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Go-To-Market
Microsoft Teams

PARTNER TOOLKIT

CallTower's Microsoft Teams Direct Routing + Operator Connect Partner Marketing Guide

CallTower is a **One-Stop-Shop** for Industry-Leading Global Enterprise Voice, UCaaS and Collaboration Solutions enabling the Digital Workplace.

Welcome | Stay Connected. Stay Ahead.

Welcome to our Channel Partner Guideline to market “CallTower Microsoft Teams Direct Routing.” In here we provide you with the messaging and marketing tools to implement the campaign and build your distribution channel seamlessly. Our partner portal has great additional content as well as logos available for use.

Media Kit:

- Target audience
- Campaign components (emails, landing pages, and social media posts)
- Implementation guidelines

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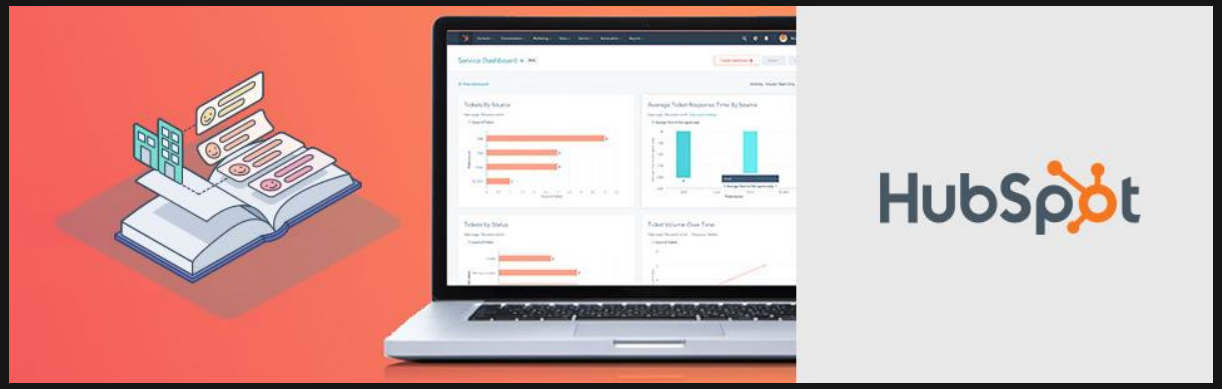
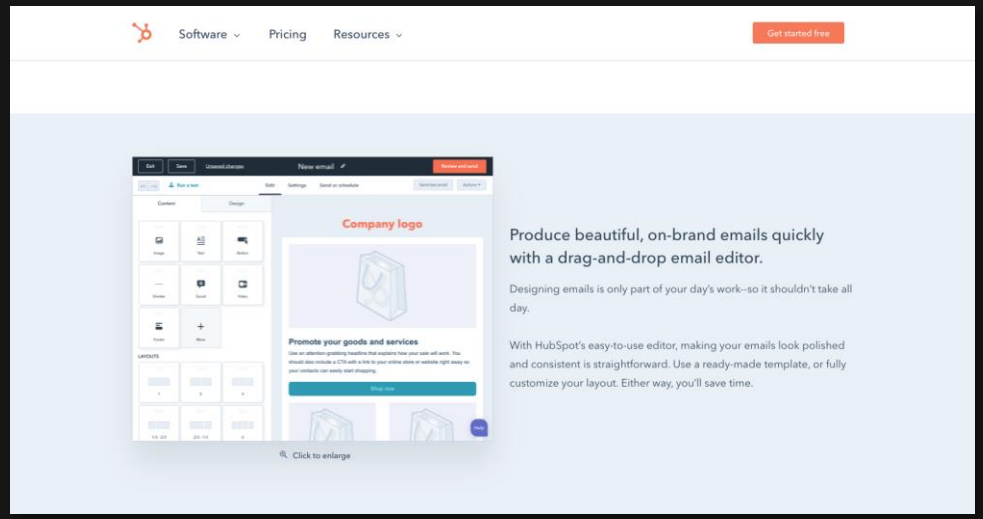
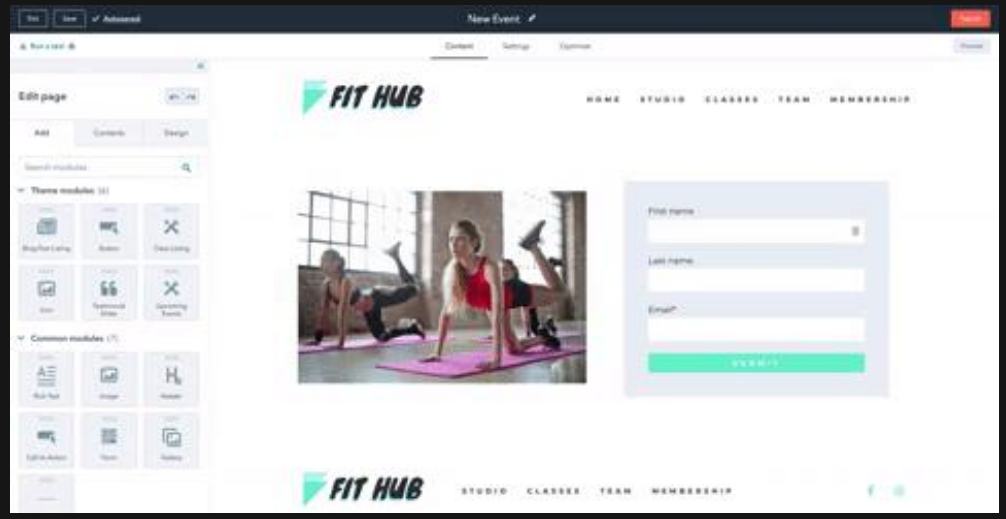
Tools + Pointers
Marketing Made Easy!



