

CASE STUDY



# Global Footwear Company Achieves **Seamless Cloud Migration**

CallTower's SIP-First Approach to Complex Cloud Migrations



Low-Risk  
Solution



Seamless  
Migration



Partnership

When a global footwear company set out to modernize its communications infrastructure, they faced a daunting challenge: replacing an aging Cisco system without disrupting daily operations across their enterprise. Enter CallTower, whose innovative SIP-First approach and expertise in Microsoft Teams Operator Connect turned this complex migration into a seamless transformation.

Here's how CallTower delivered a low-risk, high-value solution that redefined collaboration for the company.

## CLIENT PROFILE

Size: 5,000 Users

Industry: Retail/Footwear

Location: Global

## THE HIGHLIGHTS

### Challenge

- Replace outdated Cisco infrastructure without disrupting operations.
- Migrate 600+ call paths and numbers across six stores.
- Avoid repetitive porting issues during the transition.

### Solution

- Used CallTower's SIP-First strategy to bridge legacy systems and cloud services.
- Migrated all numbers simultaneously to a SIP trunk.
- Enabled Teams Operator Connect with SIP trunks, call plans, and full setup.
- Allowed thorough testing of Microsoft Teams before going live.

### Outcome

- Seamless migration minimized operational disruptions.
- Secured business-critical voice services during the transition.
- Expanded deal value and accelerated project pull-through.
- Delivered a modern, future-proof communications environment.

## The Challenge

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The client sought to replace an aging Cisco infrastructure while ensuring no disruption to daily operations. With over 600 call paths and phone numbers across six stores to migrate, the project presented significant logistical challenges. The company also needed to address repetitive porting issues that could complicate the transition. Additionally, there was an urgent need to modernize the core communications environment to support enhanced collaboration and future growth.

## The Solution

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Using CallTower Cloud SIP-First, all numbers—spanning over 600 call paths—were migrated simultaneously to a SIP trunk, creating a stable bridge between legacy systems and new cloud services. This approach enabled CallTower to migrate phone numbers for six stores to Microsoft Teams behind the scenes, decoupling the porting process from end user migration, and allowing for control at every stage. The SIP-First strategy also allowed the customer to avoid repetitive porting challenges, resulting in a smooth and predictable rollout.

Insight recognized the customer's urgent need for modern collaboration, facilitating the sale of Microsoft Teams licenses that modernized the company's core communications environment. The project required Teams Operator Connect enablement—delivering SIP trunks, call plans, and a full setup—culminating in a comprehensive voice transformation. By leveraging CallTower's unique capabilities, the original transaction was significantly expanded, offering accelerated pull-through and maximizing the deal's overall value.

## The Results

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CallTower's implementation delivered the following benefits:



### Operational Benefits

- Minimized operational disruptions during the migration.
- Ensured enhanced control over the migration timeline.
- Streamlined change management for a smoother transition.



## Technical Advantages

- Enabled thorough testing of the Microsoft Teams platform before going live.
- Secured business-critical voice services throughout the migration.



## Business Impact

- Delivered a modern collaboration environment for the client.
- Expanded and accelerated the deal, providing greater value than initially planned.

## Summary

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This successful deployment demonstrates the power of strategic partnership and the strength of CallTower's **SIP-First approach** in executing complex cloud migrations for enterprise clients. By providing a **flexible, low-risk, and high-value solution**, CallTower enabled a global footwear leader to future-proof its communications and realize the full value of its technology investments.

**Let's Connect**

