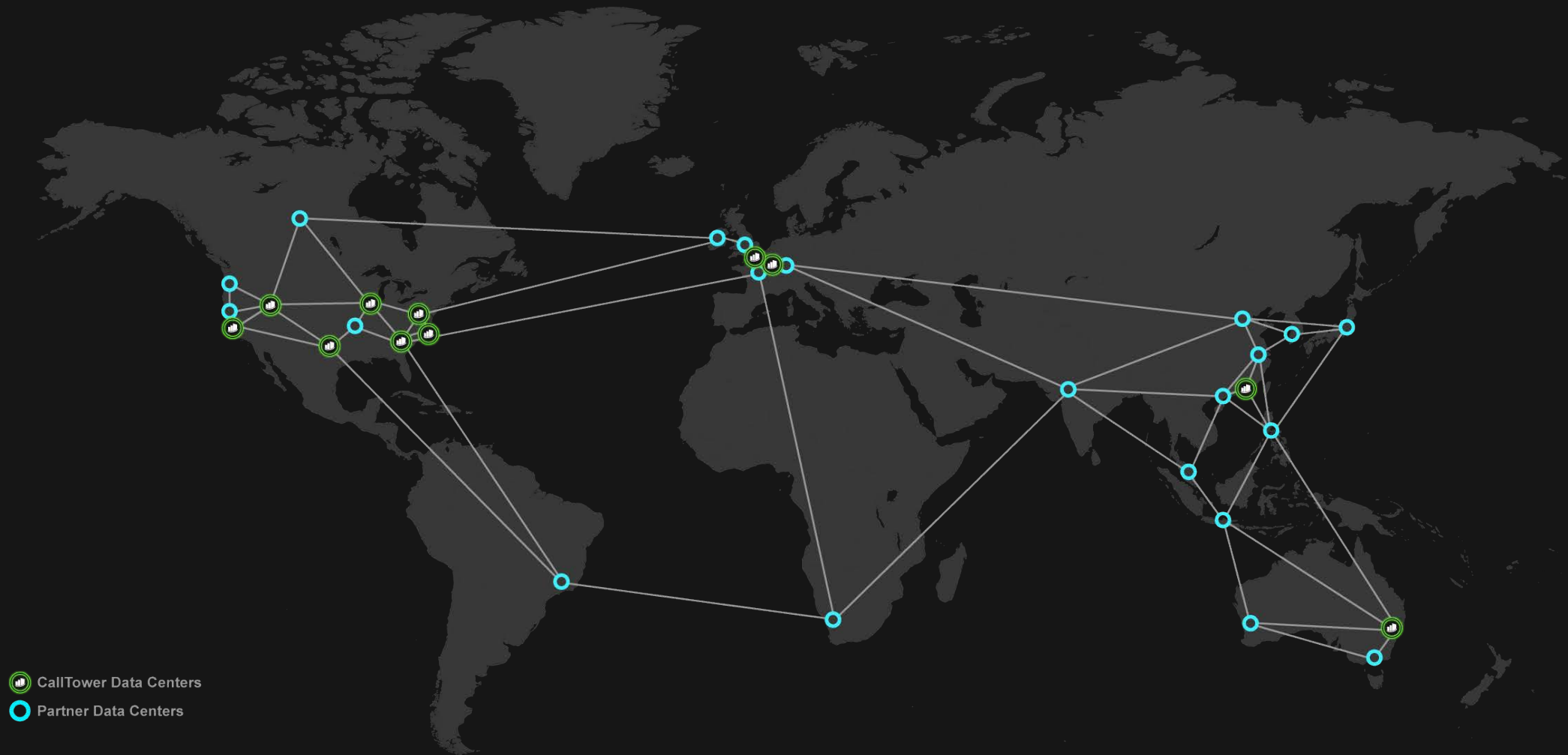
CallTower Tools: Catalog/Quote



ALL-IN-ONE PORTAL & SINGLE BILL

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

INTERNATIONAL REACH.



CALLTOWER INTERNATIONAL DIDs.



Albania
Argentina
Australia
Austria
Belgium
Bosnia & Herzegovina
Brazil
Bulgaria
Cambodia
Canada
Chile
China
Colombia
Croatia
Cyprus
Czech Republic
Denmark

Finland
France
Germany
Greece
Hong Kong
Hungary
Indonesia
Ireland
Israel
Italy
Japan
Kazakhstan
Latvia
Lithuania
Malaysia
Mexico
Myanmar

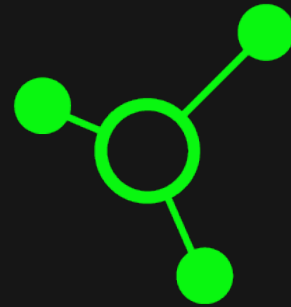
Netherlands
New Zealand
Norway
Panama
Peru
Philippines
Poland
Portugal
Puerto Rico
Romania
Russian Federation
Serbia
Singapore
Slovakia
Slovenia
South Africa
South Korea

Spain
Sweden
Switzerland
Taiwan
Thailand
United Kingdom
United States
Vietnam

BYOD - DIA.



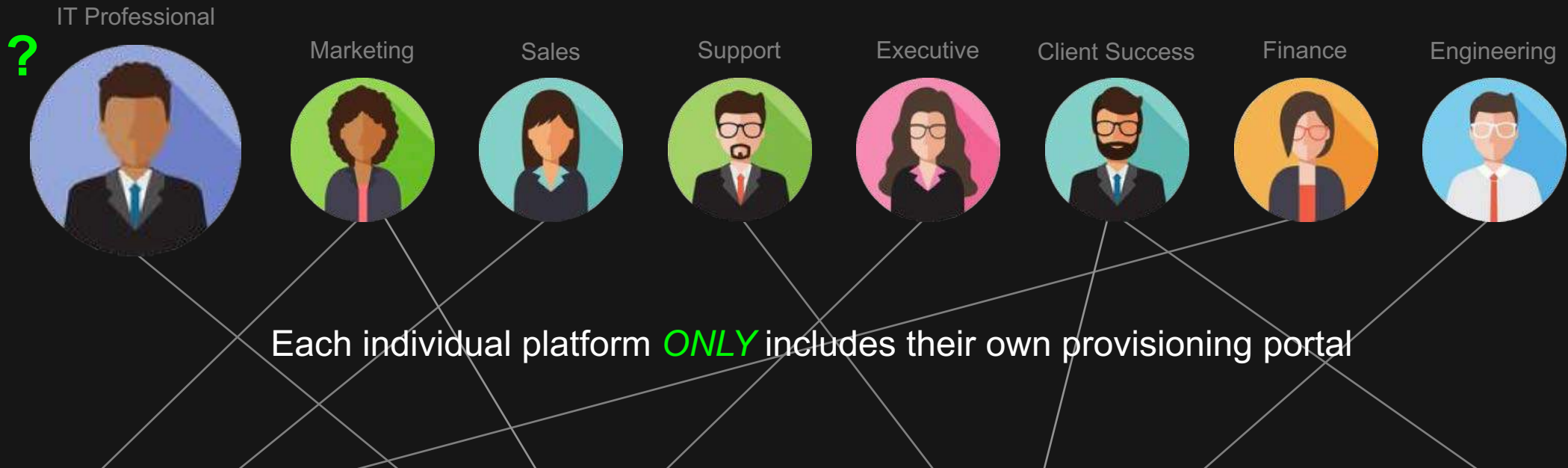
Direct Internet peering to over 40 ISP's via direct circuits or carrier exchanges.
We also SIP trunk to almost 40 separate phone providers



Admin and user portal

CALLTOWER CONNECT.

WHAT SOLUTIONS ARE NEEDED FOR YOUR ORGANIZATION?



Teams DR, SfB, O365,
Teams GCC High, Other
Value-Added Solutions



HCS, CallManager, Webex
Suite, Other Value-Added
Solutions

metaswitch

CT Voice, CT SIP Trunking,
CT Meeting (powered by Zoom),
Other Value-Added
Solutions

Current & Future

Current: *Contact Center Solutions* (Five9,
Intermedia, Perficient), CT Fax, CT Boost
(BigLeaf), CT Analyzer

Future: Security, ITaaS, Managed Service,
Other

Additional Common Tools Across All Platforms: UC Analytics, MACDs, Password and AD Sync, Hunt Groups, Auto Attendant, Inventory Management (DIDs, TFs, Devices, Other), Universal Call Forwarding/Switching, Auto Failover to Multiple Data Centers

HOW TO MANAGE MULTIPLE PLATFORMS?

IT Professional



Support



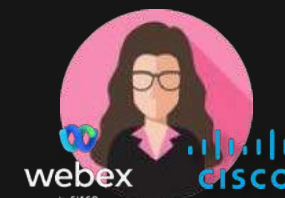
Finance



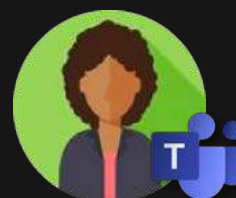
Engineering



Executive



Marketing



Sales



Client Success



[All departments have their own personalities and needs. How can IT Professionals combine all these into one robust provisioning portal?]

POWER OF CONNECT.



Organization Control: Admin/User/Mobile App

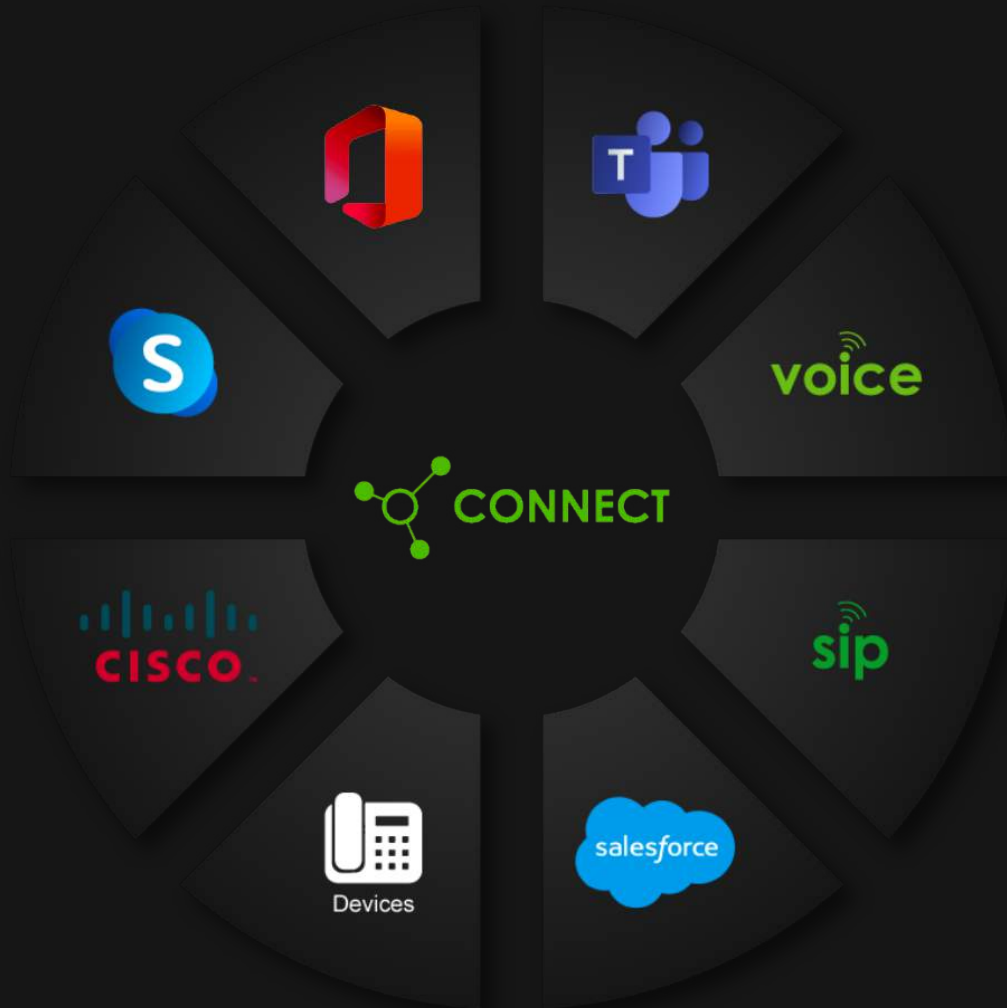
CallTower Tools: Catalog/Quote



All-In-One Portal & Single Bill

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

CALLTOWER CONNECT // SINGLE PANE OF GLASS



- 2013** ----- Connect Released // Cisco 8.5 and Lync
- 2014** ----- MS Exchange and Salesforce
- 2015** ----- Quote, Catalog, and Skype
- 2016** ----- Office 365
- 2017** ----- Cisco 10.5 and Rev.io
- 2018** ----- CT Cloud SIP
- 2019** ----- MS Teams and Cisco HCS
- 2020** ----- CT Cloud Voice, GCC High
- 2021** ----- Cisco Webex, UCM

CALLTOWER CONNECT.