Cost-Effective | Tools That Work – HubSpot Emails & Landing pages



Launch professional-looking landing pages in seconds.



Cost-Effective | Tools That Work – Finding Leads

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- Guaranteed delivery rates
- Integrate into CRM
- Simple for marketing and sales teams
- You set targeted filters
- US-based with an account manager
- Automatically updates your contacts

Cost-Effective | Tools That Work – Images & Videos

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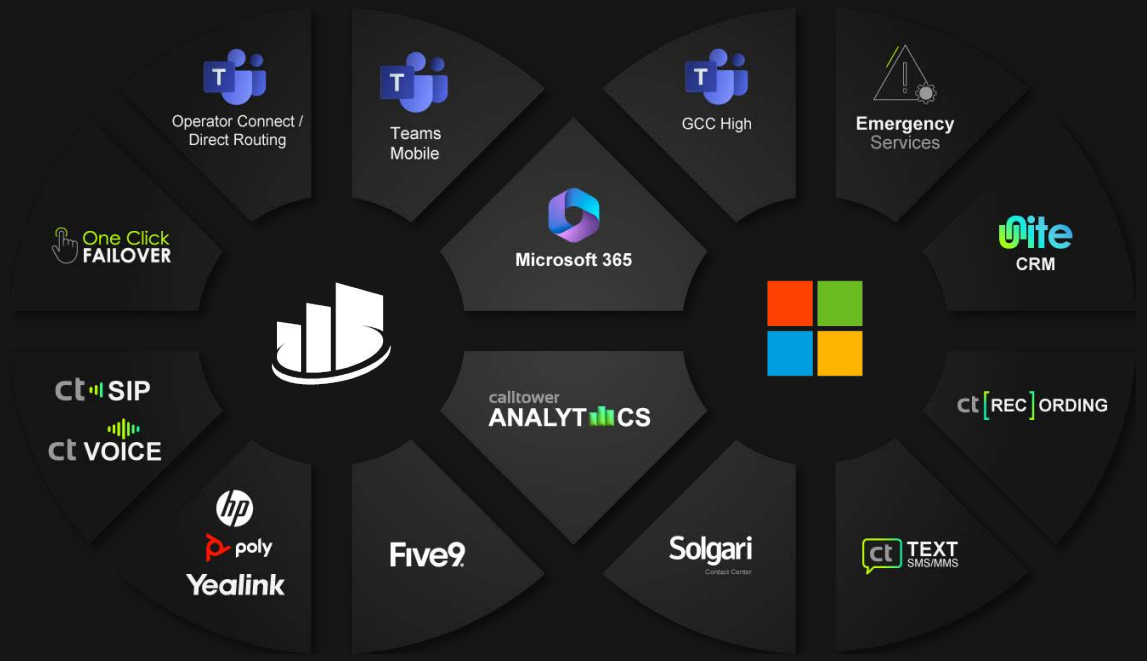
FREE STOCK PHOTOS – PEXELS.COM

