

MICROSOFT VOICE SOLUTIONS



A Deeper Look into
Microsoft's Voice
Solutions | [eBook](#)

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UNIFIED COMMUNICATIONS (UC) MARKET

A top-down view of a desk with a laptop, a pair of glasses, a pen, and a calendar showing the number 15.


PART 2

MICROSOFT DEPLOYMENT OPTIONS

A group of people sitting around a table, working on laptops and looking at documents.

PART 3

WHY CALLTOWER?

Two people shaking hands, symbolizing a deal or agreement.

UNIFIED COMMUNICATIONS (UC) MARKET

The UC Market is forecasted to grow to

\$167 B
by 2025



according to Grandview Research.

Analysts are reporting a consistent transition from on premise based UC solutions to hosted UC solutions with a mix of Dedicated/Private Cloud and Multitenant/Public Cloud.

Microsoft strategically entered this market years ago and the technology giant is positioned to exceed industry averages due to their existing presence on:

- ◆ the desktop
- ◆ bundling capabilities
- ◆ distribution channel
- ◆ marketing speed

The market velocity by revenue research clearly represents a strong shift from on premise to cloud PBX and UC services.

The CAGR percentage for Cloud UC is a very healthy

29%

compared to on premise UC at

6%

An even stronger indicator of industry direction is the growth rate for traditional PBX solutions.

On premise PBX has a forecasted growth rate of

-9%

Cloud PBX will grow at a

25% rate.

The numbers are similar to cloud and on premise based contact center solution with a rapid shift to cloud.

Microsoft is well positioned in the UC market for strong growth. Microsoft dominates the active UC users market share with 51%. Cisco is second with 17%. This research does not reflect the PBX solution or the voice handset on the users desktop. A UC user will often utilize one client for UC and a separate solution for traditional PBX.

MICROSOFT TEAMS IS HUGE

300M+

Office 365 users | Microsoft, April 2021

250M

Monthly Active Teams Users | Microsoft, July 2021

Microsoft continues to grow - **20M** reported Teams users in November 2019; **75M** reported in April 2020; **115M** from October 2020; and **145M** reported in April 2021

80M

Teams Phone Users | Microsoft, July 2021

Only 13.5% of License Base on O365

300M+ MS O365 Users.

