



calltower



# Channel Partner Success Guide // eBook

never compromise  
vital communications

**#POWERPARTNERS**



# TOPICS

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CallTower Relationships



Today's Dynamic Workforce



Complete UCaaS Solutions



Conferencing Solutions



Why Partner with CallTower?



# CallTower Relationships

## ABOUT CALLTOWER

Since 2002, CallTower has been committed to providing leading industry solutions to our customers and partners in the United States and around the globe. Guided by relentless focus on customer satisfaction, we constantly strive to achieve the highest standard of quality and best practices in every aspect of our business and exceed our commitments to the many customers we are entrusted to service.

CallTower is an industry leader in delivering voice to Skype for Business, and enabling Skype for Business with voice to Microsoft Office 365.

### CallTower attributes our success to:

- **Experience:** We have the most experience in delivering Unified Communications as a Service (UCaaS) to the cloud.
- **Expertise:** Because of this experience, we have the expertise to run the infrastructure and software, enabling services, as well as, delivering and supporting these services from the cloud.
- **Exceeding expectations:** Our expertise and long-term customer relationships are a testament to our strong track record of ensuring customers receive the industry's best solution and service.



# CallTower Relationships

## MICROSOFT AND CALLTOWER

|                     |  |  |   |  |
|---------------------|--|--|---|--|
| <b>Gold Partner</b> | <b>Certified SPLA partner since 2008</b> | <b>Cloud Service Provider since 2014</b> | <b>Currently running latest Skype4B servers</b> | <b>Top 100 CSP Growth Partners in 2017</b> |
|---------------------|--|--|---|--|

Microsoft is driving businesses of all sizes to the cloud with their Office 365 offering. Our partnership with Microsoft means you can leverage an existing or future investment in Office productivity tools and greatly enhance a customer's value by adding phone and conferencing capabilities. Bringing telephony capabilities to Office 365 means employees can enhance their productivity by using a familiar set of Office products they already use on a daily basis.

## CISCO AND CALLTOWER

|                            |  |  |   |
|----------------------------|--|--|---|
| <b>Partners since 2002</b> | <b>First to deploy CUCM in a private cloud</b> | <b>Currently running CUCM version 10.5.2</b> | <b>Contact center integrations since 2010</b> |
|----------------------------|--|--|---|

CallTower and Cisco are ensuring businesses reach their full communication potential and stay competitive. CallTower's Hosted Cisco solutions provide robust unified communication capabilities for all businesses. This solution delivers a seamless user experience with high-quality, scalable web and video capabilities.



# Today's Dynamic Workforce

An organization's workforce is their number one asset. Securing business communication technologies that encourage pro-active collaboration is a competitive necessity. Let's take a thorough look at what their workforce looks like.

## 1 WHERE ARE WORKFORCES LOCATED?

With the evolution of collaboration and unified communications, organizations are rapidly changing to meet the demands of a larger business footprint. While some companies are located in one facility, others have international, regional, remote and home offices, as well as field employees; all with unique communication needs.

When considering all of the factors surrounding where people are located, businesses also need to align with their growth objectives. Where are they planning on going, and how fast will the workforce grow?

## 2 WHAT ARE THE WORKFORCE COMMUNICATION NEEDS?

A business has its own DNA, its own unique culture, and communications are a core element in a business personality. The circumstances that surround workforce communication needs are a direct reflection of what a business does. Keep in mind that different operating teams within a organization may require diverse and unified business communication tools. While an executive may need one set of tools, production and engineering might require another. The needs of marketing, training, insides and outside sales teams would definitely differ from the needs of call center teams. While technology and administrative teams may require yet another set of communication tools.



# Today's Dynamic Workforce

## UC VOICE STRATEGICALLY POSITIONED

The UC Market is forecasted to grow to \$28 billion by 2020, according to Wainhouse 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.