FEATURES



UC ANALYTICS

UC Analytics seamlessly provides you with granular details through CallTower Connect. You can dive into IM/Presence reporting, activity by medium and meeting type, as well as build and schedule your own reports based on your business requirements.



MACD move, add, change, delete

Administrators have the power to move, add, change or delete CallTower hosted services such as Cisco, Microsoft, CT Cloud and Contact Center solutions.



AD SYNC

Active Directory (AD) Sync allows you to synchronize multiple AD servers at different locations and even across multiple server forests. AD sync is on a per-company basis, but a company with many locations can have a "one-to-many" relationship with AD servers.



PASSWORD SYNC

Synchronize your local Active Directory passwords to CallTower's products and applications, such as CallTower Connect, Jabber, Skype for Business, Office 365, etc.



HUNT GROUPS

Easily distribute phone calls from a single telephone number to a group of several phone lines.



AUTO ATTENDANTS

Transfer incoming calls to various extensions as specified by callers, without the intervention of a human operator. Route calls to landline phones, mobile phones, VoIP devices, extensions and recordings, as well as another auto attendant.



MICROSOFT TEAMS.



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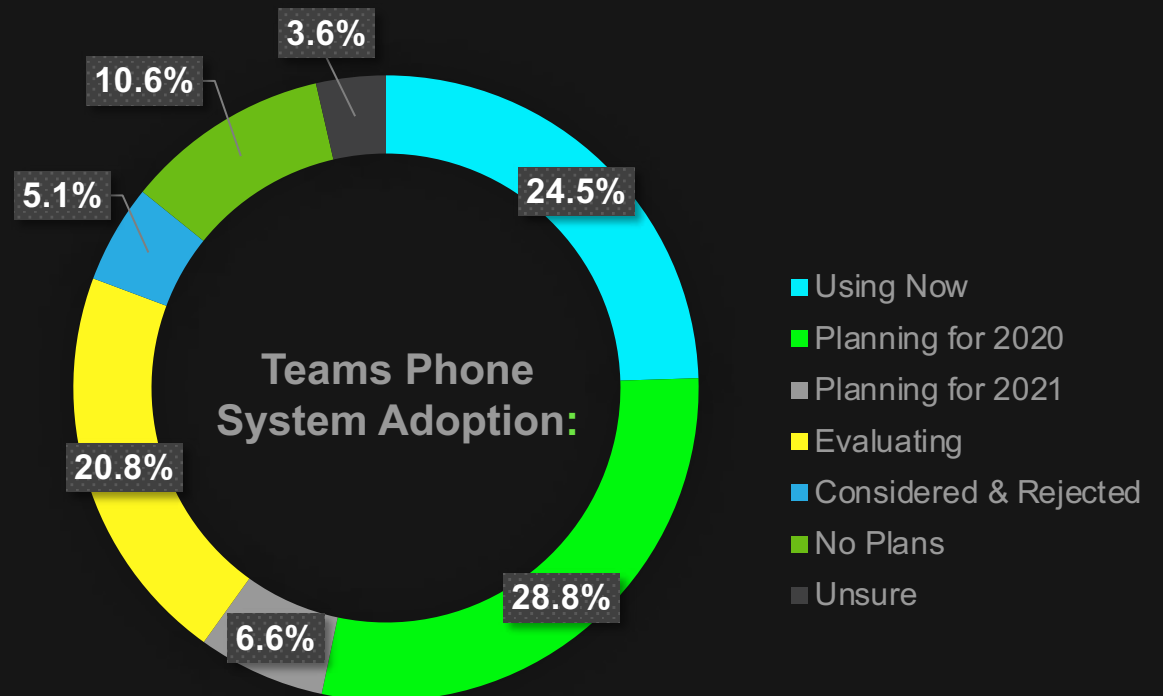
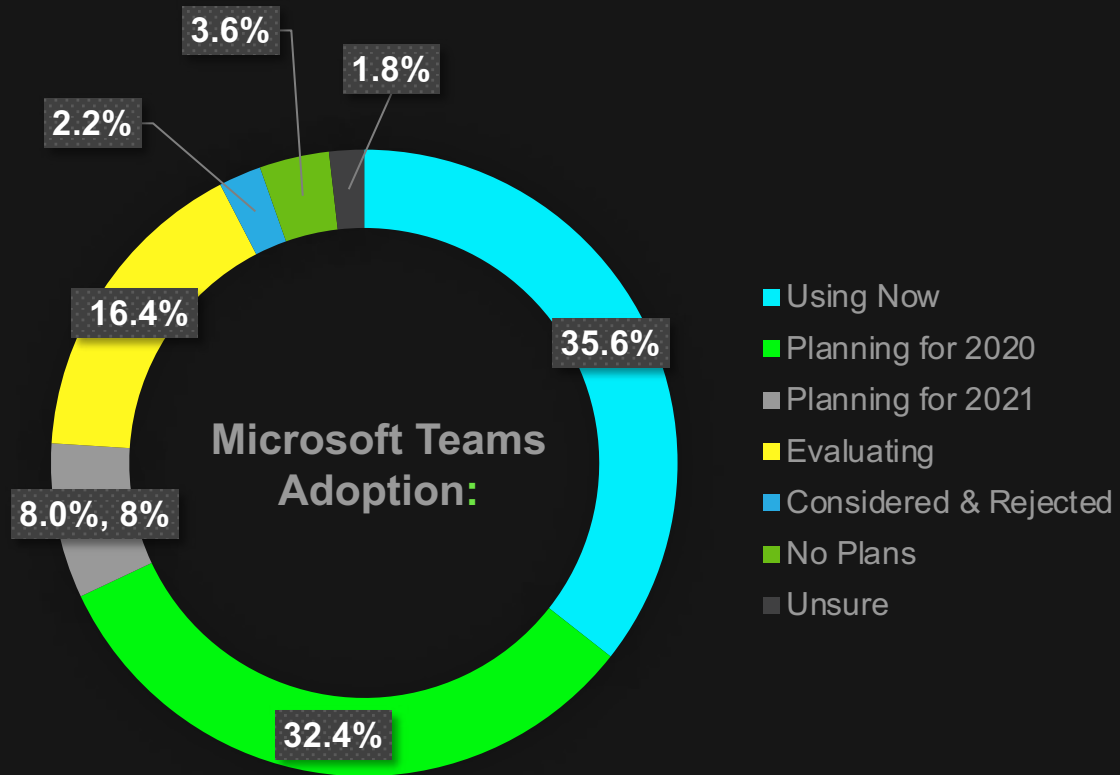
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Microsoft, February 2021

MICROSOFT TEAMS ADOPTION.

56.2% of those using/planning for Teams planning to use **Phone System**



TEAMS COLLABORATIONS BENEFITS!



30%

Reduction in meetings



21%

Reduction in Email



24%

Productivity Improvement



Lower Cost // Annual
Revenue Increase

THE HUB FOR TEAMWORK IN OFFICE 365.



Chat, group chat, calls & meetings for today's teams



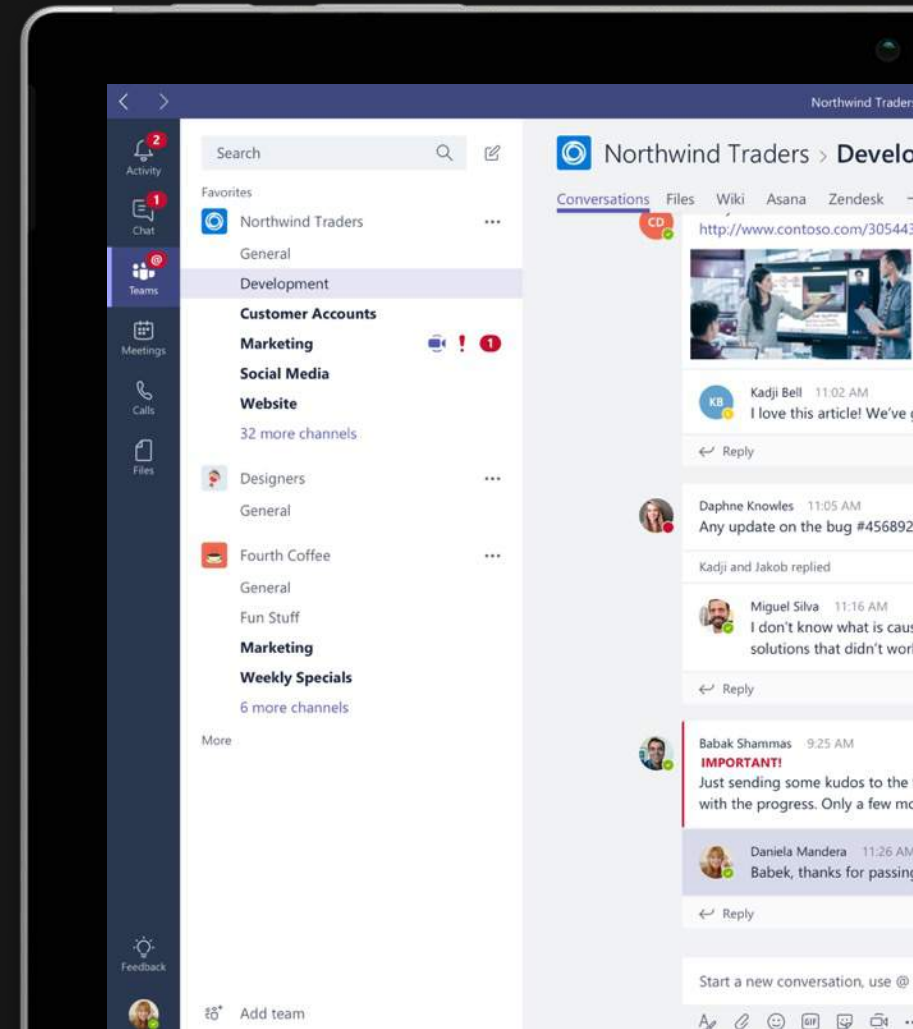
Integrated Office 365 apps



Customizable and Collaborative



Enterprise security, compliance & manageability



1



WHY CALLTOWER FOR MICROSOFT TEAMS?



DIRECT ROUTING

DID'S MANAGEMENT

- Porting between any PBX to Teams, including Hybrid

EXCLUSIVE WITH CALLTOWER

- Local calling // 100+ Countries
- Receptionist Console
- GCC High
- Emergency Notifications
- CT Cloud Voice // CT Cloud Meeting
- CT Cloud Boost
- CT Cloud Contact Center

EXPERIENCED MICROSOFT PARTNER

- Microsoft Gold Partner Since 2008 // CSP
- Seamless Migration Path to Microsoft Teams
- Centralized Call Recording for Compliance
- Expertise in Managed DIDs in 6,000 Cities
- Live Training
- 24/7/365 Support

CERTIFIED DIRECT ROUTING PARTNER

- No SBC's Needed
 - Geo-Redundant
- Managed Teams Certified Devices

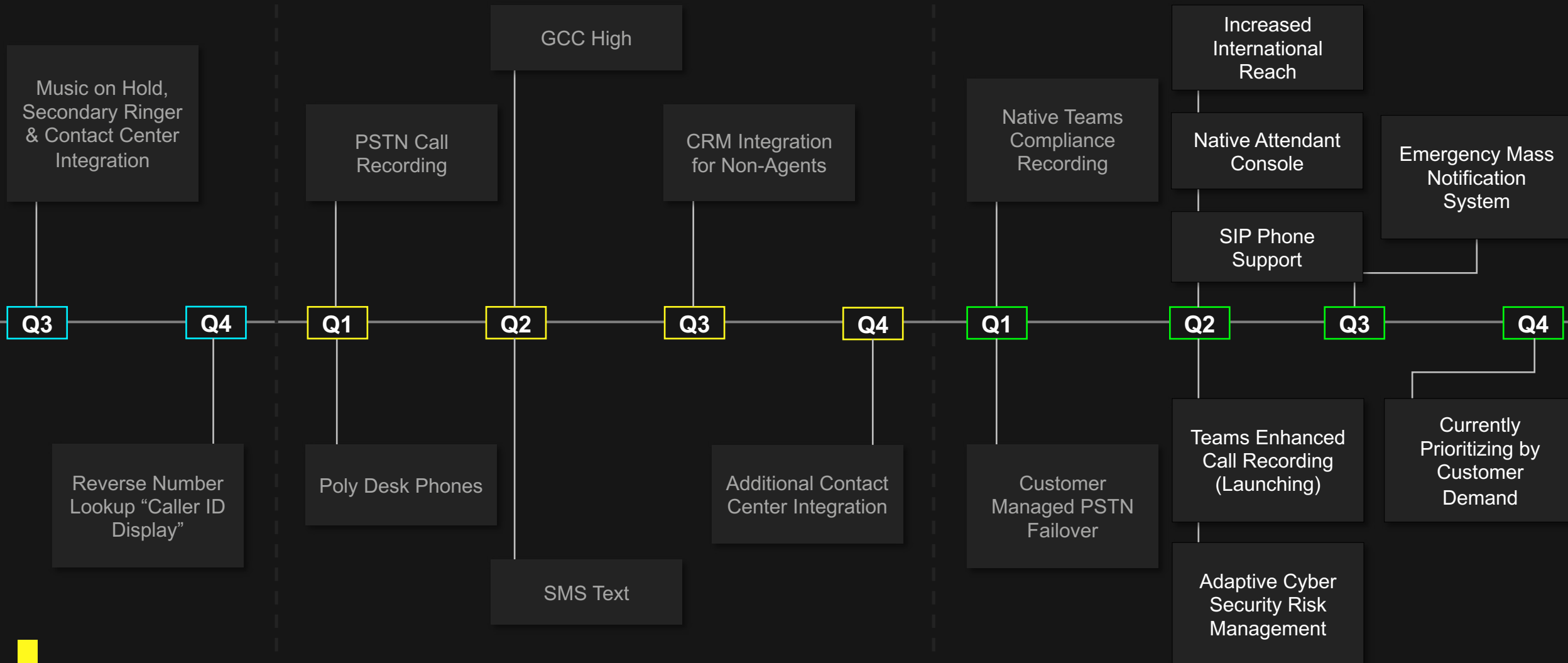
CALLTOWER'S INTEGRATION WITH TEAMS.