1.2B+ MS Office Users

Microsoft, April 2021

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

Microsoft, February 2021

NA Companies using teams - 707,582

EUR Companies using teams - 339,049

Statistica, February 2021

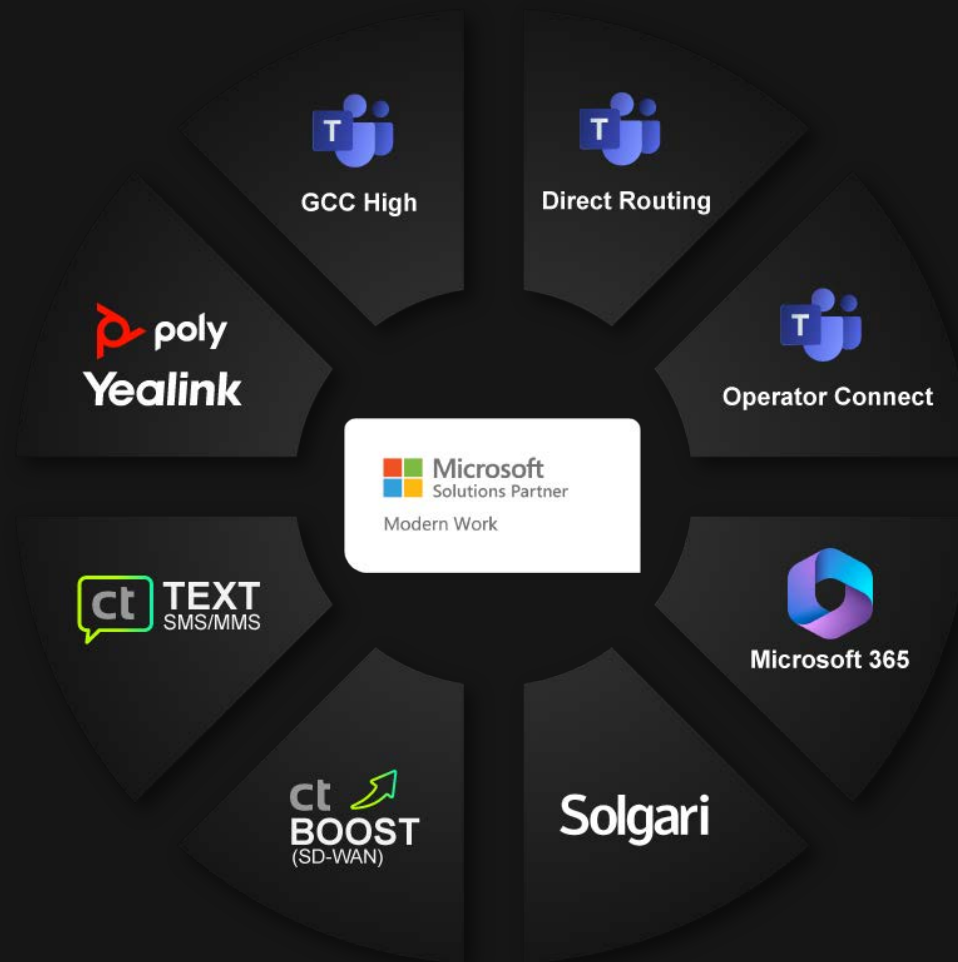
Teams Stats: 2,700 business over 10K employees, 2M+ Android in Nov '20, 60M Mobile DAUs.

Microsoft, February 2021

400% spike in monthly Teams usage since March 2020

Microsoft, March 2022

CALLTOWER IS A MICROSOFT SOLUTIONS PARTNER:



MICROSOFT DEPLOYMENT OPTIONS

CallTower was the first solution provider to deliver an integrated Office 365 Native Microsoft Teams experience with global calling plans, empowered by a 24/7/365 client services team and ensuring a personalized implementation, adoption, training and support strategy.



As a Microsoft Solutions Partner, CallTower's monitoring and management services provide the highest quality user experience.

The Microsoft Teams Phone System powered by CallTower enables customers to bring their current voice services into the Microsoft Cloud through Direct Routing. Direct Routing ensures the ability to leverage CallTower's preferred rates and unlocks the full potential of a Microsoft Teams Phone System. CallTower delivers key Microsoft Teams UCaaS features and functionality which are unavailable through other providers. Customers using CallTower's Teams Direct Routing offering can also easily redirect calls to an alternate number in case of a Microsoft outage and stay connected.

WHY CALLTOWER FOR MICROSOFT VOICE SOLUTIONS?

DIDs MANAGEMENT: PORTING BETWEEN ANY PBX TO TEAMS, INCLUDING HYBRID

EXCLUSIVE WITH CALLTOWER

- ◆ Local calling // 70+ 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 Voice Solutions
- ◆ Centralized Call Recording for Compliance
- ◆ Expertise in Managed DIDs in 6000+ cities
- ◆ Live Training
- ◆ 24/7/365 Support

CERTIFIED DIRECT ROUTING PARTNER

- ◆ No SBCs needed
- ◆ Geo-Redundant
- ◆ Managed Microsoft Voice Certified Devices

MICROSOFT TEAMS DIRECT ROUTING



DID's MANAGEMENT

- Porting between any PBX to Teams, including Hybrid

EXCLUSIVE WITH CALLTOWER

- Local calling // 100+ countries
- Receptionist console
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- Emergency notifications
- CT Cloud Voice // CT Cloud Meeting
- CT Cloud Boost
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EXPERIENCED MICROSOFT PARTNER

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CERTIFIED DIRECT ROUTING PARTNER

- No SBC's needed
 - | Geo-Redundant
- Managed Teams certified devices

CALLTOWER'S TEAMS DIRECT ROUTING CALLING CAPABILITIES;

Global Coverage:

CallTower has enhanced international coverage as well, as their Microsoft Direct Routing solution now delivers services to 100 countries and 6000 cities using high quality Calling Line ID (CLID) routes - providing simple global land line and mobile calling for Microsoft Office 365 Teams.