USE GIFs WHENEVER YOU CAN – GIPHY.COM

CREATE PROFESSIONAL VIDEOS – CANVA.COM

MICROSOFT TEAMS



Microsoft Solutions Partner
Modern Work

Microsoft Solutions Partner Designation
Since 2022

Target Audience | Key Message

Target Audience

- **Industry:** applicable to all industries
- **Audience:** IT decision makers and solution architects, those responsible for managing Microsoft 365 and looking for PSTN solution within Teams

Key Message

Microsoft is well positioned in the UC market for strong growth. CallTower was the first solution provider to deliver a fully integrated Global Office 365 Native Microsoft Teams experience with both Direct Routing and Operator Connect calling plans, empowered by a 24/7/365 client services team and ensuring a personalized implementation, adoption, training and support strategy.

Market Trends | Quickly Changing Times

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3,000
Organizations have more than 10,000 Teams users
Source: No Jitter - 2022

300M +
Office 365 users
Microsoft, April 2021

270M users
Have a Microsoft Teams Phone Standard Licensing
Surpassing more than **1 Billion** calls per month
Source: No Jitter - 2022

More than **60%** of Fortune 500 companies are using Teams Rooms to meet their hybrid working needs
Microsoft Teams PSTN users have nearly doubled to **12M** users
Microsoft, July 2022

10%-20%
Of active Teams users May be fully enabled for PSTN calling
Source: No Jitter - 2022

80M
Teams Phone Users
20M reported in Nov 2019, **75M** reported in April 2020, **115M** from Oct 2020, **145M** reported in April 2021
Microsoft, July 2021

400%
spike in monthly Teams usage since March 2020
Microsoft, March 2022

270M
Monthly Active Teams Users!
Microsoft, Jan 2022

Target Audience | Goal

Implementing these marketing techniques will demonstrate the value of CallTower's Microsoft Teams Direct Routing, and address the following

- Global calling
- Live training and 24/7/365 support
- Maintain the needs of a hybrid work environment

Monitor	Rate	Follow Up
Run the campaign on a marketing platform to track key actions, such as email opens, clicks and downloads. The Landing Pages contain forms that will allow you to get interested parties contact information.	Track which contacts are opening the emails and downloading content. Prioritize those engaging the most for immediate follow-up.	The sales teams should follow up with prospects via email or phone.

Why CallTower For Microsoft Teams

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White Glove Implementation with Porting

Multiple Contact Center Solutions

Re-Route phone calls when during a Microsoft outage

Global Coverage 70+ Countries

45+ Carriers & Internet Peering Partners

Emergency Services in 30+ Countries

Text Messaging and CRM Integration

Live Training and 24/7/365 Support

Mass Emergency Communication

100% Georedundant in Private Cloud Environment

Analog Devices
Fax, paging, door buzzers, etc.

