

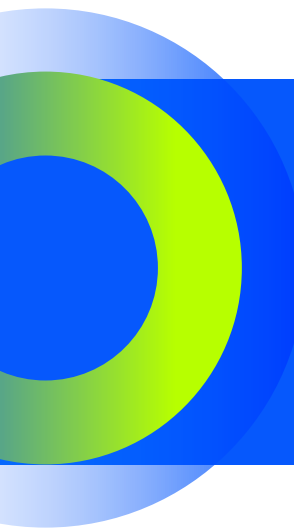


CALLTOWER'S MSP PROGRAM:

Benefitting MSPs with Unique Offerings and Certified Partnerships

Staying ahead in today's fast-paced business environment means having the right communication tools to drive success.

Managed service providers (MSPs) play a crucial role in delivering these tools but may sometimes need additional solutions to meet their customers' evolving needs. That's where [CallTower](#) steps in.



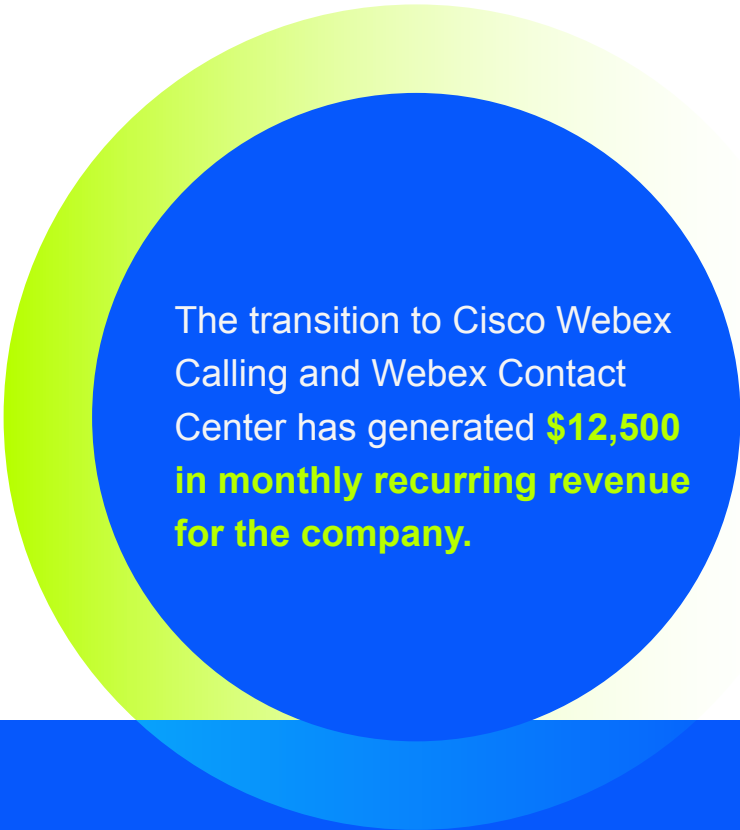
As a leader in innovative communication solutions, CallTower empowers MSPs through our [Partner Program](#), offering seamless access to an extensive suite of [UCaaS](#) and [CCaaS](#) solutions. This partnership enhances your portfolio, strengthens your customer relationships, and drives real results.

Here we will explain how CallTower can help MSPs like you by exploring how we helped an insurance company transform their communication systems and deliver measurable success.

In 2024, an enterprise size insurance company using on-premises Cisco Unified Communications Manager desired to transition to a cloud-based system. They were searching for a provider capable of facilitating this transition, and CallTower emerged as their top option. Because they were already using [Cisco](#), and because CallTower offers cloud-connected PSTN services for Cisco products, it was decided that both [Cisco Webex Calling PSTN](#) and [Webex Contact Center PSTN](#) would be implemented to answer the company's needs for cloud migration.

Thanks to our established partnership with Cisco and our status as a Certified Cisco Partner, the insurance company saw results quickly. **Our cloud-connected PSTN services helped improved reliability, performance, and customer experience.**

Furthermore, we successfully facilitated the porting of 100 phone numbers and provided direct inward dialing services for the company.



The transition to Cisco Webex Calling and Webex Contact Center has generated **\$12,500 in monthly recurring revenue for the company.**

Benefits for MSPs and their Customers

This case study shows the benefits that your business and customers can gain from selling CallTower's solutions through our MSP Program. Our established relationships and certified partnerships with telecom solution makers like Cisco and Microsoft ensure that you have access to reliable solutions and expertise for your customers.

CallTower also has unique offering like cloud-connected PSTN services that other providers don't have, giving your business a competitive advantage. Additionally, our solutions ensure a strong return on investment and increased monthly recurring revenue for your customers and your business.

By selling CallTower solutions through the MSP Program, MSPs can:

Expand Their Portfolio
of Telecom Solutions
and Integrations

Utilize CallTower's
expertise and
unique offerings

Enhance Customer
Trust and Retention

Increase Their
Revenue Potential

Reach out to CallTower for a consultation

today to experience these benefits for
yourself and your customers!

Let's Connect