**UC MARKET IS FORCASTED TO GROW TO**

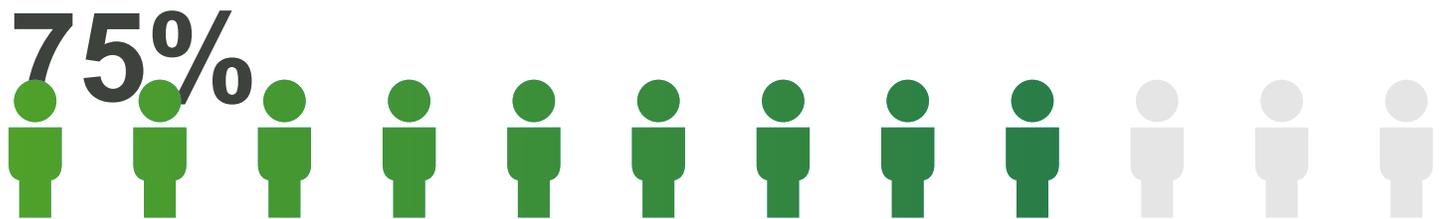
**\$28 BILLION**

**2020**



# Today's Dynamic Workforce

Approximately 75% of U.S. enterprises studied are conducting Skype for Business trials according to a 2017 InfoTrack for UC survey. Think about that for a moment. Seventy-five percent. **That's a big number!**



Additional research conducted by Wainhouse projects an 8% CAGR for revenue and a 9% CAGR for seats. The 5-year projection for seats is 660 million. The delta between the growth rate in number of seats and overall revenue is due to an individual user having multiple UC solutions. The scenario where the individual has multiple seat licenses results in a higher percentage growth rate for seats. There is not a 1:1 ratio between additional seat licenses for an individual and revenue.

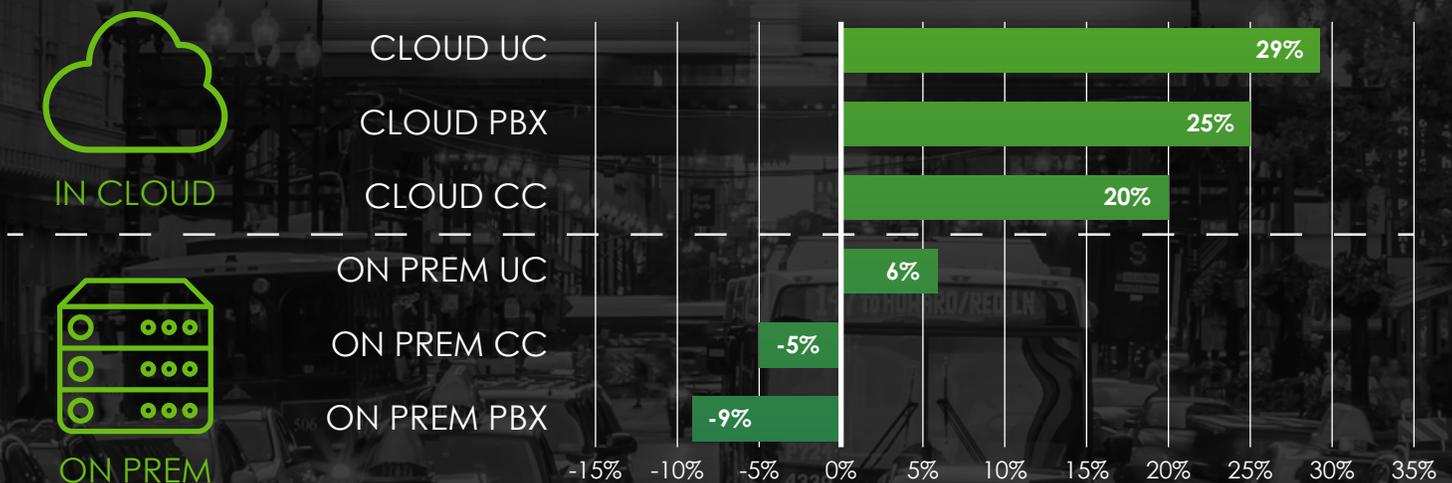
## TOTAL UC CAPABLE SEATS AND REVENUES





# Today's Dynamic Workforce

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.

