

Partner Win

The CallTower team demonstrated a strong commitment to customization, clear communication, and collaboration, effectively streamlining operations for Sunstream Business Services.

Client Profile

Sunstream Business Services:

Managed IT Service Provider primarily catering to businesses in need of personalized, scalable technology solutions.

Size: Small to Mid-sized

Industry: Agriculture and Rural Communities

Specialization: Loan Servicing, General Ledger, Financial Reporting, Data & Analytics, Technology & Security, and Business Services

Highlights

Challenge

- Unified telephony solution integrated with Microsoft Teams
- Maintain administrative simplicity and address redundancy concerns
- Need for SMS, SIP lines, and analog device support

Solution

- Full telephony integration within Microsoft Teams
- Dedicated project manager for smooth migration
- SMS, SIP lines, analog device support
- Tailored end-user training for easy adoption

Outcome

- Cost savings by eliminating redundant telephony platforms
- Simplified management through Teams
- Enhanced features like SMS and SIP lines
- CallTower delivered a tailored, cost-effective solution with exceptional service and expertise, establishing itself as a trusted partner.

Background

Jason Barthman, representing Sunstream Business Services, found their company and its clients that need a unified telephony solution. Seeking to streamline operations, simplify user experiences, and reduce costs, Jason reached out to Call Tower to explore solutions that could integrate seamlessly with Microsoft Teams—a platform many of his clients were already familiar with.

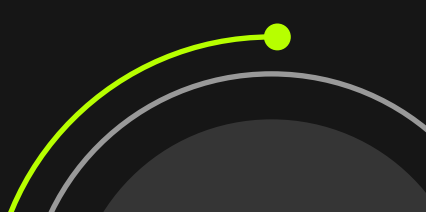
Challenge

Jason's company was using a cloud-based telephony solution alongside Microsoft Teams. This setup created inefficiencies, requiring users to shift between platforms and support staff to juggle multiple systems. The primary goals were to provide a unified telephony system fully integrated into Microsoft Teams, maintain administrative simplicity, address redundancy concerns, and implement SMS and analog device support for enhanced functionality—all while offering clients an exceptional user experience.

Approach and Solution

CallTower's Midwest sales team, led by directors Rafael Renteria and Bryan Green, collaborated closely with Jason to assess his needs and tailor a solution. Together, they determined that migrating to Microsoft Teams as the main telephony platform, supported by CallTower's expertise, would provide the most value.

Key aspects of the solution included:

- **Seamless Native Microsoft Teams Integration:** Leveraging Teams to create a streamlined experience for end users, CallTower ensured users wouldn't need to transition between applications for calling, collaboration, or administrative tasks.
 - **White-Glove Implementation:** CallTower provided a dedicated project manager, ensuring Jason's company received consistent support and personalized guidance throughout the migration process.
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- **Custom Features and Flexibility:** CallTower addressed specific needs through native integrations, including SMS, SIP lines for conference rooms, and continued support for analog devices like fax machines.
- **Training and Support:** To drive adoption, CallTower delivered expert end-user training tailored to each client. The preferred trainer for Jason's projects built rapport and provided ongoing education to ensure users were comfortable and confident with the new system.

Success Outcomes

Jason's partnership with CallTower has been a remarkable success. To date, he has migrated five financial clients to Microsoft Teams with CallTower's support, all of whom have experienced improved efficiency and functionality. The consistent use of the same project manager across all migrations created a seamless implementation experience, while end-user training ensured high adoption rates.

Additionally, by leveraging CallTower's tailored solutions, Jason's clients benefitted from:

- Significant cost savings by eliminating the need for a second telephony platform.
- Simplified management through familiarity with the Teams platform and administrative tools.
- Robust features like SMS, SIP lines, and redundancy options that strengthened operations.

Lessons Learned



CallTower's ability to provide industry-specific expertise proved invaluable. Through this collaboration, Rafael and Brian identified best practices for meeting the unique needs of financial clients, enabling them to replicate these solutions for other organizations in the vertical. From pre-sale discovery calls to post-implementation support, the CallTower team demonstrated a commitment to customization, communication, and partnership.

Client Perspective



“From start to finish, the CallTower team truly felt like an extension of our own. The level of communication, expertise, and training they provided was outstanding. They made what seemed like a daunting project into a smooth and successful experience.”

- *Jason Barthman*, on CallTower's efforts

Looking Ahead

CallTower's collaboration with Jason's company not only delivered on immediate needs but also set the stage for a continued partnership. The alignment of CallTower's solutions with the requirements of the financial industry positions the team to tackle similar projects with other clients, ensuring even more organizations can benefit from a modern, integrated telephony system.

Why CallTower?

This use case underscores CallTower's unique value as a partner that bridges technical expertise with personalized service. For financial institutions and beyond, CallTower remains a trusted advisor in designing and delivering innovative communication solutions tailored to every organization's goals.

Let's Connect