Delivers Teams Voice via Direct Routing and/or Operator Connect

Microsoft Teams

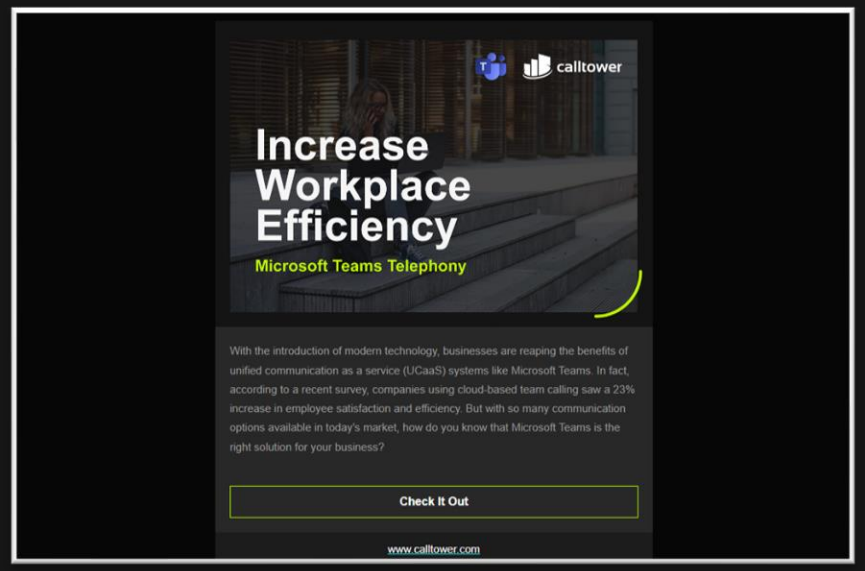
Bridge the gap between remote and on-site collaboration to give attendees equal presence

Landing Pages

Why should create landing pages?

- It is a Call-to-Action (CTA) for your emails.
- Landing Pages contain forms that will allow potential customers to show they are interested by providing you with their contact information.
- Contact information submitted in the form will be sent to you via email to the address you specify leading to follow-ups.

Email with CTA

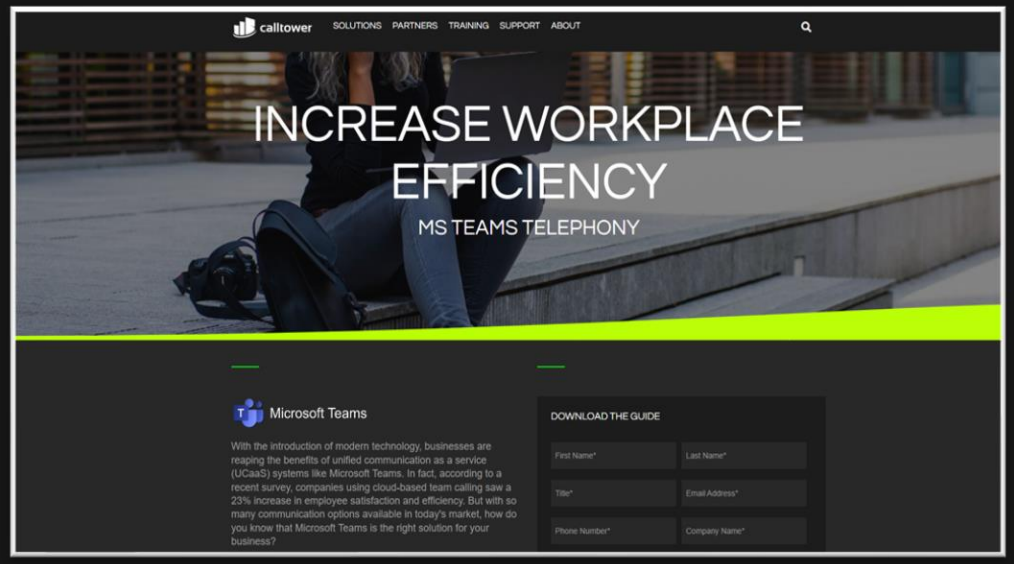


When they click on 'Check It Out' it leads to this.

Where you gather their information when they download the guide.

Tying them to your communications.

Landing Page



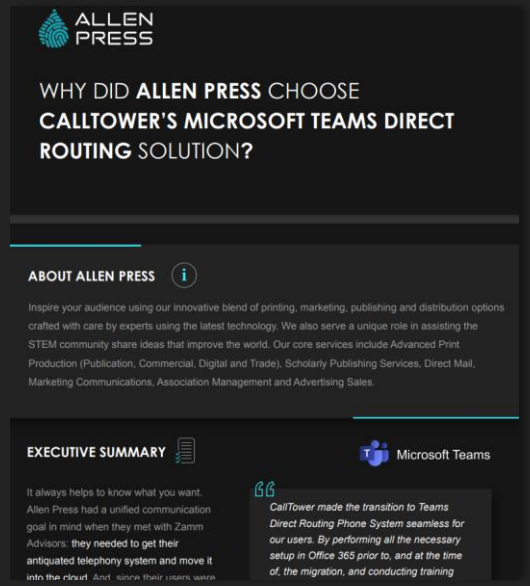
Channel Content and Workflow

Email 1

Microsoft Teams Direct Routing vs Operator Connect (Report)