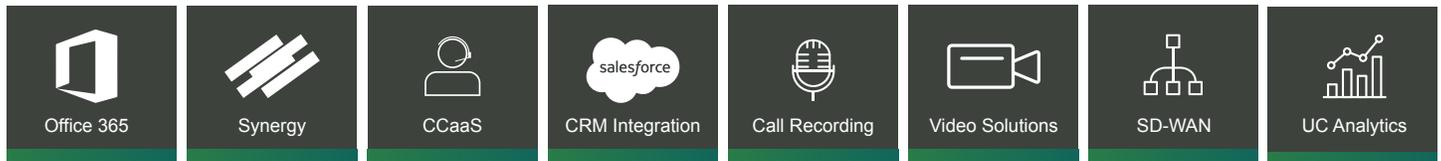


Sources: PBX and UC - Wainhouse Research, McGee-Smith Analytics, LLC



# Complete UCaaS Solutions

## UCaaS Integrations



Today, it's not a choice of when you are going to adopt a unified communications solution, it is a question of which UC solution works best for your business. The final decision often comes down to integrations and ease of implementation.

When considering all that is needed to deliver a complete UCaaS solution in your business, we have identified **8 key integrations** that maximize the impact of adopting a Microsoft or Cisco solution.



**Our partnership with CallTower provides our clients with Voice products in the Cloud with all the features of on-premise solutions. Their technical and sales staff are extremely knowledgeable and make working together easy**



- Elle Vollerthum, Enabling Technologies VP of Marketing



# Complete UCaaS Solutions

1



**Skype for Business Online is already a component of O365** - By replacing the Skype4B Online component with a voice-enabled Skype4B package, O365 becomes a comprehensive communications solution. The user is able to

leverage their purchase of O365 and obtain a phone system that is fully integrated into everything else they use on their desktop, including Exchange for email and calendaring, and even Microsoft SharePoint for shared document management. The value to the customer is the ability to replace a legacy phone system that they have outgrown or is reaching its end of life with a complete hosted telephone system.

“ Real value is the simplicity of CallTower’s solution and how easily the integration works into O365 ”

- Frederick Noel, Syska Hennessy Group’s Snr Associate,  
IT Project Delivery Manager

## Get Office 365 Through CallTower

### FEATURES

- DEDICATED PROJECT MANAGER
- TRACK RECORD OF MANAGING VOICE (PORT, CALL FLOW)
- DEVICE MANAGEMENT
- ADVANCED TROUBLESHOOTING

|  | CALLTOWER | MICROSOFT |
|--|-----------|-----------|
| DEDICATED PROJECT MANAGER                        | ✓         | NO        |
| TRACK RECORD OF MANAGING VOICE (PORT, CALL FLOW) | ✓         | NO        |
| DEVICE MANAGEMENT                                | ✓         | NO        |
| ADVANCED TROUBLESHOOTING                         | ✓         | NO        |



# Complete UCaaS Solutions

## 2



**Cisco and Microsoft UC Interoperability** - When it comes to devices, Cisco has 52% market share with over 72 million IP handsets. Microsoft is on the fast track for market growth, stating its UC solution, Skype for Business, is on-target to exceed 100 million enterprise seats by 2018.

Many companies have invested a significant amount of resources into Cisco hardware, training, and deployment of Cisco handsets. The dynamic workforce within those companies are choosing to go with a Skype for Business solution. The biggest issue has been the ability for these two communication systems to work together to maximize collaboration within the company as a whole. Synergy, a innovative hosted hybrid solution, enables shared directories and cross-platform dialing between Cisco and Skype for business within a mixed environment.

