calltower
Go-To-Market
Webex by Cisco
PARTNER TOOLKIT
webex
by CISCO

Webex by Cisco Partner Marketing Guide

CallTower is a **One-Stop-Shop** for Industry-Leading Global Enterprise Voice, UCaaS and Collaboration Solutions enabling the Digital Workplace.

Welcome | Stay Connected. Stay Ahead.

Welcome to our Channel Partner Guideline to market “Webex by Cisco.” In here we provide you with the messaging and marketing tools to implement the campaign and build your distribution channel seamlessly. Our partner portal has great additional content as well as logos and banners available for use.

Media Kit:

- Target audience
- Campaign components (emails, landing pages, and social media posts)
- Implementation guidelines

Target Audience | Key Message

Target Audience

- **Industry:** applicable to all industries
- **Audience:** IT decision makers and solution architects, those responsible for managing Webex by Cisco.

Key Message

CallTower is a Cisco Certified Calling Provider enabling Cloud Connected for Webex Calling. Customers can use CallTower for their PSTN access. Our exclusive partnership seamlessly interconnects CallTower to enable Webex Calling customers to have economical and reliable global PSTN in the cloud – without the need for any premises-based SBC/gateway.

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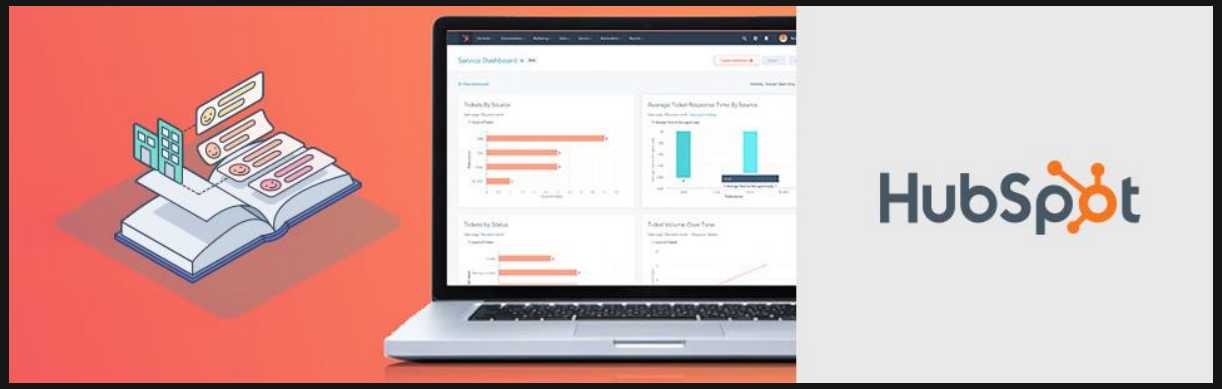
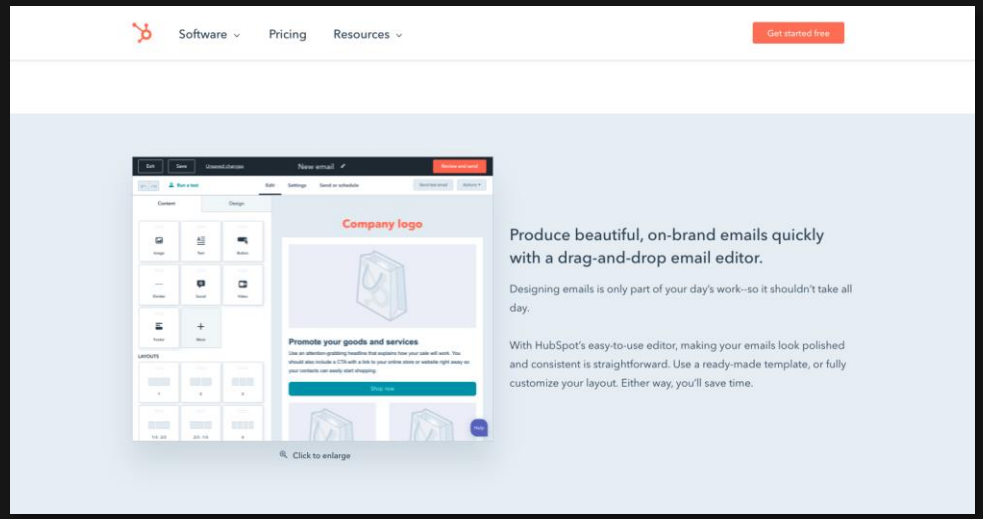
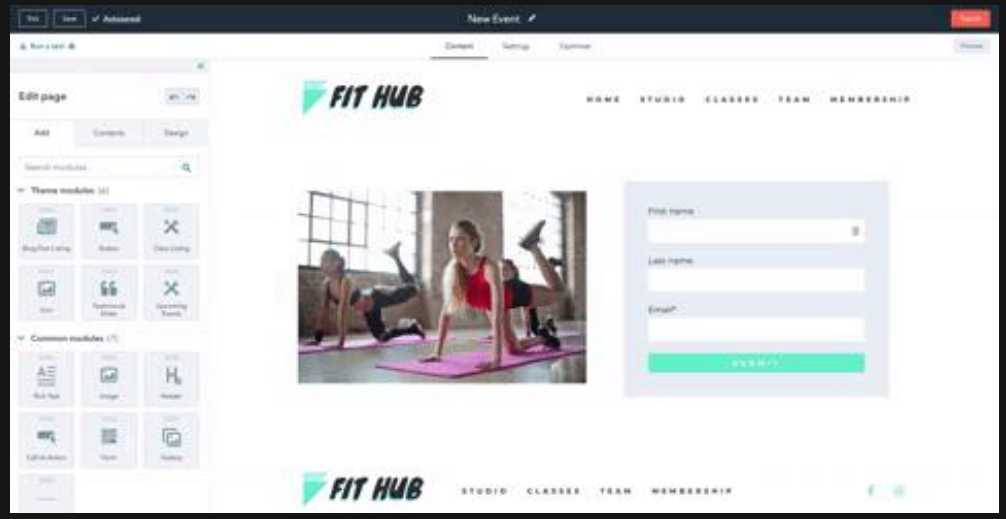
Tools + Pointers
Marketing Made Easy!