Highly Available:

each location has geo-redundancy built in, ensuring you are always connected

Carrier Consolidation:

a single point of contact from any location across the globe

Quality Monitoring:

ability to visualize and evaluate the health of teams phone calls performance to quickly identify and isolate potential network issues

Microsoft Gold Certified:

CallTower is certified to deploy, customize and manage your Teams voice environment

MICROSOFT TEAMS VOICE DESIGN

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

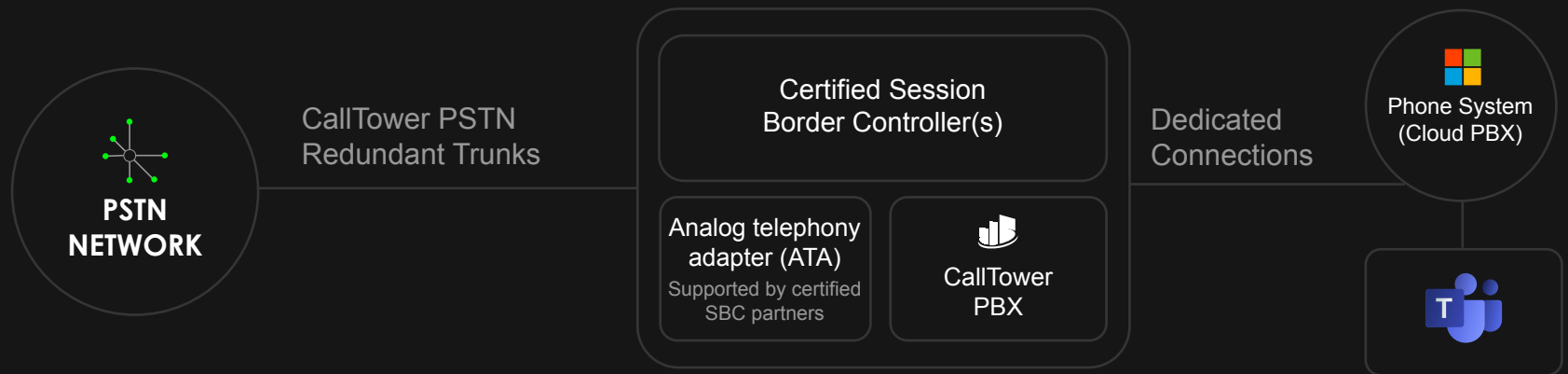
DESIGN 4

3RD PARTY INTEGRATIONS W/ TEAMS

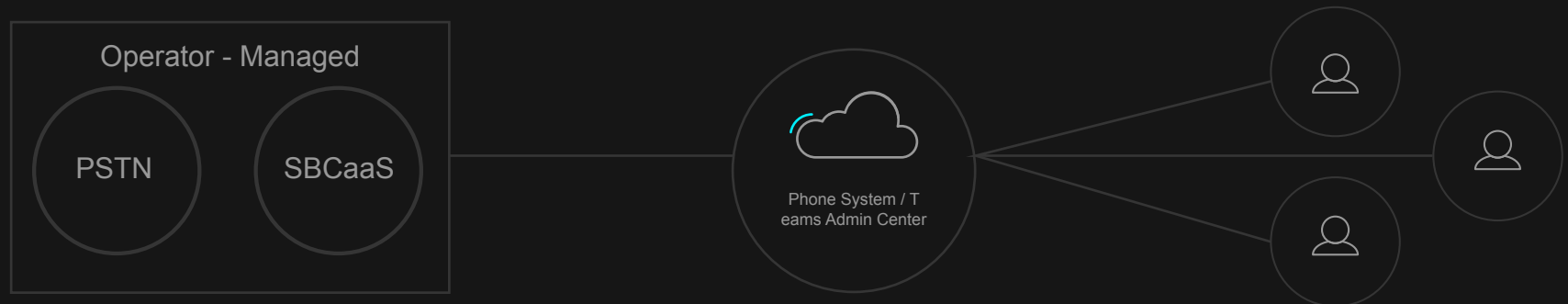
- ◇ All risk and cost in Design 3 plus:
- ◇ Requires 3rd party application with more complex end-user functionality
- ◇ Greater risk of failure and need for support
- ◇ Lack of Office 365 expertise-Not a CSP
- ◇ Limited native Teams features and functionality
- ◇ No dialing from Outlook