Email 2

Improve your workflow with CallTower (Case Studies)



Email 3

Adding CallTower solutions to Microsoft Teams (Guide)

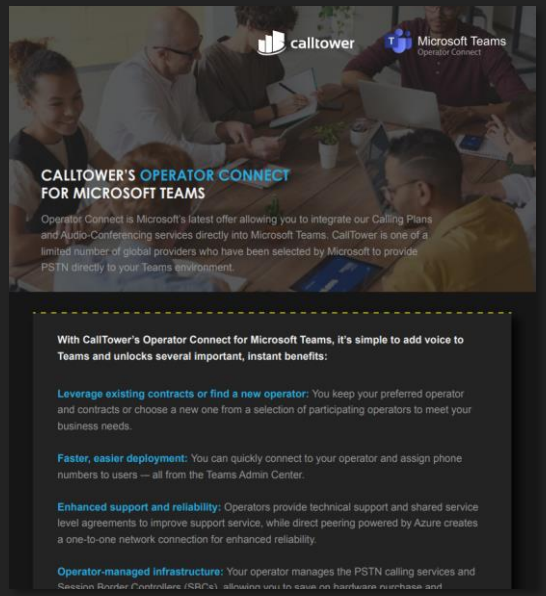
Channel Content and Workflow | Continued.

Best time for outbound dialing is **Thursday afternoon**

Email 1

CallTower's Operator Connect for Microsoft Teams

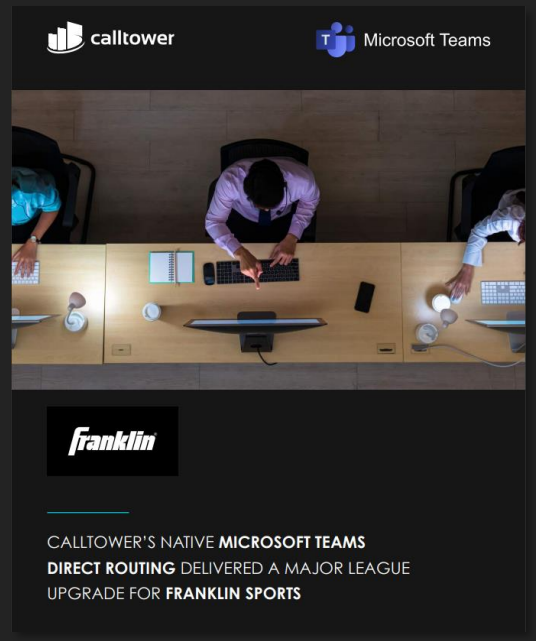
Click here for download
Text copy – click here



Email 2

Microsoft Teams Success with CallTower

Click here for download
Text copy – click here



Email 3

Adding CallTower solutions to Microsoft Teams

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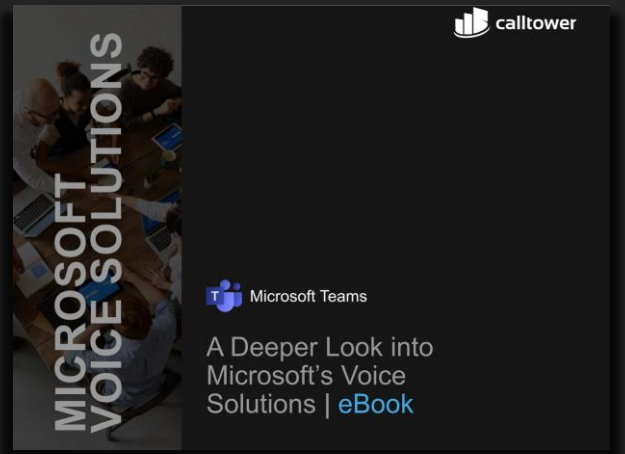

Channel Content and Workflow | Continued.