Cost-Effective | Tools That Work – HubSpot Emails & Landing pages



Launch professional-looking landing pages in seconds.



Cost-Effective | Tools That Work – Finding Leads

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- Guaranteed delivery rates
- Integrate into CRM
- Simple for marketing and sales teams
- You set targeted filters
- US-based with an account manager
- Automatically updates your contacts

Cost-Effective | Tools That Work – Images & Videos

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FREE STOCK PHOTOS – PEXELS.COM

USE GIFs WHENEVER YOU CAN – GIPHY.COM

CREATE PROFESSIONAL VIDEOS – CANVA.COM

WEBEX

webex by CISCO

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CISCO Partner
Premier Certified

Cisco Premier Partner
Since 2019

Cloud Connected Calling Partner
Since 2021

Cisco Webex

webex by cisco

calltower

Seamless collaboration

with anyone, from anywhere, working in sync with the apps you love

Smart hybrid work experiences

with integrated collaboration devices

Intelligent customer experiences

with digital-first engagement

Security, privacy, management, and insights

Built-in, not bolted-on

Webex Collaboration Features

- Meetings
- Messaging
- Calling
- Whiteboarding
- Collaborating
- Mobile App
- CTI Control with Cisco Devices
- Easy join to Webex Rooms
- Webex App hub
- Virtual Whiteboarding
- Integration with state-of-the-art hardware
- End-to-end encryption for peace of mind
- Integrations with your favorite tools
- Instant file and screen sharing
- Start a video or voice call at the touch of a button
- Instant messaging for real-time communication
- Access to smart bots and AI
- Hybrid bridging for on-premises tools