The ability to extend a unified communications solution to road warriors, home offices and a dispersed workforce revolutionizes the way business gets done. Synergy seamlessly accomplishes this by integrating the industry's leading UCaaS solutions, increasing overall functionality without shifting the paradigm of your existing business culture.



**52%** market share  
with over **72 million handsets!**

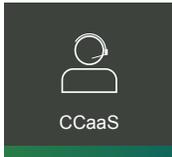


**100 million**   
Skype for Business enterprise seats by 2018



# Complete UCaaS Solutions

3



**Contact Center as a Service (CCaaS)** - A cloud-managed contact center provides management for calls, IMs, emails, web chats and other communications with your customers, employees or partners. The integration between the Contact Center and UC solution drives higher productivity by enabling calls or IM's to live outside the contact center agent client.

What does this mean for your business? You get a contact center that extends the functionality of Skype for Business or Cisco CallManager, expanding the capabilities of the communication platform you already have the expertise to manage. This allows you to take full advantage of your UCaaS solution, while ensuring your users and support staff are not forced to learn an entirely new product.

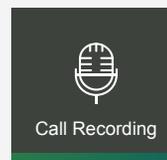
4



**CRM Integration** - Who likes data entry? One of today's most innovative UCaaS assimilations

delivers the powerful resource to organize, track and manage all of your customer information, activities and conversations by integrating with your CRM. Not only does CRM integration save valuable time for professionals who interact with customers and prospects, it elevates the way business is conducted by streamlining CRM interactions and delivering what once was only available to the Fortune 1000.

5



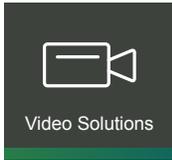
**Call Recording** - Call Recording supports organizations to better manage risk and

compliance, improve quality assurance and increase productivity. Whether this is a requirement today, or not, the ability to provide this integration is key to future proofing your solution. The solution should allow you to record not only voice calls, but record video from your desktop phone, along with support for mobile endpoints including, voice, video and instant messaging delivering a true UCaaS collaboration recording solution.



# Complete UCaaS Solutions

6



**Video Room Solutions** - The marketplace has been asking for higher quality, less expensive video conferencing with a consistent user experience across all devices. Earlier this year Microsoft announced an extended partnership with Polycom that delivers a new series of video collaboration solutions purpose-built for Skype for Business unified communications. The tight integration and Video room solutions for Skype for Business are built for small huddle rooms, including mobile workforce options, to large boardrooms.

“

**CallTower easily integrated conferencing with Skype for Business. The CallTower team was proven, knowledgeable and the overall implementation and training plan was clear and concise.**

”

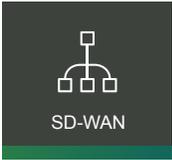
- Peter Spivack, LendingTree’s Senior Director of Technology





# Complete UCaaS Solutions

# 7



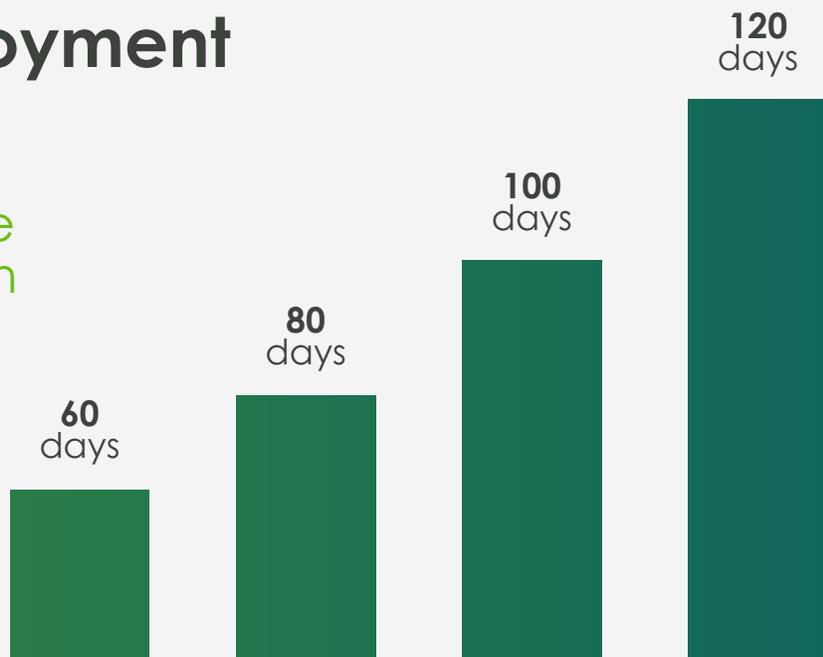
**SD-WAN** - Global IT organizations today are burdened with several challenges. A growing proportion of users are distributed globally, requiring reliable global connectivity for effective collaboration. SD-WAN is a technology used to connect enterprise networks over large geographic distances. The solution provides local and global businesses with enterprise-grade, reliable performance for real-time applications like voice and video.