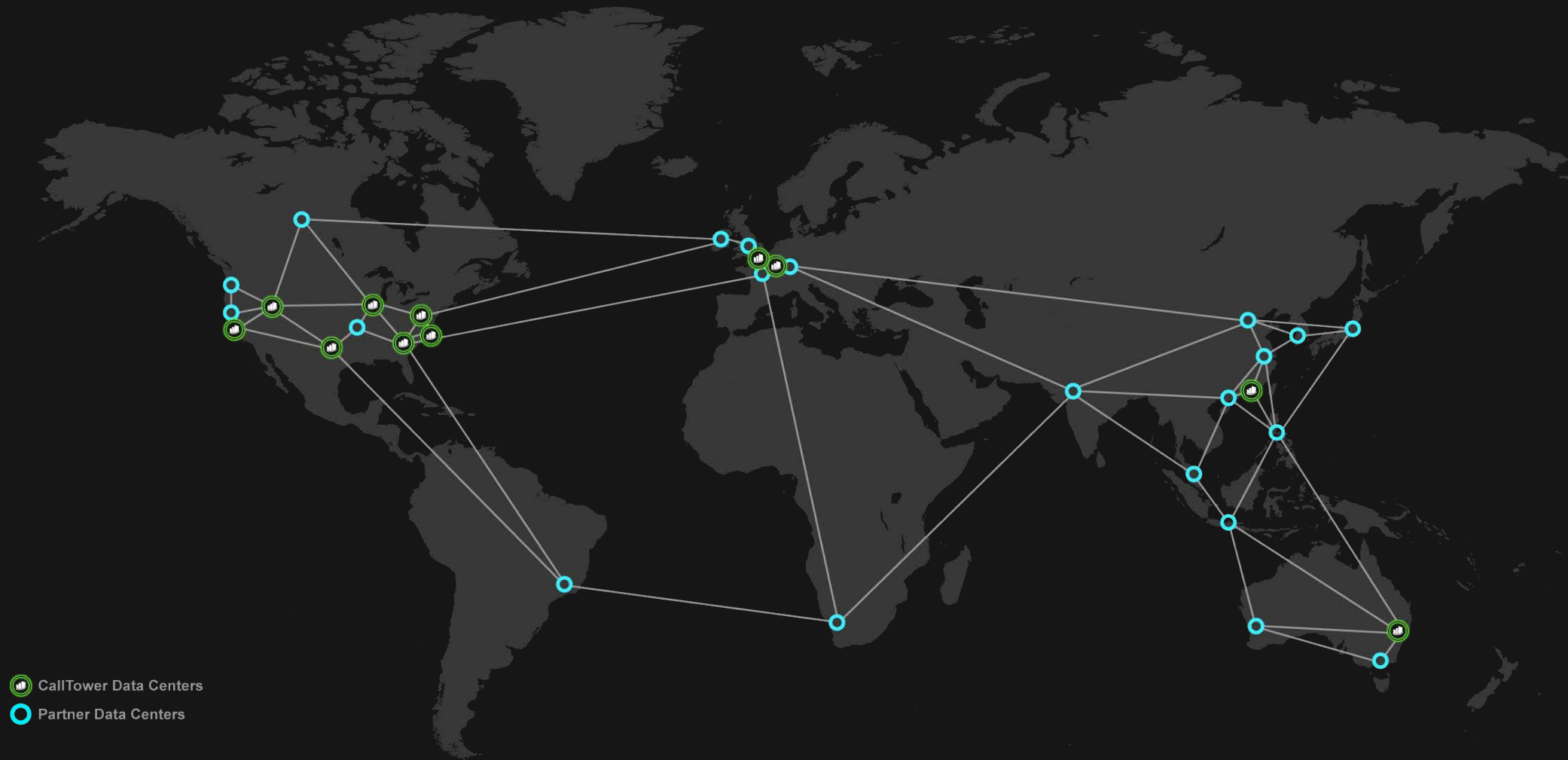
2019

2020

2021



ENHANCED INTERNATIONAL COVERAGE.





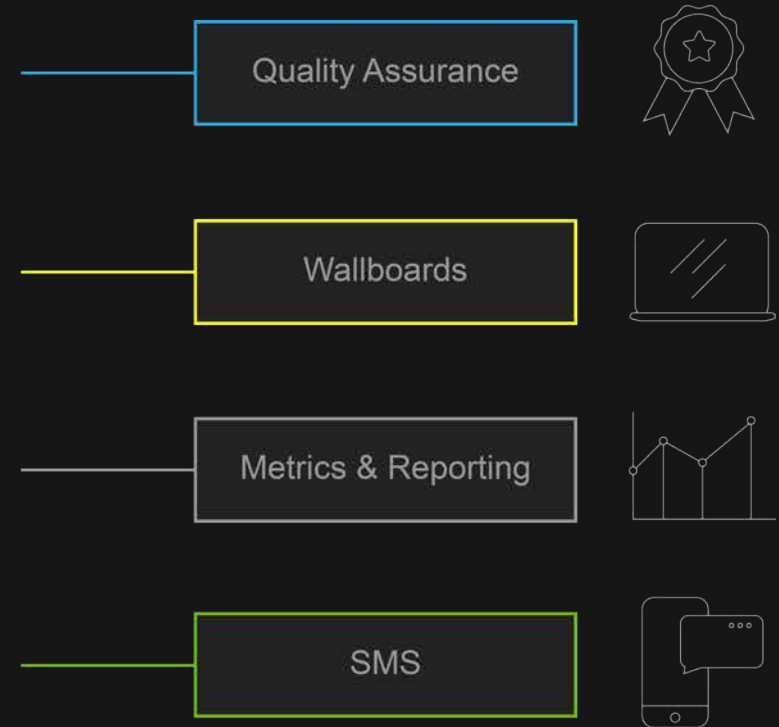
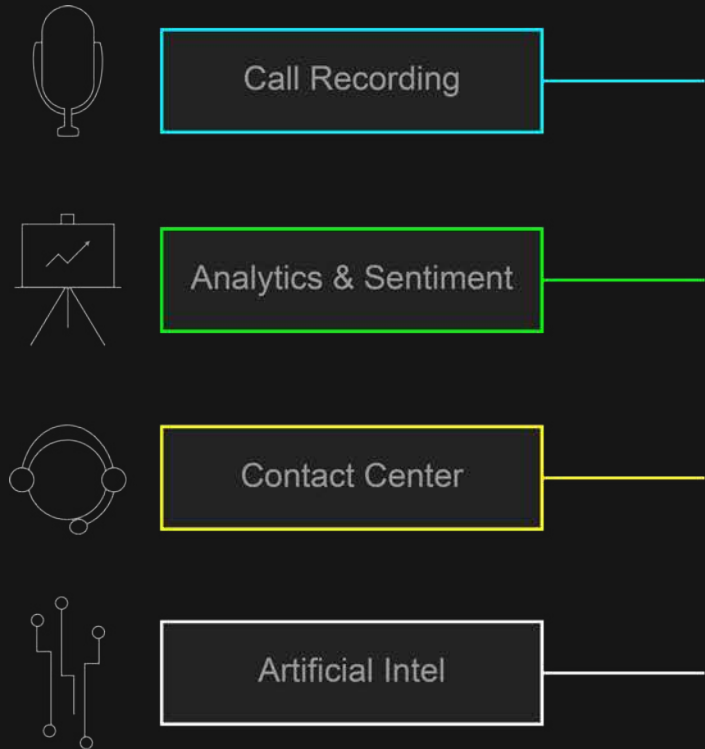
Microsoft Teams

CallTower's multinational Microsoft Direct Routing solution now delivers services to

70+ countries

using high quality Calling Line ID (CLI) routes - providing simple, global landline and mobile calling for Microsoft Office 365 Teams.

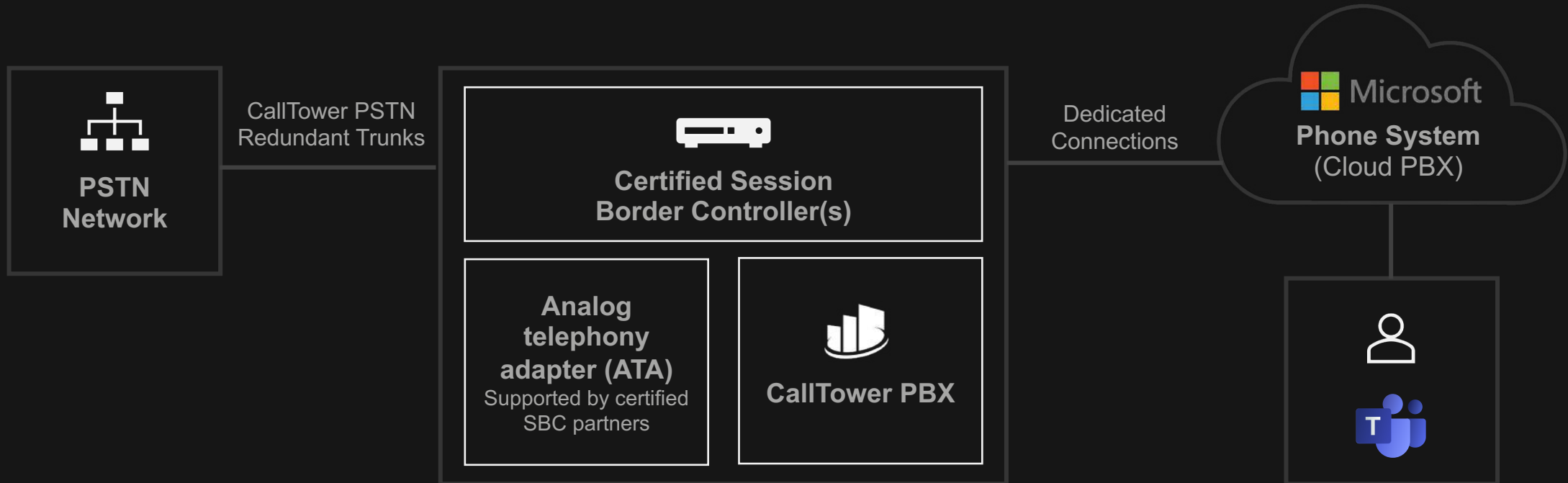
MICROSOFT TEAMS ADVANCED SERVICES.



MICROSOFT TEAMS DIRECT ROUTING.



CALLTOWER NATIVE DIRECT ROUTING



Connect own PSTN

For countries where Microsoft Calling plans are not available. Customers that want to keep existing CallTower voice plan

Interoperability with CallTower systems

Mix two systems (for example, provide the option to connect analog devices)

Design 1

Teams from Microsoft Direct



- Do it yourself
- No training
- Little support
- DIY network
- Self-porting
- No device support

Design 2

Native Direct Routing Partners



- Porting Included
- Implementation
- Training
- Uses the Full Microsoft PBX
- 24/7 support
- Multiple automated failover telephony options

Design 3

Direct Routing Partners w/ 3rd Party PBX

- Not supported by Microsoft
- Uses 3-party core platforms (Cisco, Broadsoft, etc.)
- Compliance required by all platforms
- Additional layer of risk
- Added license cost required
- Auto Attendant/Call Queue/VM not on Teams

Design 4

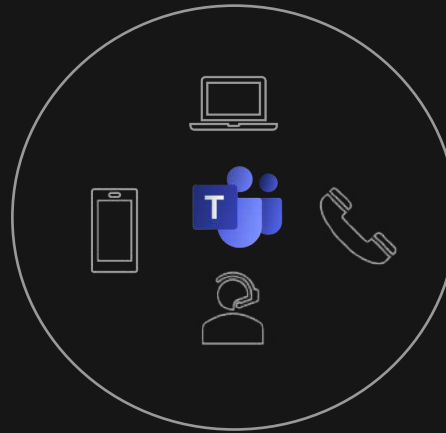
3rd Party Integrations w/ Teams

- All risk and cost in Design 3 plus :
- Requires 3rd party application with more complex end-user functionality
- Greater risk of failure and need for support
- Lack of Office 365 expertise-Not a CSP
- Limited native Teams features and functionality
- No dialing from Outlook

CALLTOWER VS 3RD PARTY PBX INTEGRATIONS.