Integrated With MS Teams & Slack

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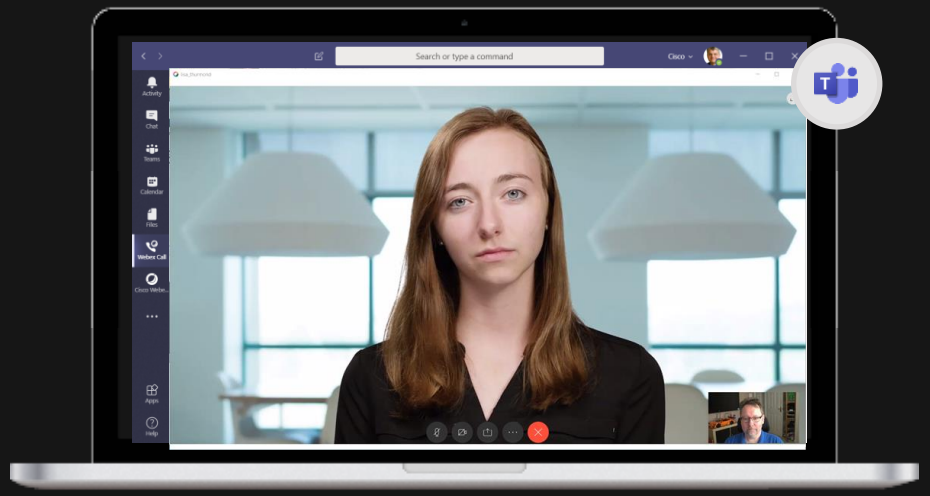
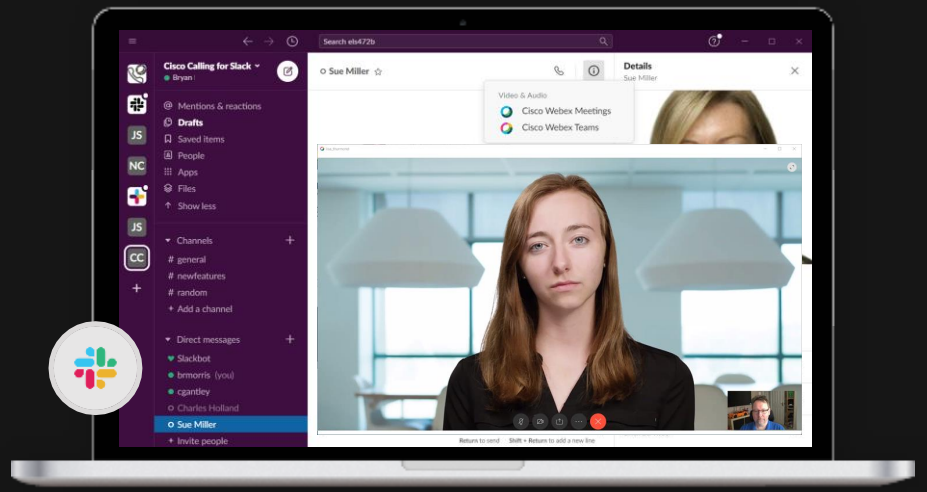
Modular App Means Users Can Seamlessly Schedule, Start, or Join a Webex Call or Meeting From Within Slack and Microsoft Teams!



Integrations for Webex app calling (Webex Calling or UCM), Jabber and Webex Meetings available now



Integrations for Jabber and Webex Meetings available now, Number dialing and Webex app calling (Webex Calling or UCM) 1H CY20

Cisco Webex Difference

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1

True End-To-End Encryption

- Data encrypted in transit, in rest, and in use
- Your data remains encrypted with a key that you own
- All media encrypted including audio, messages, files whiteboards and video

2

Simple, Secure Collaboration

- No need to provision guest users and set up separate spaces
- Anti-malware that protects from URLs and documents introduced from external users
- DLP policies that follow users collaborating outside their org

3

Compliance, Visibility and Control

- ISO 27001, ISO 27018 for privacy data handling, SOC2, SOC3, HIPAA and FedRAMP certification
- Domain whitelisting and ability to block communications with outside users
- Built-in legal hold and extensive eDiscovery capabilities

Webex Suite

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Single Offer for All Interactive and Engaging Collaboration

- Calling
- Messaging
- Meetings
- Polling
- Events

Enterprise-wide solution competitively priced at **40%** lower than a-la-carte or competitive offers

Up to a

savings on many Webex devices when you are a Webex Suite customer

Target Audience | Goal

Implementing these marketing techniques will demonstrate the value of CallTower's Webex by Cisco, and address the following

- Global calling
- Live training and 24/7/365 support
- Maintain the needs of a hybrid work environment

Monitor	Rate	Follow Up
Run the campaign on a marketing platform to track key actions, such as email opens, clicks and downloads. The Landing Pages contain forms that will allow you to get interested parties contact information.	Track which contacts are opening the emails and downloading content. Prioritize those engaging the most for immediate follow-up.	The sales teams should follow up with prospects via email or phone.