Email 1

Microsoft Teams Direct Routing vs Operator Connect

Click here for download
Text copy – click here

Email 2

Improve your workflow with CallTower

Click here for download
Text copy – click here

Email 3

CallTower's Multinational Microsoft Teams System

Click here for download
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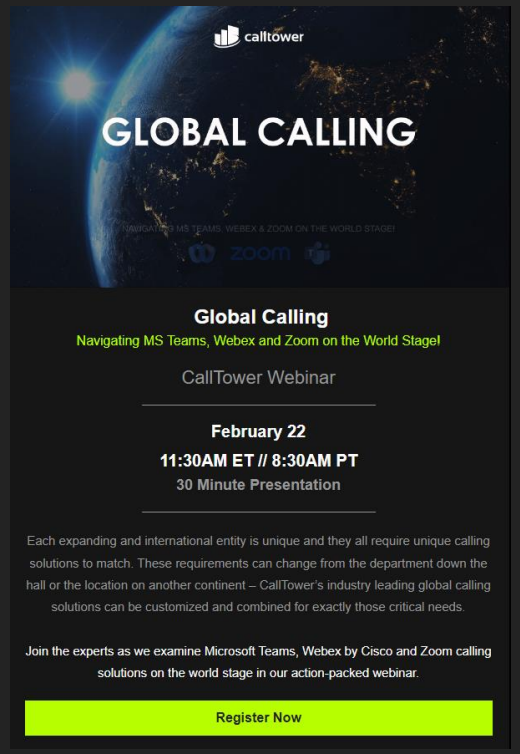
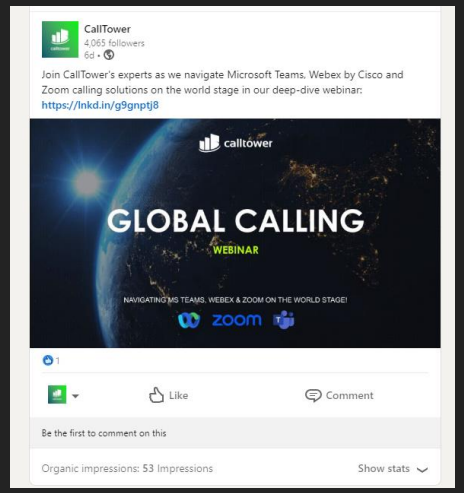
Campaign Content