MICROSOFT TEAMS DIRECT ROUTING AND OPERATOR CONNECT

MS Teams Direct Routing



MS Teams Operator Connect



MICROSOFT TEAMS OPERATOR CONNECT



Operator Connect allows Microsoft Teams administrators to open the “Operators” tab in the Teams admin center to connect calling services, acquire phone numbers, and assign users. Operators, such as CallTower, will provide technical support and manage the voice network and infrastructure. Operators can also enable PSTN voice services in regions currently unavailable through Microsoft Calling Plans. Implementation of voice services can be online in a matter of hours.



OPERATOR CONNECT BENEFITS

LEVERAGE EXISTING CONTRACTS OR FIND A NEW OPERATOR

You keep your preferred operator and contracts or choose a new one from a selection of participating operators to meet your business needs.

ENHANCED SUPPORT AND RELIABILITY

Operators provide technical support and shared service level agreements to improve support service, while direct peering powered by Azure creates a one-to-one network connection for enhanced reliability.

FASTER, EASIER DEPLOYMENT

You can quickly connect to your operator and assign phone numbers to users — all from the Teams Admin Center.

OPERATOR-MANAGED INFRASTRUCTURE

Your operator manages the PSTN calling services and Session Border Controllers (SBCs), allowing you to save on hardware purchase and management.

THE CALLTOWER ADVANTAGE

Full digital journey in the Microsoft Teams Admin Center for simple and quick deployment

Provision through Connect in minutes and assign phone numbers to your users

Key add-ons like Operator Console and Call Recording

No equipment is required on site, including SBC's saving capital expense

Replace multiple local telco contracts to consolidate voice services

Extensive carrier connections with 15+ Voice carriers and 30+ Internet peering partner

E911 Emergency Services

Smooth transition from your existing telephony to Teams Phone System

Carrier-class 24/7/365 technical support and shared service level agreements with Microsoft

Direct Connectivity to Microsoft

Central or local billing for Operator Connect service

CallTower Connect – As a self-provisioning portal with Analytics around calling

MICROSOFT TEAMS GCC HIGH



**Empowering organizations with a
Teams Voice Solution”**

CallTower is currently the only proven provider that enables voice in GCC High.

Generally, most businesses prefer to use Microsoft Teams as their primary collaboration resource tool. Businesses and organizations using the GCC High edition of Microsoft 365 (M365 GCCH) have seen an increase in productivity due to the improved capabilities and functionalities that more closely reflect the commercial version. Administrators have the ability to place restrictions on who employees can converse.

Now, those organizations leveraging Microsoft 365 GCC High environments can open a new window and add voice and audio conferencing to their systems with Microsoft Teams Direct Routing from CallTower. Chats and team calls are now easier as users can directly communicate with others who are not a part of the same workplace. Microsoft 365 GCC High meets 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).

CallTower enables cloud-based Microsoft Teams Direct Routing voice capabilities within MSFT 365 GCC High. CallTower's voice-optimized network provides the service, manages the network upgrades, and integrates the technology and applications with around the clock monitoring by our Network Operations Centers. By offering redundant connections through leading providers, CallTower can connect to almost any place at any time.

CallTower also provides dedicated lines and global Session Initiated Protocol (SIP) Trunking all with 24x7x365 monitored services to ensure maximum uptime and available dynamic application failover.