Why CallTower For Webex by Cisco

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White Glove Implementation with Porting

Cisco Certified Calling Provider

Seamless management

Global Coverage 70+ Countries

Global DID/DDI phone number availability

Emergency Services in 30+ Countries

In-country Call Termination with CLID and Special-Digits Localization

Live Training and 24/7/365 Support

Consolidation of multiple country/market PSTN

100% Georedundant in Private Cloud Environment

Dedicated, redundant global infrastructure for secure, QoS-based calling

Webex by Cisco

Webex Calling is easy and intuitive to provision, manage, and set up.

Why Webex Wins

Best in Class

- Awarded Best Feature Set 2022 and Best Value for Price 2022 by TrustRadius
- Awarded Collaboration Leader of the Year 2021 and Best Collaboration Platform 2021 by UC today
- Named Best Enterprise Video Conferencing Software (2022) by PC Magazine
- G2 satisfaction scores put Webex ahead of Microsoft and Zoom in key capabilities like screen sharing, recording, scheduling, polling, participants permissions, and mobile

Innovation

- Webex is widely recognized as the innovation leader with advanced AI, speech and image recognition, and translation capabilities
- The only vendor to have an “integrated virtual assistant” taking voice commands for actions like notetaking. –Aragon
- Cisco noise removal technology uses advanced AI techniques to distinguish human speech from any unwanted noise, resulting in enhanced speech quality regardless of device, or environment.

Security

- Webex is the only collaboration vendor that provides end-to-end encryption for all communication, including text message, end user verification, meetings join experience, recordings and Webex extensions and APIs.
- The NSA, one of the world’s most advanced cybersecurity governmental agencies, did their own independent analysis and determined that Webex is the most secure collaboration platform.

Devices

- Purpose Built devices for a variety of environments
  - Sound and Acoustics management
  - Non-Verbal Communication focus with Camera Intelligence
  - People Focus
- Doesn’t just work with Webex, interoperability with other platforms (Zoom, Teams) to make all collaboration better.

+ Future

- Cisco is committed to continuous innovation in Webex. So, users haver everything you need to collaborate in the App
  - Webex Assistant
  - Polling & QA w/Slido
  - Asynchronous Video w/Vidcast
  - Upgraded Whiteboard experience

Weaknesses RingCentral®

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Significant commercial offer limitations

RingCentral's offer is built to pull users up into higher price tiers.

- Can't address individual needs: RingCentral MVP ("Message Video & Phone") requires that all users in a single account have the same feature package - no matter what their individual needs are. This comes with a price.
- No unlimited entry-level offer: The bargain "Essentials" package for Phone and Message caps at 20 users. At user #21 the price jumps a full 20%.
- Not global yet: 92% of revenue is from NA. It will take time and money to build market knowledge and customer confidence. achieve

Webex is a true global service: flexible, predictable, built to mix and match packages and scale up or down as business needs require for ultimate functionality.

AI Features not included in user packages

RingCentral's new Video meeting platform is still behind Webex (and Zoom)

- MVP packages are Not full featured :
  - No webinar functionality in any meetings package like Q&A or polling without their Webinar Add-On starting at $40 per month.
  - Most of their AI functionality is not being added to the MVP packages but only being released in Webinar Add-On or Contact Center packages, meaning you don't get the benefits unless you need/pay for more advanced services.

More complications in your back office

Ring Central offers calling + collaboration only.

- Not a single vendor solution: You'll need another vendor for Internet access, LAN/WAN, and security services to support your IT infrastructure, which challenges your business relationships and cost you time and money.
- Not simple to support: With each vendor comes more complications and more problems which are harder to solve.
- Not easy to scale: Scaling up and down across vendors is problematic both with feature compatibility and financial impacts.

Webex from your trusted Service Provider is your single vendor solution that reduces these complexities.

Ring Central lacks a global networking pedigree

Ring is a VoIP calling company first and foremost.

- No expertise in internet, LAN/WAN or security services: Ring is primarily a VoIP/calling company and their support ends where your Internet service begins.
- No dedicated, integrated device platforms: No purpose-built devices deeply integrated with the app AI features and innovations. Ring is used with 3rd party devices only.
- Nobody can beat Cisco when it comes to security: Webex is backed by Cisco Talos, the 2nd largest independent security organization in the world [behind only the NSA], the business of Webex is privacy and security.