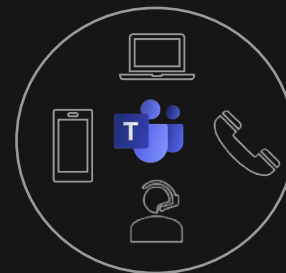
**NATIVE CALLTOWER TEAMS
DIRECT ROUTING**



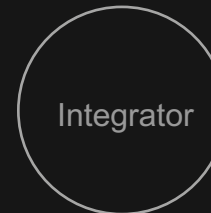
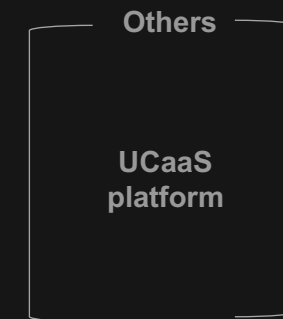
Dedicated
Connections



**NON-NATIVE, INTEGRATORS,
3RD PARTY, TEAMS DIRECT
ROUTING**



Additional Layer of
Risk Integration





MANUFACTURING

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

"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."

*– System Administrator Supervisor at Allen Press
Richard Wilhite*



RETAIL

CALLTOWER'S NATIVE MICROSOFT TEAMS DIRECT ROUTING DELIVERED A MAJOR LEAGUE UPGRADE FOR FRANKLIN SPORTS

"The peace of mind of having a reliable phone system spread like wildfire through our IT admin team – plus their day-to-day work was helped along with the use of CallTower Connect and the [CallTower] Support Team so they could focus on other system projects."

*– Network Manager at Franklin Sports
Jason Meaney*

GCC HIGH

GOVERNMENT

ENABLING GCC HIGH WITH VOICE AND AUDIO CONFERENCING VIA MICROSOFT TEAMS DIRECT ROUTING

"One of the biggest challenges for our clients in GCC High was the lack of voice services. In many cases, this slowed adoption, or added complexity to the transition. Once migrated, the lack of voice services hampered productivity creating frustration at both the client and user level. When we considered how to fill the known gap in voice and telephony solutions for GCC High, we knew that the solution would be complex; it was essential to have a smart and experienced company as a partner. We knew immediately that CallTower had the skill and expertise to help us do just that."

President of C3 Integrated Solutions
Bill Wootton

PING®

MANUFACTURING

CALLTOWER'S NATIVE MICROSOFT TEAMS DIRECT ROUTING DELIVERED A HOLE IN ONE UPGRADE FOR PING GOLF

"We already had started using Microsoft Teams for a number of our employees, mostly for internal collaboration, but not every department had adapted and there was no telephony integrated into the system. We simply didn't have enough licenses to send everyone home with phones for COVID safety."

Senior Telecommunications Technician of PING Golf
Chris Mellot,

CALLTOWER VS MICROSOFT.

LET'S BREAK IT DOWN



CallTower versus Microsoft

EXISTING CUSTOMER CASE STUDY

CALLTOWER DIRECT ROUTING PLAN

Direct with CallTower	Quantity	Cost Per Unit	Total MRC
Microsoft Teams Direct Routing - Metered	1,051	\$4.95	\$5,202.45
Microsoft Teams Direct Routing - Metered Usage	19,973	\$0.01	\$199.73
Microsoft Teams Direct Routing - Unlimited	6	\$11.95	\$71.70
International Calling Plan	1,057	\$0.00	\$0.00
		CallTower Total	\$5,473.88

MICROSOFT DIRECT

Direct with Microsoft	Quantity	Cost Per Unit	Total MRC
Microsoft Teams Direct Routing - Unlimited	1,057	\$12.00	\$12,684.00
International Calling Plan	1,057	\$12.00	\$12,684.00
		Microsoft Total	\$25,368.00

Total Quarterly Savings = **\$19,894.12 / 79%**

CALLTOWER VS MICROSOFT.



OPTION 1

TEAMS DIRECT ROUTING ALL USERS

\$7.95 Unlimited domestic US

Includes access to CallTower's Complete International Rate Plan

OPTION 2

TEAMS DIRECT ROUTING PAY-AS-YOU-GO AND UNLIMITED MIX AND MATCH OPTION

\$11.95 Unlimited domestic US

Includes access to CallTower's Complete International Rate Plan

AND/OR

PAY-AS-YOU-GO CALLING PLAN

\$4.95 Outbound Rate - \$0.01 per minute to domestic US

Includes access to CallTower's Complete International Rate Plan

ADD-ON

TEAMS UNLIMITED CONFERENCING

\$2.99 per user Can be added to Unlimited or Metered offerings // Microsoft charges for usage per minute

MICROSOFT CALLING PLANS

\$8.00 1200 minutes (inbound/outbound) domestic US Additional minutes incur overage charges (limited to companies with less than 300 users)

OR

\$12.00

3000 minutes (inbound/outbound) domestic US
Additional minutes incur overage charges

PLUS – INTERNATIONAL ADDITIONAL CHARGES

\$12.00

International access for inbound/outbound
Includes 600 outbound international minutes
Additional minutes incur overage charges

Total with Microsoft = \$20.00 or \$24.00

PLUS, conferencing usage

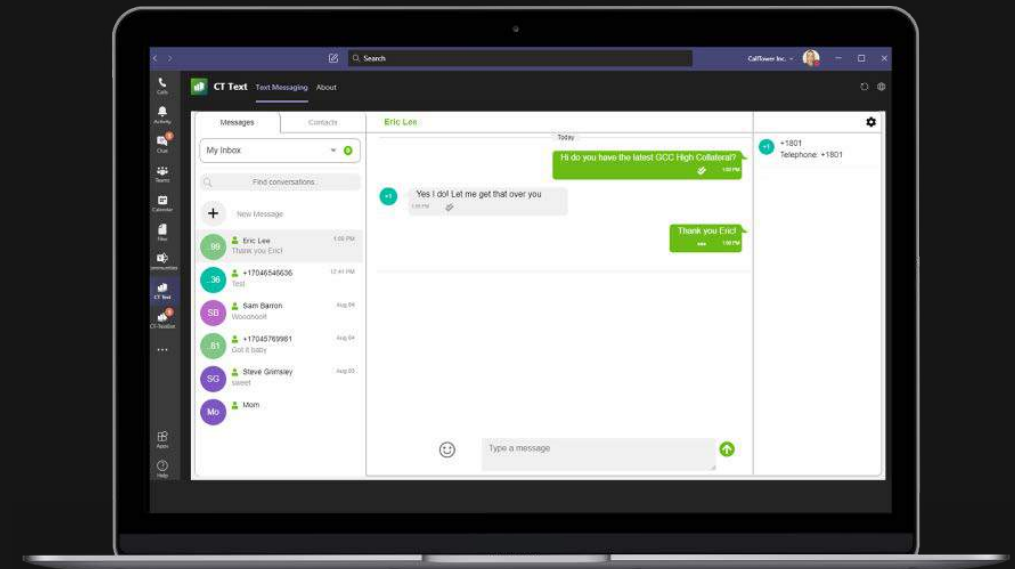
International pricing will vary

KEY TEAMS INTEGRATIONS.

CT TEXT FOR MICROSOFT 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.



SMS TEXT MESSAGING AND MMS FOR MICROSOFT TEAMS

Supercharge your Microsoft Teams platform and maximize your reach and impact with 2-way SMS text: the most popular messaging format that works on every cell phone.



CT CLOUD UNITE FOR TEAMS



CT Cloud Unite integrates with CallTower's Native Microsoft Teams Direct Routing delivering an unprecedented range of business and contact-orientated applications, offering a standard set of features with a huge range of popular cross-vertical and vertical-specific apps.



Recent & History Lists



Click-to-Dial



Contact Popping



Note Taking



Caller Review



Address Book



Activity Logging

CT CLOUD UNITE FOR TEAMS.

INTEGRATE YOUR APPLICATIONS WITH CT CLOUD UNITE



Improve the quality and professionalism of your call handling and the caller's experience



Increase the productivity and collaboration of your phone system's users



Reduce the time and costs involved with making and receiving large volumes of calls



Realize the full potential of your hosted telephony solution



CT Cloud Unite is a client-only solution, specifically designed for our hosted Cloud Voice platform and is easy to install, configure and upgrade.



Two License Options: Express and CRM

CT CLOUD UNITE FOR TEAMS.

CRM INTEGRATIONS



Microsoft
Dynamics® 365



Microsoft
Dynamics™ CRM



sugarcrm



MAXIMIZERCRM

web CRM

HubSpot



zendesk



NETSUITE



Workbooks.com

SALPO



carerix X



Clio



ConnectWise

and much more...

REASONS TO MOVE TO CLOUD CONTACT CENTER.



Increase Capability, Not CapEx

Increase productivity and revenue

Speedy Deployment

Speedy deployment vs on-prem

Elastic Demand, Pay as You Grow

Elastic demand, pay as you grow

Eliminate Maintenance and Software Upgrades

Eliminate maintenance and software upgrades

Enjoy Single Vendor Simplicity

Enjoy single vendor simplicity and support

Free Up IT Resources for Strategic Initiatives

Free up IT resources for strategic initiatives

Add mobile agents

STATE OF THE CONTACT CENTER REPORT.



Contact center transformation is well underway but challenges with communication and collaboration silos still linger, according to a new survey of 400 US and UK contact center and customer experience leaders

Cloud-based contact centers have become the majority.

75% of contact centers now operating in the cloud (44% fully, 31% hybrid).

Long term, contact center leaders anticipate a hybrid work environment with

53% of agents working in office

47% working remote.

In 2020, respondents reported that 69% of agents worked in a physical office. In 2021, that number was flipped on its head.

64% of agents working remotely.

Internal communication silos continue to be a top challenge for contact centers and their agents

64% of contact center leaders consider this a significant or moderate challenge.

Employee satisfaction has become a top contact center KPI as the lines between employee experience (EX) and customer experience (CX) continue to blur.

(Almost half)

49% of contact centers consider this KPI among the top five most-used measurements after customer satisfaction, response time and quality assurance.

The top three reasons agent productivity challenges due to communication silos

54% multiple system logins/credentials

51% challenges with accessing contact center subject matter experts (SMEs) in a timely manner

50% and the inability to access SMEs across the organization in a timely manner

58% of contact center leaders say communication silos and system complexity are having a negative impact on customer satisfaction, and

55% of this segment say the negative impact on CSAT is moderate to extreme.

CONTACT CENTER COMPARISONS.



- In/Outbound/Blended interactions
- Auto Call Back Feature
- **OB Dialer Capability***
- **Reporting and Real-time Dashboards***
- Call Recording
- Live QM
- **CRM Integration***
- Scalable
- **Media Types:** Voice, Chat, Email, SMS, Social Media
- BCP/Disaster Recovery
- After call survey opportunity
- Inhouse implementation and support



- CT Cloud Contact center
- In/Outbound/Blended approach
- Auto Call Back Feature
- Simplistic approach to administration
- **WFM, Live QM, Screen Recording***
 - **Forecasting, Realtime Adherence, scheduling***
- Call Recording
- CRM integration
- Reporting and Real-time Dashboards
- Inhouse implementation and support
- **All-in-One System-Low Cost***
- Scalable
- **Media Types:** Voice, Chat, Email, SMS, Social Media

CONTACT CENTER SOLUTIONS.



CISCO, MICROSOFT TEAMS



FEATURE FULL SOLUTION THAT'S BUILT RIGHT INTO THE NETWORK

TEAMS SUPPORTED DEVICES.



Poly CCX 400/500



Poly CCX 600



Poly Elara 60



Poly Trio C60



Poly Calisto 3200



Poly Calisto 7200



Yealink MP54



Yealink MP56



Yealink VP59



Yealink CP960



Blackwire



Voyager Focus



Voyager 4200



Voyager 5200



Voyager 6200

VIDEO CONFERENCING.