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

- CallTower CRO William Rubio

MICROSOFT 365



With Microsoft 365, powered by CallTower, you can work faster, find exciting new ways to communicate, build deeper insights, and share information using your favorite devices. Simply put, you will have business tools that work as hard as you do.

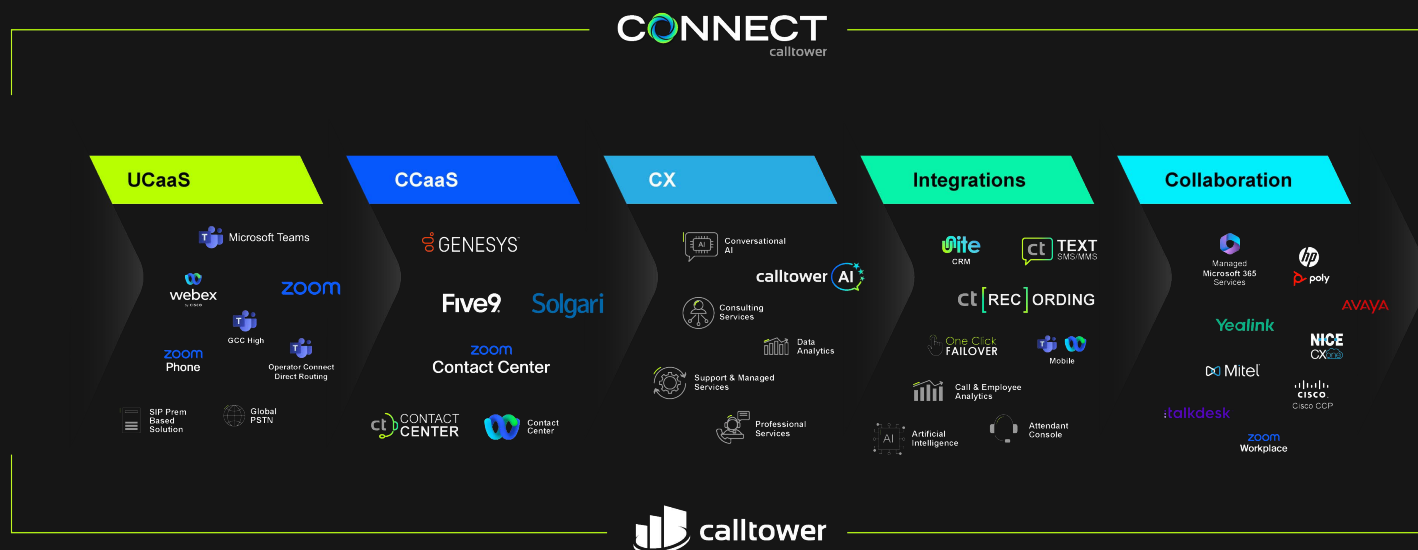
Microsoft 365 provides a cost-effective, cloud-based solution that keeps your data, services, and applications secure. Adding telephony and conferencing to your Microsoft 365 license delivers an additional layer of cost savings. It brings enterprise-grade services to organizations of all sizes, from online meetings to collaboration to sharing documents to business-class email.

Why get your Microsoft 365 licensing from CallTower? We handle the move of voice to our Native Microsoft Teams Direct Routing and Hosted SfB with our Certified Engineers in Microsoft Voice networking and PSTN connectivity. CallTower can be your single point of contact for Office 365 and Voice, plus seamless license migration.

CALLTOWER DELIVERS STRATEGIC CONSULTATIVE AND SUPPORT MANAGEMENT

- ◆ CHANGE MANAGEMENT
- ◆ IP SERVICES
- ◆ PROJECT MANAGEMENT
- ◆ EXTENDED SUPPORT
- ◆ ADOPTION ASSISTANCE
- ◆ CONTENT / TOOLS

WHY PARTNER WITH CALLTOWER?



THE CALLTOWER ADVANTAGE

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SCHEDULE TEAMS CONSULTATION TODAY