Objections

RingCentral

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RingCentral messaging or meetings might not be as good as Webex but it's all my business needs

The confusing messaging interface, calendar integration limits, lack of message threading, and limited app integrations mean that your users will be looking for another messaging solution, complicating your implementation with multiple apps trying to make up for it.

The same is true for the new home-grown RingCentral Meeting solution, so there could be a lot of change (or disruption) ahead. You will be spending even more for a meeting solution that works.

RingCentral is cheaper for the typical small and medium business customer

This is a common claim and is far from the truth. RingCentral on an apples-to-apples comparison is more expensive than Webex any way you look at it. Going back to the same package requirement, you'll be paying for features that aren't being utilized.

RingCentral hides their 'extra' charges to make it appear otherwise.

RingCentral is the #1 VoIP Business Solution - nobody else compares

While RingCentral has made a name for themselves in calling, 92% of their business is in the North American market. They've had little success elsewhere.

Their two strategic objectives are to capture more sophisticated customers in mid-market and enterprise and expand into global markets. These strategies will mean a reallocation of resources and put increasing pressure on their ability to support the SMB.

RingCentral MVP does the job….it's good enough

Recent circumstances allowed for "good enough" to get you through tough times. Now to grow and thrive from here on out and support a hybrid work environment, you want to have best in class meetings, an award winning UX, and simple, easy-to-use features with fantastic experiences for your employees and customers is key to achieving those goals.

Product Gaps

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Calling

Webex is delivered by your trusted Service Provider, an expert in calling. Cisco is a global leader in collaboration (on premises, cloud, and hybrid cloud workflows) together we give you a fully integrated, all-in-one communications solution. Native in-app high fidelity calling with enterprise-grade calling features for businesses of all sizes, a complete PBX replacement.

Meetings

Webex has unequaled feature velocity and peerless artificial intelligence innovations such as: translations, transcriptions, meeting assistant that takes voice commands and recognizes participant guest gestures, personalized layouts, immersive sharing and beautiful seamless integration with Cisco video devices. Webex continues to acquire technology partners that deliver innovative features and is the dominant player in the industry, all while setting the standards for confidential, end-to-end encrypted, secure meetings.

Messaging

Connect with colleagues using Webex's advanced features for group messaging, secure file sharing, whiteboarding and more. Easily collaborate with people inside and outside the company – all from the same space. And integrate with the 100+ other industry leading business apps to improve efficiency and workflows. Webex provides a hardened collaboration platform that keeps customer data secure while constantly innovating and adding features delivering inclusivity with AI.

RingCentral®

- While RingCentral has always been focused on calling, they continue to fall short in making calling a seamless experience regardless of device. There is no ability to connect the app to a device to control calls or to setup multiple devices for a user i.e. one for the office and one for home, critical functionality in today's hybrid workplace.
- RingCentral requires a paid add-on Webinar package for things like, Q&A and polling adding an additional cost and complication that are included in Webex meetings. Ring central continues to be behind the competition when it comes to AI features like Gesture Recognition and virtual assistant.
- The RingCentral app is missing some basic table-stakes functionality such as message read notification, threaded conversations and bots for many popular cloud apps. Direct vs Team 'chat' confuses users with separate feeds, different tabs, and a Group chat option that has different rules. There does not appear to be an ongoing investment in the more advanced modern features customers want for hybrid work.

Why Webex Wins vs RingCentral

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Simple, all in one solution

One app for everything: Message, Meet, & Call. Rely on your trusted SP for dedicated support. MVP is not a fully featured solution. AI features and enhancements are not included and require an add-on.

Productive & professional

Inclusivity is fundamental to hybrid work and collaboration. With Webex, everyone is included, appears professional, and has a voice. The Webex One Button to Join feature makes it easy to join meetings and move from one meeting to the next!

Flexible & predictable

Webex allows you to mix and match packages that suit your user's needs. RingCentral forces a customer into a one size fits all package which can be costly and wasteful

Secure & reliable

Webex is powered by the most respected private security firm in the world. Anyone can talk about security…we set the standard.