REAL PRESENCE TRIO

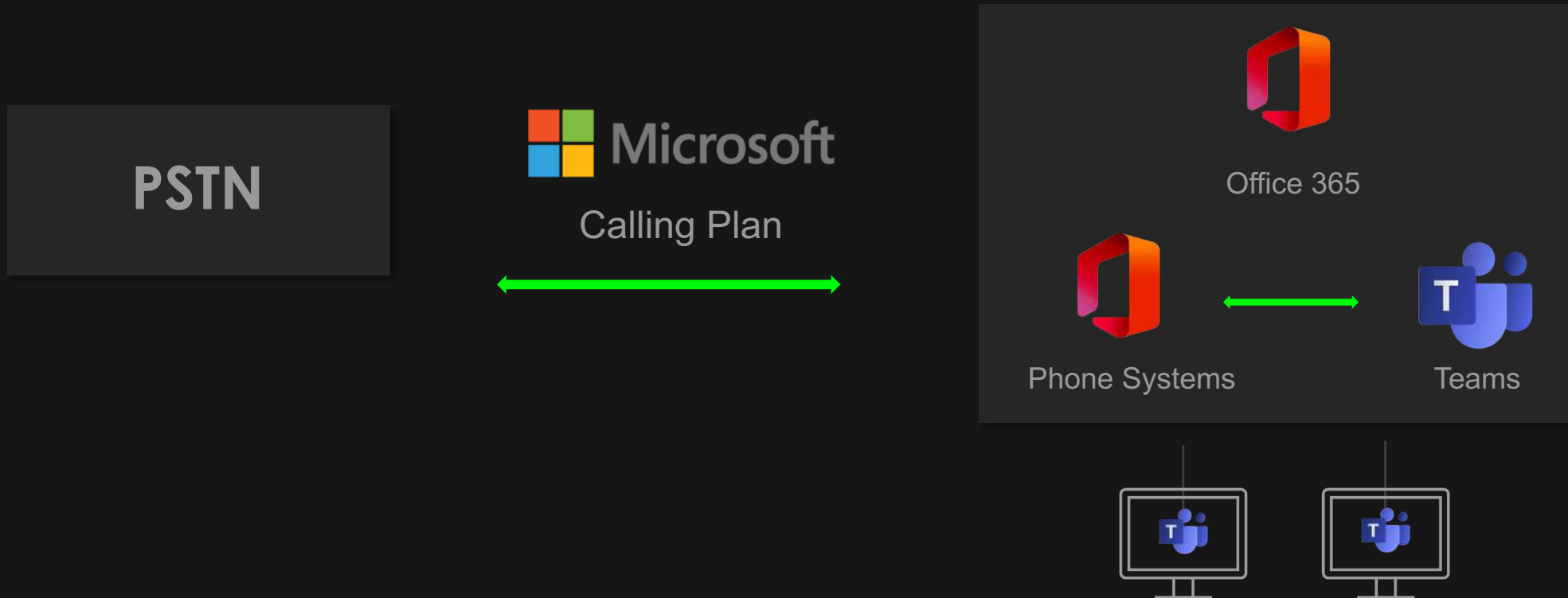


Delivers the best audio experience from the huddle room to the boardroom -
making every conversation, every spoken word just that much clearer.



TEAMS REDUNDANCY.

MICROSOFT TEAMS.

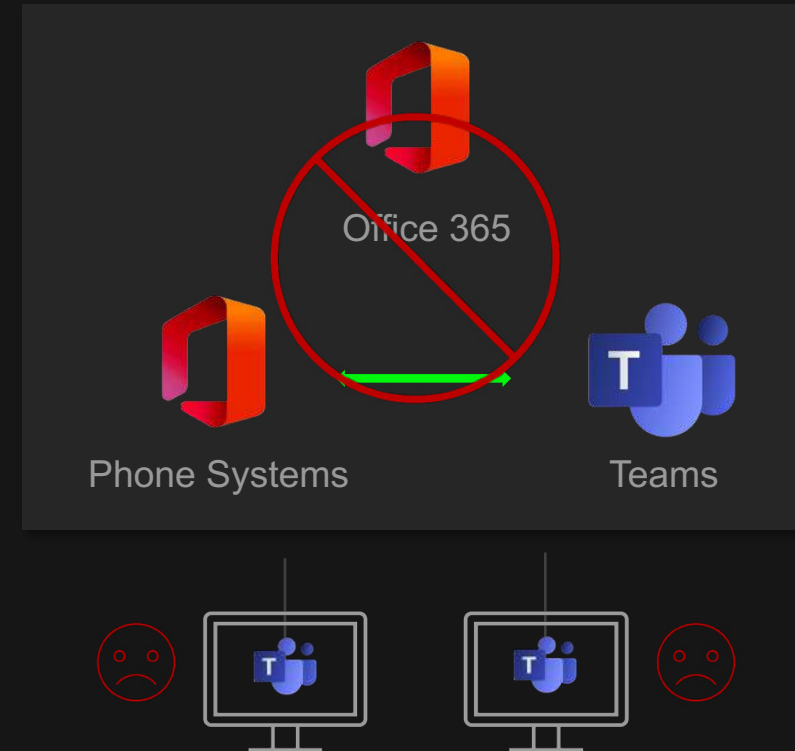


- Some things Office 365 can't provide...
- SIP Trunking to legacy PBX's
- Analog devices
- Paging, elevator, door Entry
- Call center
- Faxing
- Synergy between multiple platforms
- Failover options in the case Teams services are down

MICROSOFT TEAMS.

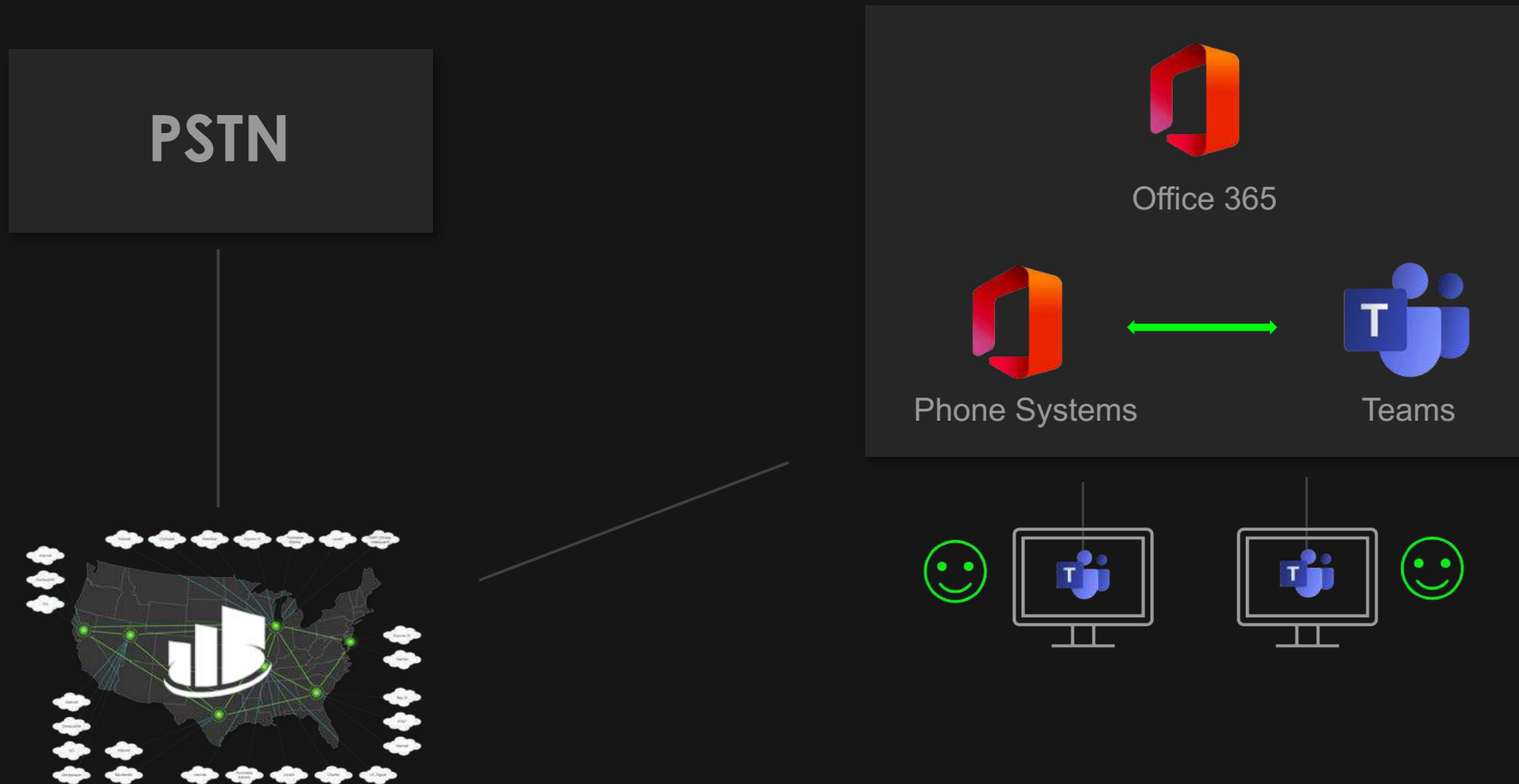


PSTN and/or Teams
Systems Down!!!



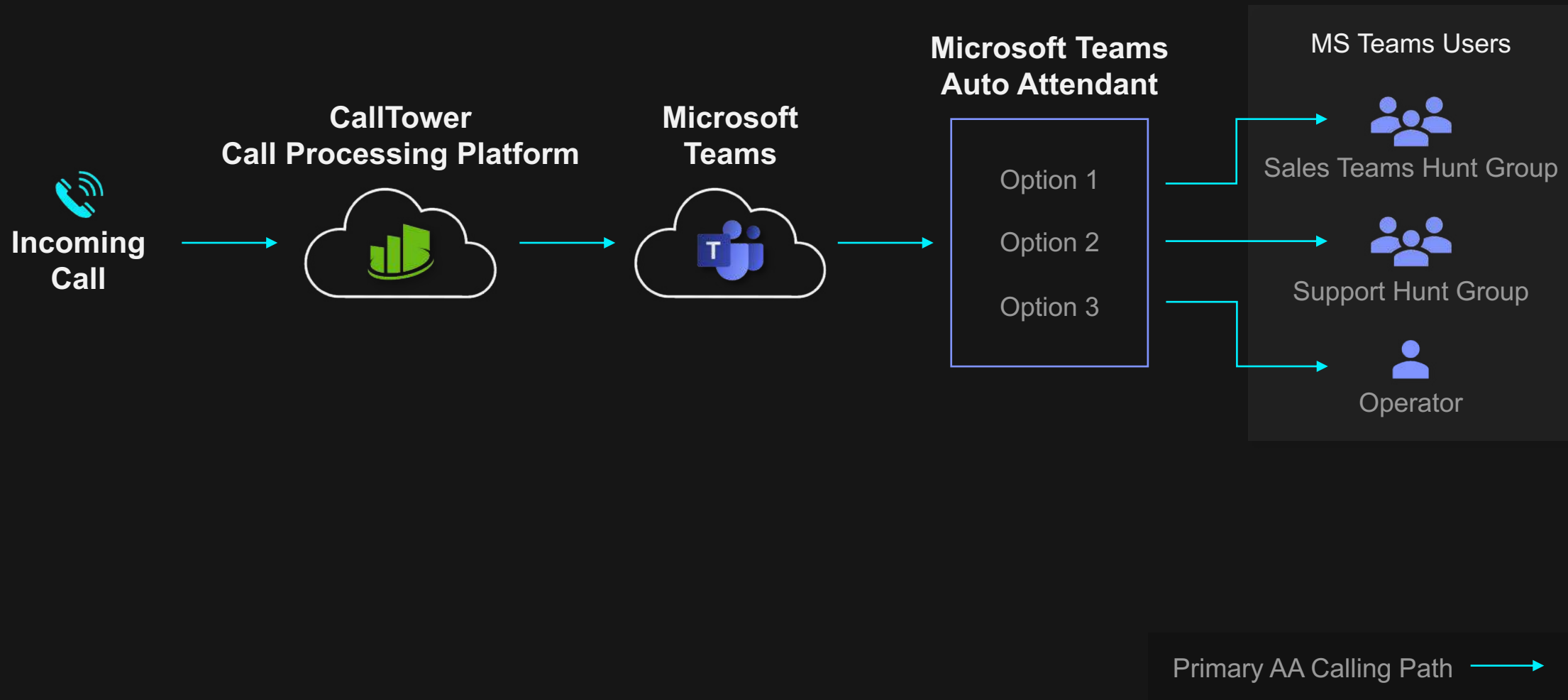
MICROSOFT TEAMS.