For those opting for alternate legacy connectivity technologies like MPLS, the solutions are rigid, requiring anywhere from 60 to 120 days in most regions around the world to set up—a major hindrance to agile business execution. SD-WAN can be deployed within a week! What does this mean for you? You can expect 40% lower network capital and resource costs and 95% bandwidth savings with data de-duplication and compression.

SD-WAN is also cloud-agnostic, enabling improved performance even when voice applications are hosted in any cloud environment. At the end of the day, SD-WAN delivers lower costs with more bandwidth in a fraction of the time.

## MPLS Deployment Timelines

SD-WAN can be deployed within a week!





# Complete UCaaS Solutions

# 8



**UC Analytics** - UCaaS advanced reporting and analytics deliver real-time operational intelligence to help you make decisions faster. There is a growing need for organizations to have access call analytics that goes beyond a standard Call Detail Report.

UC Analytics provides you with granular details that enable you to more productively achieve company goals. You're able to dive into IM/Presence reporting, activity by medium and my meeting type. You are even able to build and schedule your own reports based on business needs.

UCaaS Integrations play a key role in how your solution will accomplish your company goals.





# Conferencing Solutions

## BOOST EFFICIENCY & PRODUCTIVITY

Businesses and employees today are challenged with the need to accomplish more in less time. Sales professionals need to meet with more prospects and existing customers, marketing professionals need to deliver their messages to larger audiences, and teams need tools for real-time collaboration on projects and documents. In order to drive overall operational and cost efficiencies, all of these need to be accomplished in a highly efficient manner with technology that is easy to use and simple to manage.



### VIDEO CONFERENCING

**Connect and collaborate in a more engaging way.** CallTower's video conferencing solutions offer best-in-class video with reliable conference calling. This secure, cloud-based, personalized meeting space will help you build better relationships, leave lasting, first-class impressions on guests and save thousands on business travel.



### AUDIO CONFERENCING

CallTower has the solutions to ensure your next audio conference is a success, whether you are hosting a call for 10 or 10,000 people. We offer On Demand Audio Conferencing services, as well as enhanced audio conferencing services, including operator assisted. No matter what your next meeting entails or demands, CallTower has the support team and audio conferencing solutions to make it a smooth and efficient event.



# Conferencing Solutions



## Adobe Connect

Adobe Connect is a market-leading web conferencing solution that enables a variety of uses, ranging from web meetings to eLearning to webinars. There's no other web conferencing solution like it. With Adobe Connect, you can captivate your audience with rich, engaging, and interactive experiences and make them available to virtually anyone, anywhere, on almost any device, with just a click of a button.

