calltower

Microsoft Teams

CASE STUDY

SIGHT & SOUND THEATRES

MS TEAMS // ON PREM TO CLOUD MIGRATION

SIGHT AND SOUND THEATRES

ABOUT SIGHT & SOUND THEATRES

With a decade of operating two theaters, producing, and premiering a brand-new show every other year and designing each production to travel between Lancaster and Branson, Sight & Sound Theatres are slowly honing our craft of taking stories from the pages of Scripture and bringing them to life on stage. What began with a dairy farmer, his wife, a few slide projectors, a passion for creativity and a desire to serve God, grew into the Sight & Sound Theatres we know today—the nation's largest organization of its kind, and one of the top three theater destinations in the country. We are humbled by this success and grateful to remain a family-owned business, led by the next generation of the Eshelman family with a passionately committed team of more than 700 employees.

CHALLENGE

Sight & Sound Theatres has a very practical ongoing policy to review their technology upon contract renewal. "If the product is not functioning the way we need it to," explained Matthew Miles, Sys Admin, and IT Supervisor at Sight & Sound, "we need keep track of the life cycle. When it comes due, we need to review and see what else is out there." The team at Sight & Sound does a great job of staying abreast with what's in the world of technology – so they recognized it was time for the opportunity to move from an on-premises phone system to Microsoft teams for better features, better pricing and minimizing the expensive IT workload.

"With our on-prem solution, we were at the end of our lifecycle change," recalled Sight & Sound Director of IT Rob Taylor. *"We knew there were going to be lots of licensing to repurchase, dedicated SIP trunks needed to be renewed, and all the phone hardware was going to have to be replaced. We were in a prime spot to go out and look and see what the options were – and when we found CallTower, we were like 'well, this is kind of perfect'."*

SOLUTION

CallTower was able to offer a robust and native Microsoft Teams Direct Routing solution, complete with great features and at a lower cost. CallTower has been voice enabling Microsoft solutions for years. As a Microsoft Gold Partner providing cloud voice solutions, our monitoring and management services ensure the highest quality user experience. Globally, CallTower is one of few organizations certified to provide voice with Microsoft Teams and has tons of experience transitioning companies to Teams from on-premises systems.

THE RESULTS

One of the standout features for Sight & Sound in the deployment of CallTower's Microsoft Teams solution was the minimal amount of disruption from the transition from the on-premise system. The Sight & Sound team and the Calltower team came in on a holiday weekend and switched out all the hardware in a big sweep. The tech team only needed to field a few connections the following day because most people just simply carried on with their calling system without skipping a beat. There had been some adoption preparation, but most of the easy adoption process was due to the Sight & Sound team's familiarity with Microsoft Teams during the early days of the pandemic.

Adoption has been exceptional across the board. The security team, for example, can now easily reach their team to coordinate their efforts - having their "desk phone" with them at all times is very helpful. *"The sheer mobility it's giving people to work from home now is nothing but good,"* Matthew added. Sight and Sound Theatres has nothing but positive things to say about the Teams transition: no more desk space needed for phones, great features as well – and the helpdesk is fielding simpler questions. The support and implementation teams have both been top notch and Sight and Sound is looking forward to enjoying their new system for years to come

ABOUT CALLTOWER

Experience seamless, intelligent communication with CallTower, your trusted cloud communications provider.

We specialize in Unified Communications as a Service **(UCaaS)**, Collaboration as well as Contact Center as a Service **(CCaaS)**, Conversational AI **(CAI)** technologies, with end-to-end professional and managed services. Our expertise and commitment to exceptional Customer Experience **(CX)** empower businesses to connect, collaborate, and grow with ease.

From streamlining workflows and optimizing IT infrastructure to proactive management and strategic guidance, our innovative and scalable solutions are designed to meet your unique business needs. **Redefine the way your organization communicates with CallTower—where innovation and expertise unite to drive meaningful connections and lasting success.**