CallTower's MS Teams Direct Routing extends our robust and resilient voice/data network including high level support, failover options, additional voice services and cross platform applications for happier customers

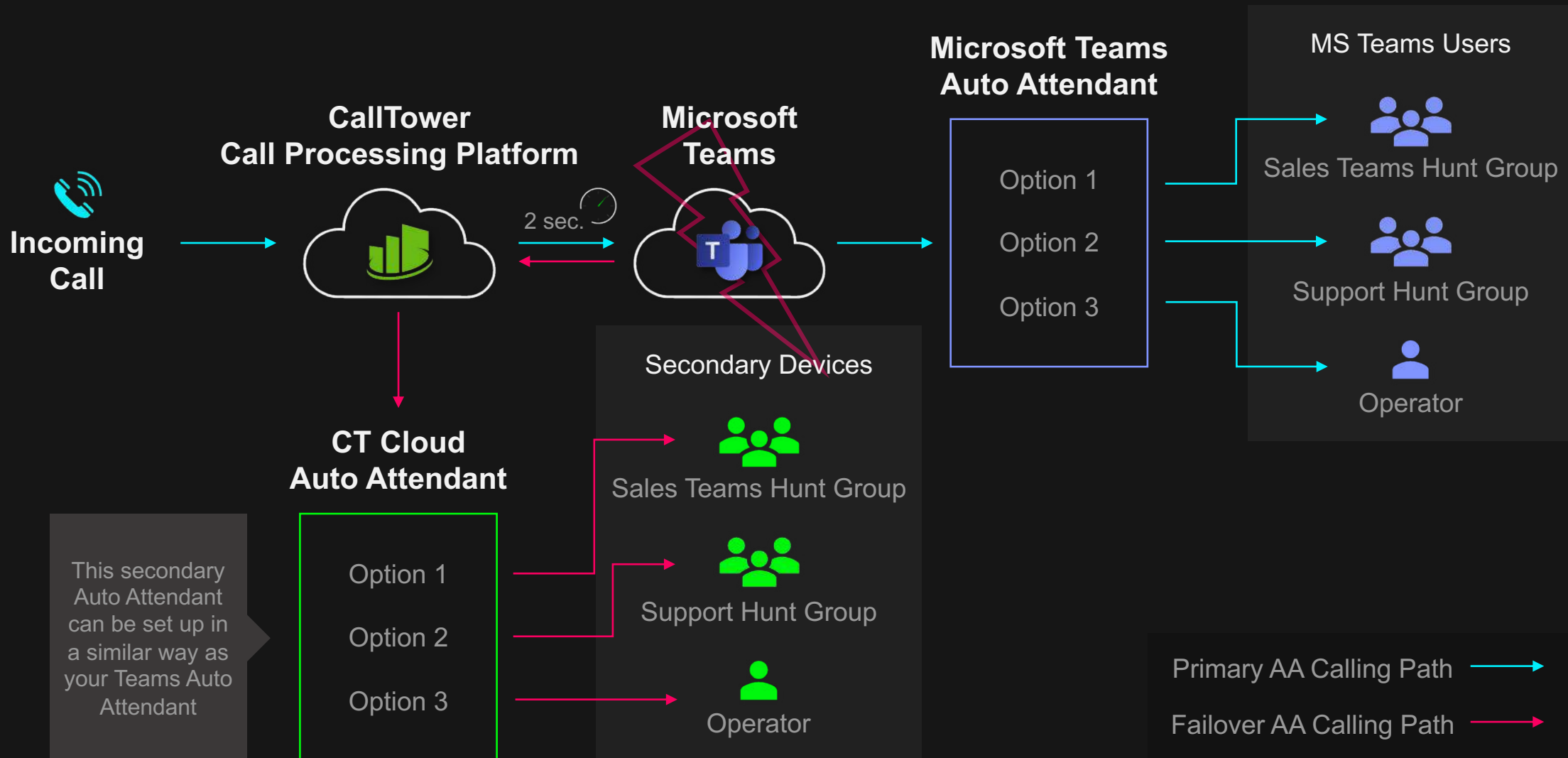


TEAMS FAILOVER.

VARIATION 1 / Backup Auto Attendant

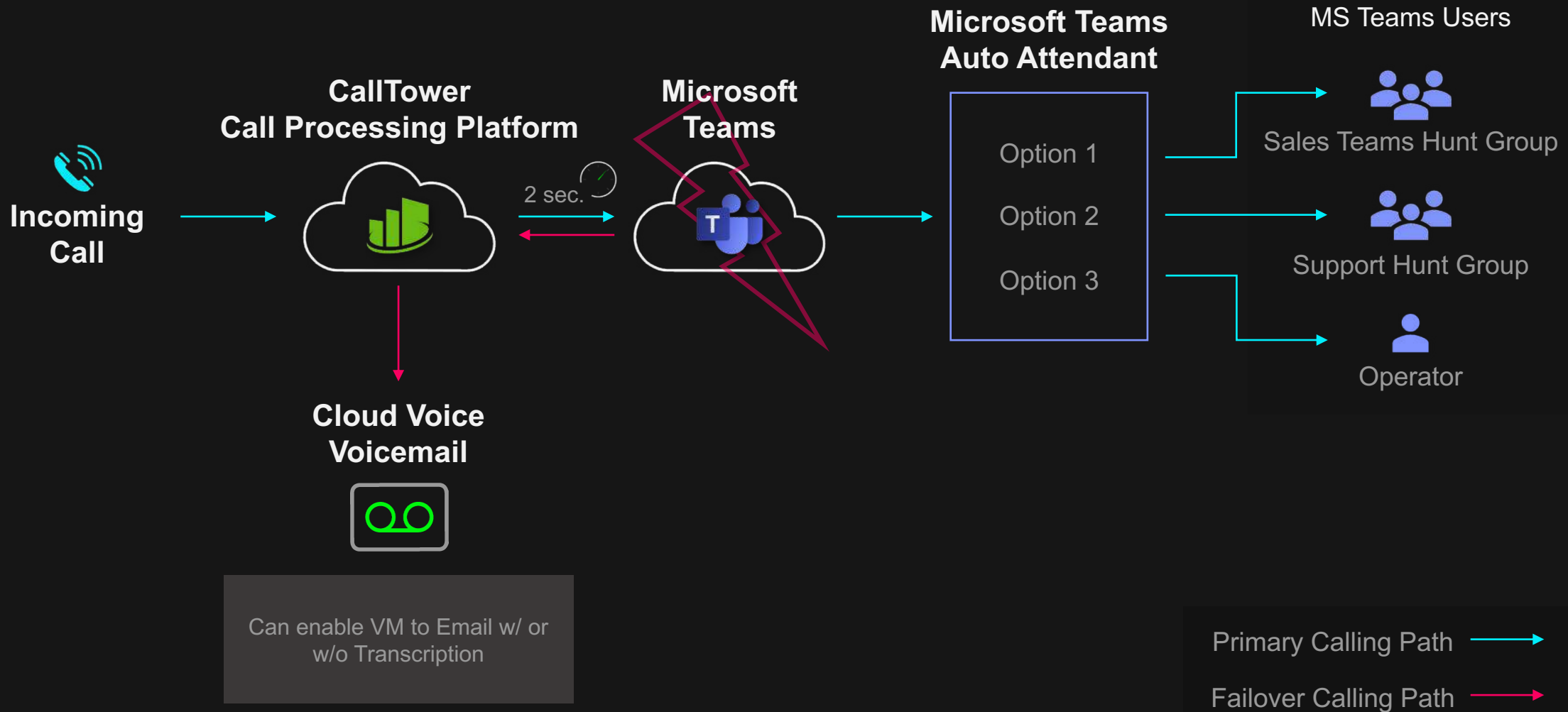


VARIATION 1 / Backup Auto Attendant



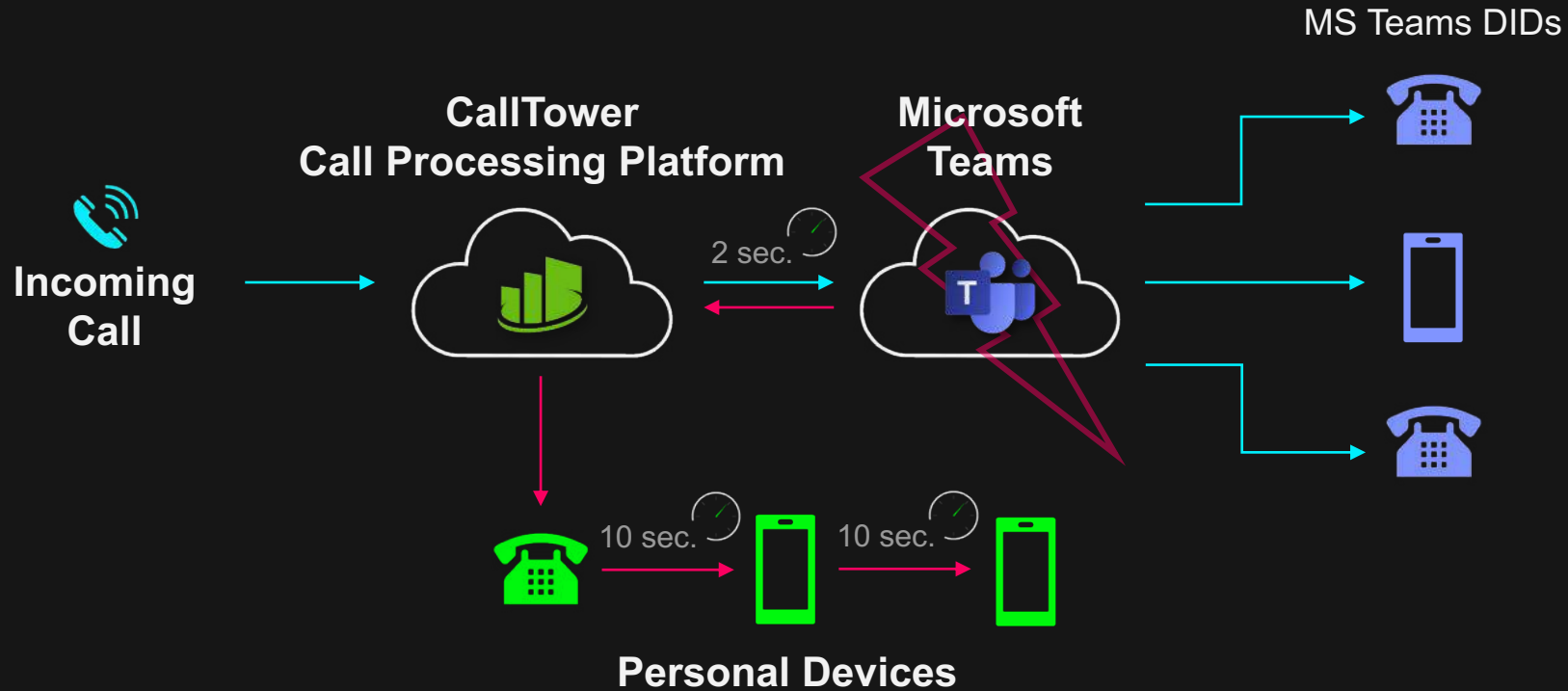
TEAMS FAILOVER.

VARIATION 2 / Voicemail





TEAMS FAILOVER.

VARIATION 3 / Personal Devices

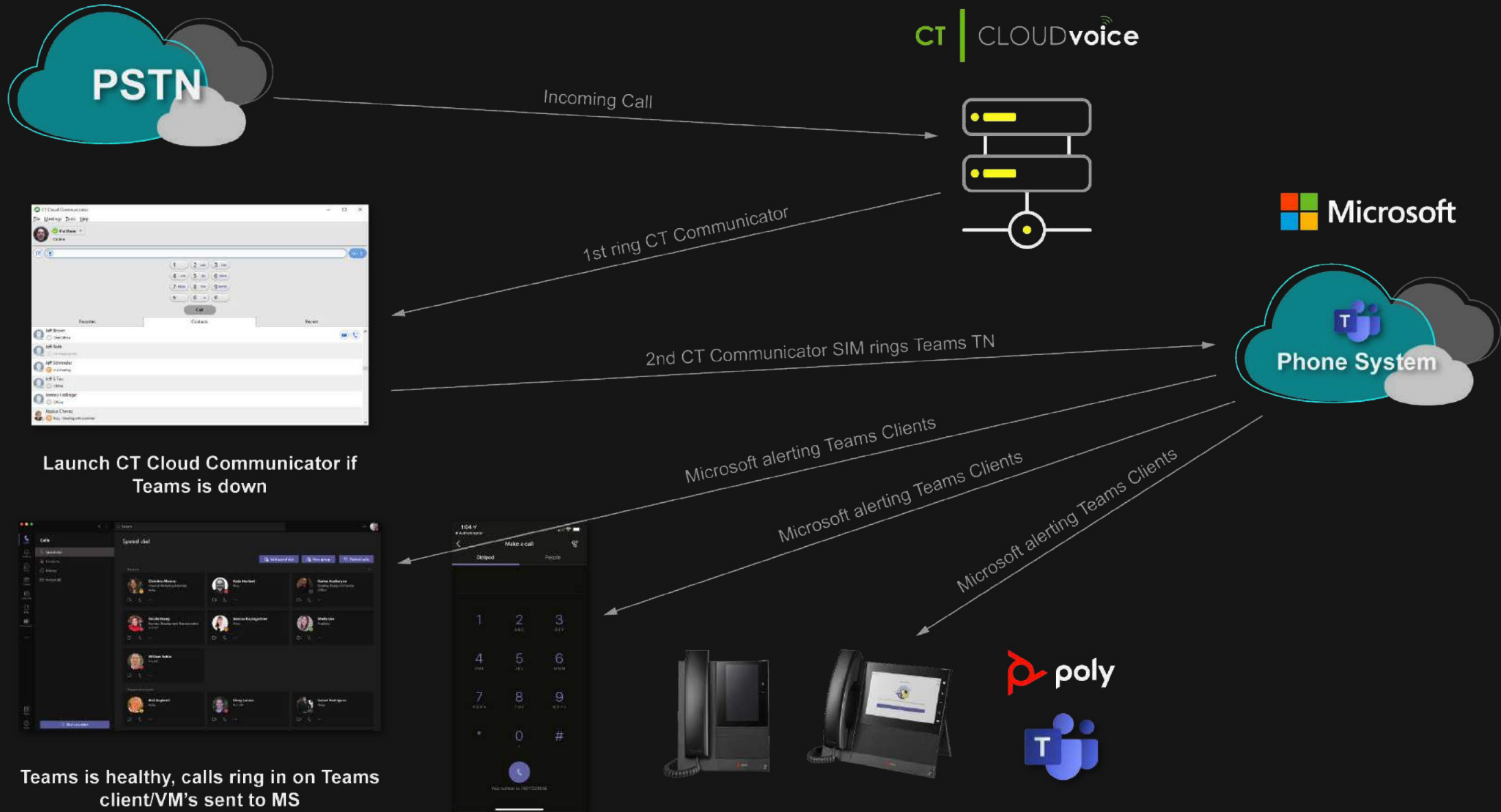


Number of devices and wait times can be adjusted to fit your needs

Primary Calling Path 

Failover Calling Path 

CT CLOUD VOICE BACKING UP MS TEAMS DR.