Engaging social posts drive to landing page. **LinkedIn and Twitter are key**

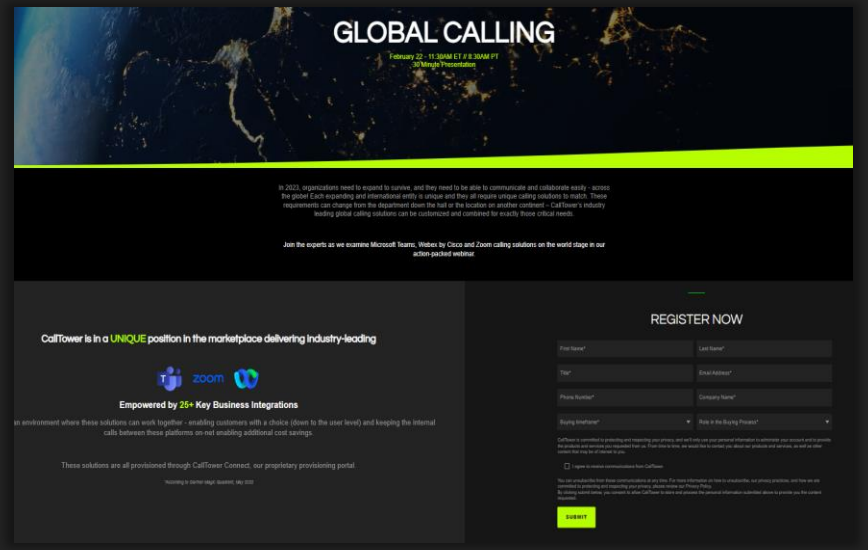
Email



Social Media



Landing Page



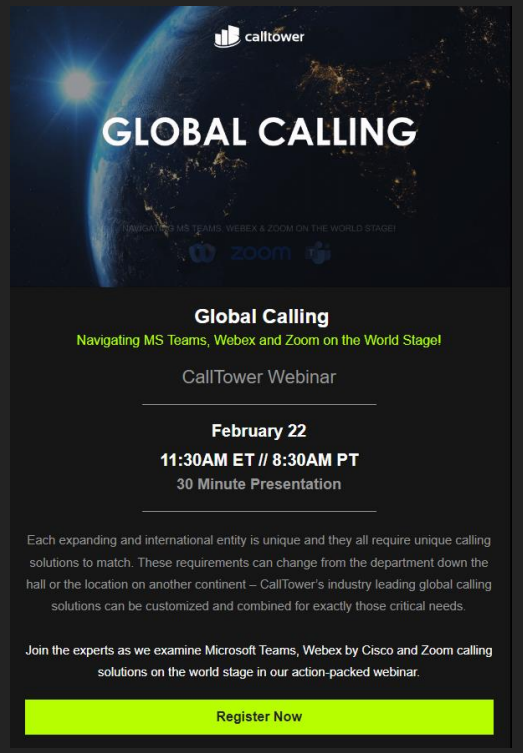
Campaign Content | Continued.

Best times to send emails are **Tuesday and Wednesday mornings**

Email

[Click here for download]

Text copy – click here



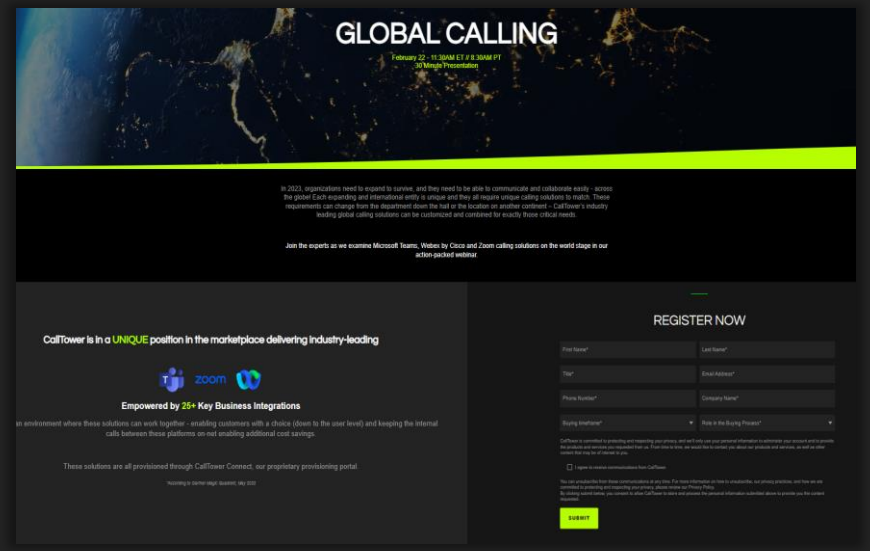
Social Media

Image link – click here

Text copy – click here

Landing Page

[Click here for download]



Sales Enablement | Ideal Customer

CallTower's domestic and international value is best realized by companies 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

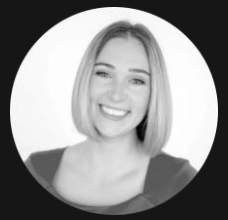
Sales Enablement | Qualifying and Technical Questions

- Are you using Office 365 today and want to voice enable Teams?
- Are you looking to migrate from on-premise to a cloud-based communications platform?
- Do you need key business integrations, like texting, emergency notifications, devices, efax, credit card machines, or many more?
- Do you need International MS Teams voice enablement?
- Are you utilizing a legacy Cisco service and need to migrate to MS Teams?
- Do you require a georedundant network with one-click failover options?

Sales Enablement | Objection and Rebuttals

Objection	Rebuttal
Currently spending Telecom dollars with many vendors to enable business communications	Solved with CallTower's cloud-based portfolio of solutions, apps and integrations all provisioned within 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 and structure, uc.solutions.com help center and escalation paths

For more information contact



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