- Instant access across devices
- Personal digital office
- Rich recording and editing tools
- Highly secure communication and compliance
- Limitless functionality and extendability



**“We consistently save at least a week from the time we send an executable agreement to the time a client signs, by collaboratively walking our client through the paperwork vs. emailing and waiting for the client to sign and return it. We utilize this tool 100% of the time when presenting our cloud based software to future customers and **Adobe Connect powered by CallTower has increased our closing rate by approximately 30%.**”**



- Brent Maropis, CEO of H2O - Overgroup



# Why Partner with CallTower?

## AVOID UCaaS PITFALLS



A major pitfall for Channel Professionals is not being ready to bring a UCaaS solution to your customers. Your customers are going to move to a UCaaS solution over the next few years.

Channel professionals need to align with a partner that can support the needs of their customer base through the entire process:



Sales Enablement



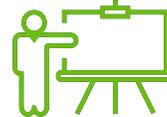
Discover/ Consultation



Customization Management



Implementation



Training



Feature Enhancements



Long Term Support

## CALLTOWER PARTNERSHIP OPTIONS

There is no better relationship in the industry than ones CallTower has with its partners.



Channel Partners



Wholesale Program



# Why Partner with CallTower?

## HERE'S WHAT MAKES WORKING WITH US TRULY AWESOME:



### Channel Partners

- Access to our **industry leading technology solutions** from Cisco, Microsoft, and Adobe.
- The **highest residual commissions** in the industry allowing our partners and their agents to make more month over month.
- Monthly sales contests that include tickets to major sporting events like the Superbowl and the Masters.
- Dedicated Account Management and Implementation Management to **ensure success pre- and post-sale.**
- Training and marketing support to help you **close more deals.**
- **5-star customer support** ensuring that every one of your clients will be referenceable and long lasting.



### Wholesale Program

- **Discounted pricing** on the best products in the industry with exceptional discounts on support, training as well as on all DID/SIP.
- By direct invoicing both Reseller and White Label, **partners own the relationship** with their customers building their brand and customer loyalty.
- Dedicated, initial and ongoing, trainings on all of our supported products and services, with a **rich knowledge base** and video library allowing for trainings at your own pace.
- **Branded portals** for their customers to run reports, change services, change pins and passwords, contact information, access company directories and more.
- The assignment of an **experienced Implementation Project Manager** to help your firm implement any Skype for Business or Cisco licenses.



# Why Partner with CallTower?

## CALLTOWER OVERVIEW

For over a decade, CallTower has been a leading provider of cloud-based, global enterprise-class unified communications solutions for growing organizations worldwide. We provide, integrate and support industry-leading, cloud-based, Unified Communications and Collaboration services for business customers.

## STRATEGIC ANCHORS



**SOLUTION PROVIDER >>** CallTower is a solution provider and not simply a service provider. With multiple UC platforms, Contact Center solutions, and many out of the box and custom integrations, CallTower develops solutions to meet customer requirements. CallTower is not a single service option provider like its competitors.



**INDUSTRY LEADING TECHNOLOGIES >>** CallTower is a one-stop-shop for all your UC requirements; (phones, cloud PBX, conferencing, contact center, CRM integration, etc.) CallTower's Cisco and native Skype for Business solutions include a full UC offering with video, mobility, web and audio conferencing.



**RELIABILITY >>** CallTower believes in being reliable inside and out. With multiple redundant data centers and a variety of circuit options, CallTower's expanded offering is one of flexibility and reliability. CallTower's unmatched, US-based implementation and 24x7x365 support teams have deployed and supported thousands of users, enabling solutions around the corner and across the globe.



**KEY INTEGRATIONS >>** CallTower has several integrations that business can leverage, such as: Synergy (Skype4B/Cisco integration), Salesforce.com, call recording, advanced UC analytics, and contact centers (Clarity Connect & Five9).



# Why Partner with CallTower?

## ADVANTAGES OF CALLTOWER



**Equipment**



**Live Training**



**Solutions  
Provider**



**Consultative  
Approach**



**White Glove  
Implementation**



**24/7/365  
US-Based  
Support**



**Key Integrations**

**Ready to learn more about partnering with CallTower?**

**Contact us today at**

**[letsconnect@calltower.com](mailto:letsconnect@calltower.com)**