

Velcro Companies are a technology-driven, global organization providing fastening solutions that solve problems in simple, elegant and surprising ways for businesses and consumers around the world. With more than 50 years of experience, Velcro Industries are proud of their heritage in innovation. Velcro Industries B.V. owns over 300 active patents and numerous trademarks, including the VELCRO® mark which is registered throughout the world. Velcro Industries offer global resources for world-class solutions, with manufacturing locations in Spain, the United States, Canada, Mexico, and China and sales offices around the world.

EXECUTIVE SUMMARY



Velcro drives collaboration and unified communications to more than 2,500 employees world-wide with CallTower's hosted voice solution for Office 365. Velcro required a cloud-based real-time solution to ensure successful online communications across their growing global companies.

THE CHALLENGE



Velcro Companies were dealing with outdated and inconsistent phone systems throughout their U.S. and International locations. They were troubled by the capital expense to upgrade their current system.

With a world-wide employee base and limited IT personnel, Velcro began looking for a highly scalable cloud-based solution to replace their outdated legacy system.

THE REQUIREMENTS

Velcro was interested in a hosted voice solution for Microsoft Office 365. They required a highly accessible platform that supported SIP (internet) calling across each user's desktop, as well as mobile devices, with high quality domestic and international voice and video calling capabilities. **Redundancy and business continuity were crucial components, as they are in a high volatile industry.** Velcro also required an overall reduction in monthly telecommunications spend.



Hosted Voice



Mobility



International



Redundancy

THE SOLUTION



Velcro Companies chose CallTower's fully hosted Microsoft Office 365 voice solution, Skype for Business. CallTower's solutions are innovative, state-of-the-art and ahead of the competition, delivering best in breed next generation vetted features and benefits that assure ongoing success and exceed expectations. CallTower's superior voice quality, network, international expansion, centralized order and support automation, geographic redundancy, Cloud/IT services and user friendly options made a positive impact on Velcro's decision makers. When looking at providers Velcro was impressed with CallTower's long-term relationship with Microsoft, their thorough technology vetting method, the inquisitive discovery phase and technical consultation. Due to Velcro Companies limited IT personnel, CallTower's overall project planning, implementation, training and on-going support were key factor's in their decision making process.

THE RESULTS



CallTower's Office 365 hosted voice phone solution was implemented through their Enterprise Grade Microsoft Servers with full PBX functionality including contact center. CallTower's multiple data centers delivered Velcro Companies with the redundancy they required with full 24/7/365 support. The solution enabled both domestic and international users the ability to work from anywhere, maximizing efficiency and productivity. CallTower's hosted voice solution eliminated their capital expense, kept the project on budget and increased security. Velcro had suitable bandwidth at each location to support both voice and video, as well as, a vDedicated environment in North America, Europe and APAC regions. In addition, CallTower quickly trained employees and provided ongoing 24/7/365 support. The project went off without a hitch and was completed a couple of months a head of schedule.

ABOUT CALLTOWER



Since its inception in 2002, CallTower has become a leading provider of cloud-based, enterprise-class Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) solutions for growing organizations worldwide. CallTower provides, integrates and supports industry-leading, cloud-based, UCaaS and CCaaS solutions, including Cisco® HCS, Cisco® Webex, Native Microsoft® Teams Direct Routing, Microsoft® Office 365, Enterprise Hosted Skype for Business, CT Cloud Voice, CT Cloud Boost, CT Cloud Meeting powered by Zoom and Cloud Contact Center for business customers.

CallTower enhances our clients' strategic and operational capabilities by integrating VoIP service, mobile applications, email hosting, unified messaging, instant messaging, audio, web and video conferencing, collaboration tools, contact center, cloud services and global networks solutions into one reliable platform.