TEAMS CUSTOMER SOLUTION.

TEAMS FAILOVER.

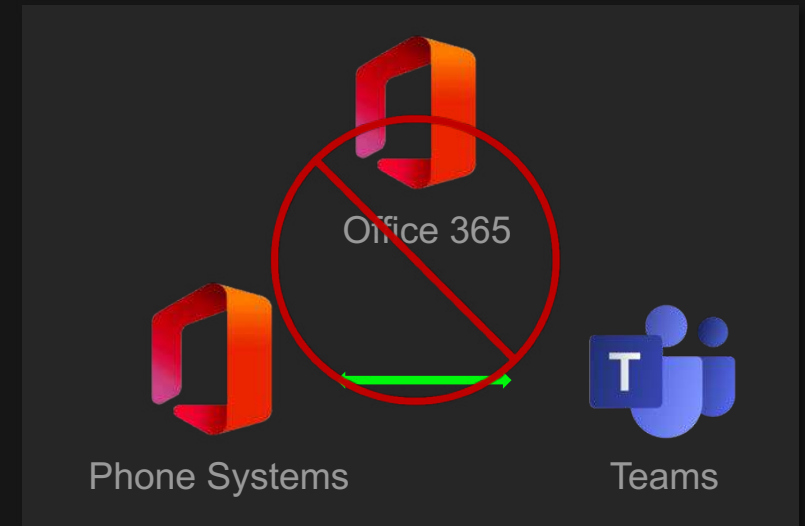
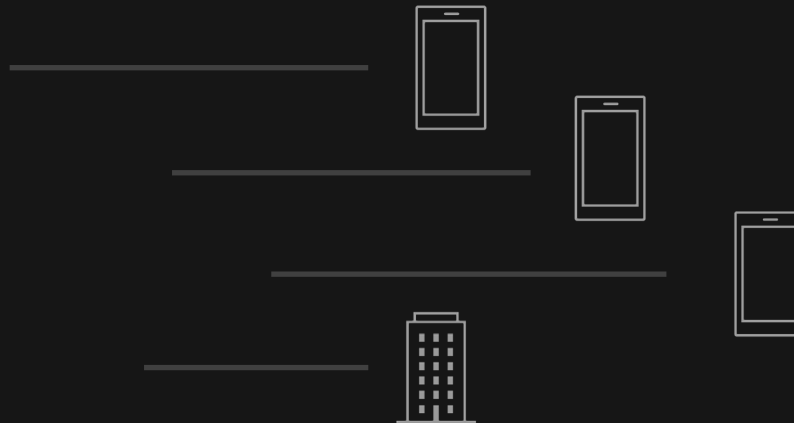
PSTN



CT | CLOUDvoice

Simple RCF
CT Cloud AA
CT Cloud VM
CT Cellular MLHG
Customer SIP Trunk

If Office365 Teams services are down or severely degraded our customers have these failover options.



Customer Site PBX

SOLUTION SELLING.

COMBINING TWO PLATFORMS

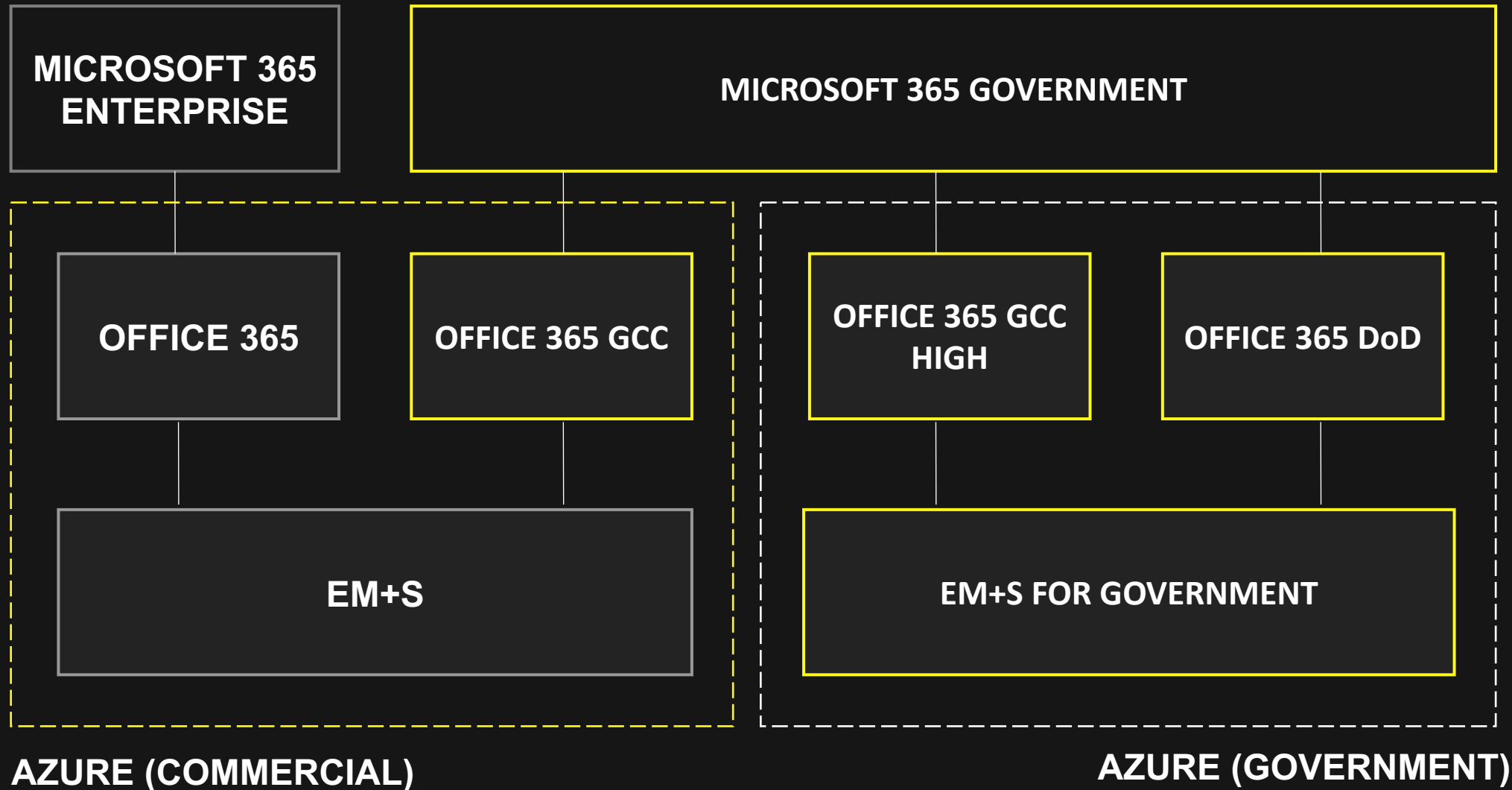


CT CLOUD VOICE PROVIDING RECEPTION PHONE AND A METHOD FOR TEAMS USERS TO DIAL BY EXTENSION OR SPELL BY NAME



MICROSOFT TEAMS FOR GCC HIGH.

WHAT IS GCC HIGH?



MICROSOFT TEAMS DIRECT ROUTING FOR GCC HIGH.



CALLTOWER IS
CURRENTLY THE
**ONLY PROVEN
PROVIDER** THAT
ENABLES VOICE IN
GCC HIGH

GCC High is the dedicated Office 365 cloud configured to meet the unique and evolving requirements of contractors holding or processing DoD controlled unclassified information (CUI), Cybersecurity Maturity Model Certification (CMMC), or subject to International Traffic in Arms Regulations (ITAR).



GCC HIGH CONTINUED.



DISA SRG Impact Level 4

US Sovereign Directory Services

US Sovereign Network

Screened US persons

For many government standards, one must make sure anyone working in the environment meeting the requirements of specific government background checks. GCC High acts as a data enclave of Office Commercial. It's compliant with DFARS, ITAR, NIST-800 171 and NIST-800

MICROSOFT TEAMS DIRECT ROUTING FOR GCC.

EMPOWERING ORGANIZATIONS WITH A TEAMS VOICE SOLUTION



SOLUTION ENSURES:

**A PERSONALIZED
IMPLEMENTATION**

ADOPTION

TRAINING

SUPPORT STRATEGY

“

We are thrilled to be the first Microsoft Partner to enable GCC High with Teams Direct Routing PSTN connectivity to meet the unique and evolving requirements of these agencies. As many organizations explore migration paths to Microsoft Teams, we are on-boarding GCC High with Microsoft Teams Direct Routing Audio every day.

CallTower Chief Revenue Officer William Rubio



**CLOUD SOLUTION
PROVIDER (CSP).**

WHAT CAN MICROSOFT 365 BUSINESS DO FOR YOUR BUSINESS?

CALLTOWER DELIVERS STRATEGIC CONSULTATIVE AND SUPPORT MANAGEMENT



Change Management



IP Services



Project Management



Extended Support



Adoption Assistance



Content / Tools



The rise of the always-connected, multi-device consumer coupled with the proliferation of data and resources available online has resulted in a transformational shift in the workplace.

WHY GET YOU LICENSING FROM CALLTOWER.



CALLTOWER'S CSP | since 2014

Leverage CallTower's experience for your
Microsoft and Office 365 licensing

Fully Managed Voice Migration to Teams

Single Point of Contact for 24/7/365 Support:
Office 365, Exchange & Voice

Use CallTower Connect (Admin Portal)

Managed and Professional Services



CALLTOWER PROVIDES DESIGN AND MIGRATION SUPPORT

Migration Active Directory (AD)

Email domain

Consolidation of multiple domains

- Integration of existing AD
- Configuration of Azure AD

Project Management

- Email Management
- SharePoint
- OneDrive
- Migrate from current MPN, Onsite
Exchange, G Suite,
IMAP, POP3, Zimbra, Open-Xchange

WHY BE PART OF CALLTOWER'S CSP?



ADVANTAGES	WITH CALLTOWER	WITHOUT CALLTOWER
Design, training, and deployment assistance with Skype for Business w/ Teams Collaboration or Collaboration and Meetings	Included	CallTower Professional Services
Design, training, and deployment assistance with migration to Teams and CallTower Direct Routing	Included	CallTower Professional Services
Single point of contact for Teams and Office 365 support. CallTower will work your issue to resolution	Included	Customer must engage Microsoft as necessary for support of non-CallTower issues
24 x 7 x 365 Support Team with case management available via Self Service portal, Email, Chat, or Phone	Included	Customer must engage Microsoft as necessary for support of non-CallTower issues
Office 365 provisioning integration. Provision Direct Routing using CallTower Connect.	Included	Not available – Direct Routing must be configured separately in Office 365 and CallTower Connect.

WHY BE PART OF CALLTOWER'S CSP?



ADVANTAGES	WITH CALLTOWER	WITHOUT CALLTOWER
Single bill for all CallTower services, including Office 365 licenses	Included	Not available
Manage Office 365 licensing through CallTower Connect	Included	Not available
Flexible monthly licensing options	Included	May be available
Licensing expertise	Included	May be available

CALLTOWER'S CSP SUPPORT SERVICE LEVEL AGREEMENT.



CALLTOWER SLA			
ISSUE PRIORITY	CALLTOWER SLA		MICROSOFT ENTERPRISE PLAN RESPONSE TIME
	INITIAL RESPONSE	UPDATE FREQUENCY	
Critical / P1	15 minutes	Hourly / As requested	1 Hour
High / P2	30 minutes	Every 2 hours	Next Day
Non-Critical / P3	4 hours	1 business day	No commitment
Non-Critical / P4	1 business day	2 business days	No commitment

MACD SERVICE LEVEL AGREEMENT

NETWORK STATUS

SUPPORT ESCALATION

OFFICE/MICROSOFT 365 OPTIONS.



OFFICE 365 ENTERPRISE LICENSES

Enterprise Licenses

****E5 / E3 / E1**

+

Phone System License

Provides Telephony PBX Features

- Auto Attendant
- Call Queues
- Reporting

+

Audio Conf. License

- Optional License by Individual
- Local Dial-in Number for Meetings
- Ad-hoc Conferencing

+

*CallTower Direct Routing

- Native Integration
- Optimized for Voice
- Business Continuity/DR
- Additional Features***

MICROSOFT 365 SMALL BUSINESS LICENSES (300 USERS OR LESS)

Small Business Licenses

**Premium /
Standard /
Basic**

+

Phone System License

Provides Telephony PBX Features

- Auto Attendant
- Call Queues
- Reporting

+

*CallTower Direct Routing

- Native Integration
- Optimized for Voice
- Business Continuity/DR
- Additional Features***

*Also available for GCC High customers

**E5 already includes the Phone System and Audio Conferencing licenses

***Features include SMS Text, Contact Center, CRM, and more

OFFICE/MICROSOFT 365 OPTIONS.



Office 365 Enterprise Licenses

E5	+	CallTower DR	
\$35		*\$7.95	
E3 / E1	+	Phone System	+
\$20 / \$8		\$8	
		**Audio Conf.	+
		\$4	
		CT Direct Routing	
			*\$7.95

Microsoft 365 Small Business Licenses (300 users or less)

Premium / Standard / Basic	+	Phone System	+	**Audio Conf.	+	CT Direct Routing
\$20 / \$12.50 / \$5		\$8		\$4		*\$7.95

Additional O365 Licensing

Common Area
\$8
Meeting Room
\$15

*CallTower Direct Routing rates can be mixed and match. \$7.95 unlimited calling for ALL USERS in US and Canada /OR/ \$11.95 unlimited calling + \$4.95 metered and \$.01 per minute for outbound calling if the customer wants a dial in

**Optional number for their Teams calendar invites and the capability for 3-way ad hoc conferencing for external attendees

WHY MOVE YOUR 365 LICENSE TO CALLTOWER.



THE CALLTOWER ADVANTAGE:

Same Pricing as Microsoft, No Additional charges

Stronger Service Level Agreements (SLA)

24/7/365 Support

No Disruption to Userbase (No Migration)

Only Requires a "Partner of Record" to Transfer

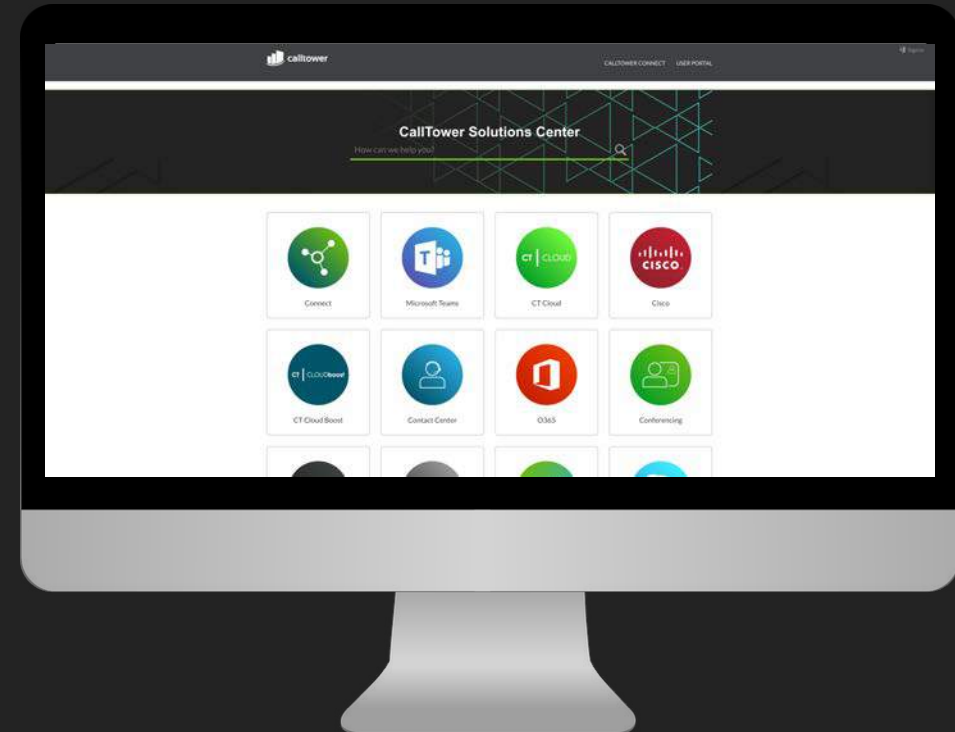
Premium Level Support with Microsoft

Faster Problem Resolution with CallTower



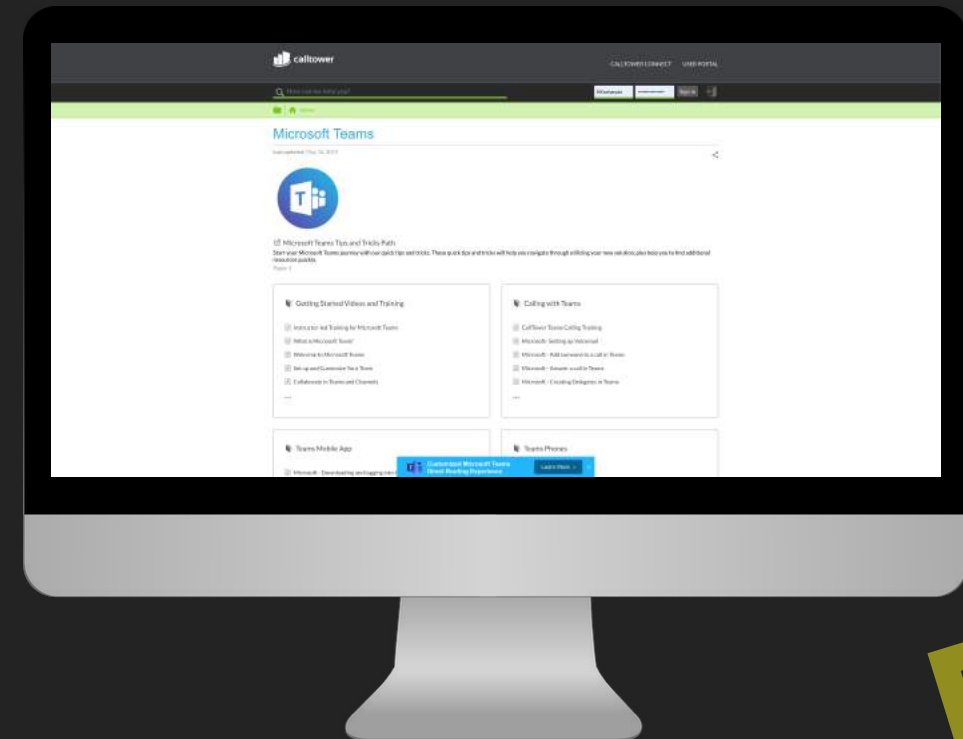
**WHY CHOOSE
CALLTOWER?**

Visit our Solutions Center to receive an array of helpful tips to give you a **better understanding of your CallTower solutions and their benefits.**



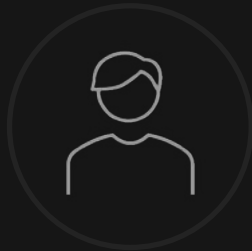
CallTower customers enjoy **28.1% self-service issue resolution**, which is more than three times the national average.

Access articles and self-help instructions for most issues opened with support. **It is the fastest way to get answers to your questions.**

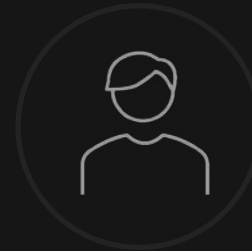


CLIENT SUCCESS TEAM.

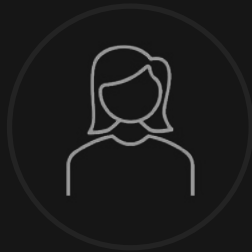
*ASSIGNED CUSTOMER SUCCESS TEAM



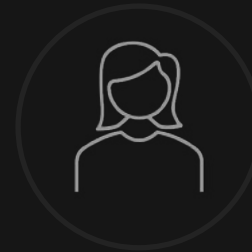
JOHN DORIAN (J.D.)
Executive Management



CHRISTOPHER TURK
Support Manager



ELLE REID
Sales Architect



CARLA ESPINOSA
Account Manager

CLIENT SUCCESS TEAM.



Dedicated Account Manager

Onsite Visits with Account team

Frequent (At least monthly)
Account reviews

CallTower Provides Support for All Services:
phones, equipment, contact center, etc.

Quarterly Survey's

Automated Weekly Report /
Salesforce Dashboard

ADVANTAGES.



CALLTOWER CONNECT

Manage all CallTower's current and future solutions on a fast and easy platform

COST SAVINGS

Get the latest updates without incurring additional cost or yearly maintenance costs

REDUNDANCY

100% redundant and private in our cloud

SOLUTIONS PROVIDER

Best possible solution in an integrated approach with CallTower Connect, not a simple provider of single products

24/7/365 SUPPORT

Dedicated team that is trained to help you

POWER OF CONNECT.



Organization Control: Admin/User/Mobile App

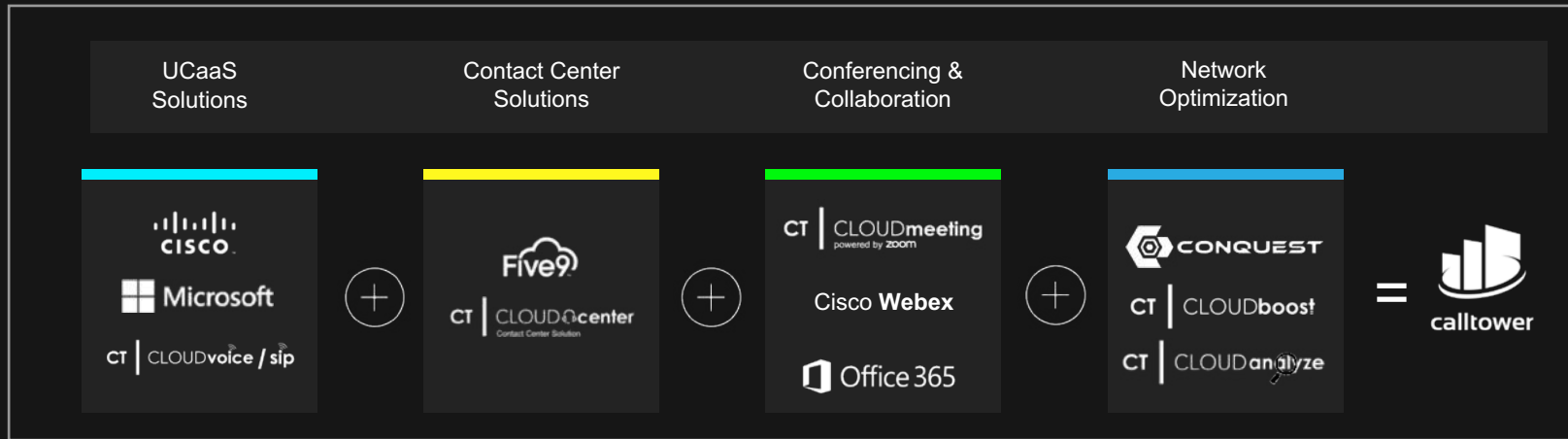
CallTower Tools: Catalog/Quote



ALL-IN-ONE PORTAL & SINGLE BILL

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

THE CALLTOWER ADVANTAGE.



ONE-STOP-SHOP

- Full turn-key solution
- One invoice
- One support call
- Dedicated circuits
- Fully managed handsets, headsets and conference rooms

SECURITY, STABILITY & SCALABILITY

- Benefits of OPEX vs CAPEX
- One platform to monitor
- End-to-end private cloud environment
- Faster troubleshooting

PROJECT MANAGEMENT

- No finger pointing between solution providers
- One project team for design/changes
- Faster deployment times
- Easy-to-use solution management tool

ALIGN YOURSELF WITH THE LEADERS IN UC

A black and white photograph of a modern office lounge. The room features large windows in the background, through which other office spaces and people can be seen. In the foreground, there are several contemporary chairs and a low table. A large, adjustable floor lamp with two shades is positioned on the right side of the frame. The overall atmosphere is professional and bright.

LET'S CONNECT

www.calltower.com

sales@calltower.com

800-347-5444