#1
53% Cloud UcaaS installed base

#1
60% worldwide video systems

#1
41% Conferencing SaaS paid user market share

Gartner Magic Quadrant
2020 Meetings Leader

UC Today 2020 Collaboration Platform

34M
Cloud UC calling users

85%
of the Fortune 500 use Webex

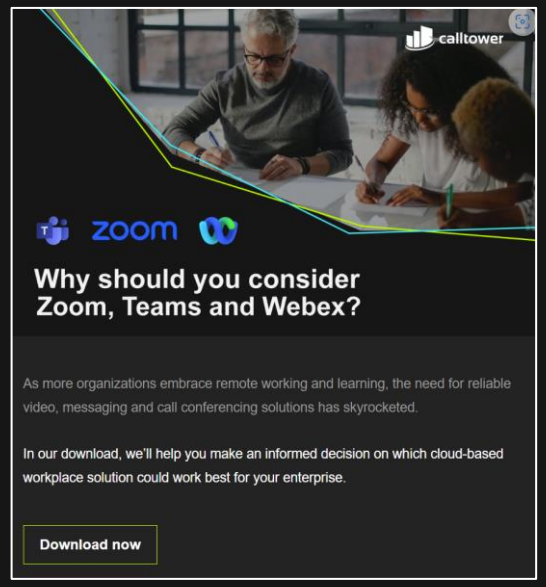
100M
Total endpoints shipped

Landing Pages

Why should create landing pages?

- It is a Call-to-Action (CTA) for your emails.
- Landing Pages contain forms that will allow potential customers to show they are interested by providing you with their contact information.
- Contact information submitted in the form will be sent to you via email to the address you specify leading to follow-ups.

Email with CTA

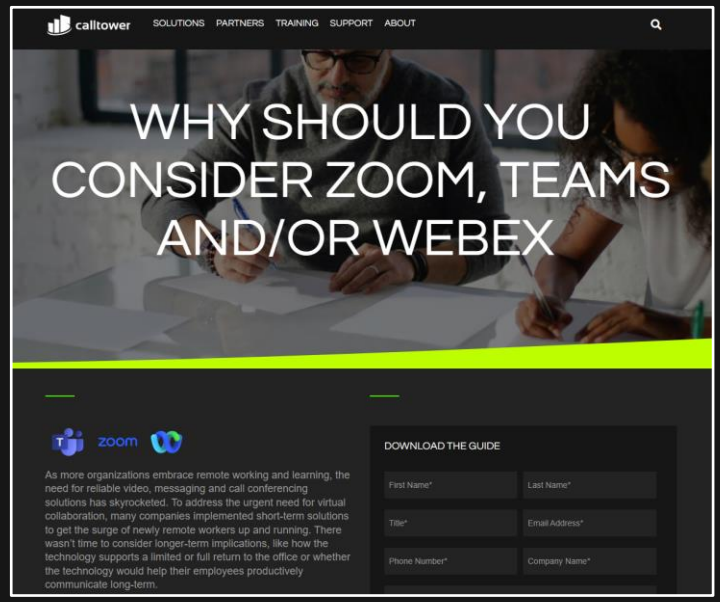


When they click on 'Download now' it leads to this.

Where you gather their information when they download the guide.

Tying them to your communications.

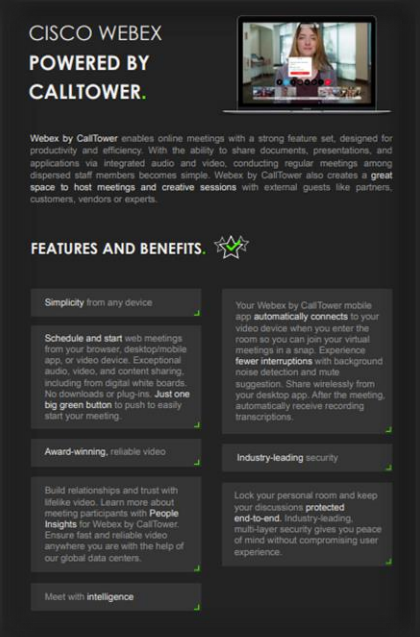
Landing Page



Channel Content and Workflow

Email 1

Cisco Webex powered by CallTower
(Report)



Email 2

Improve your workflow with CallTower
(Case Study)

Email 3

Adding Cisco solutions by CallTower
(Guide)

Channel Content and Workflow | Continued.

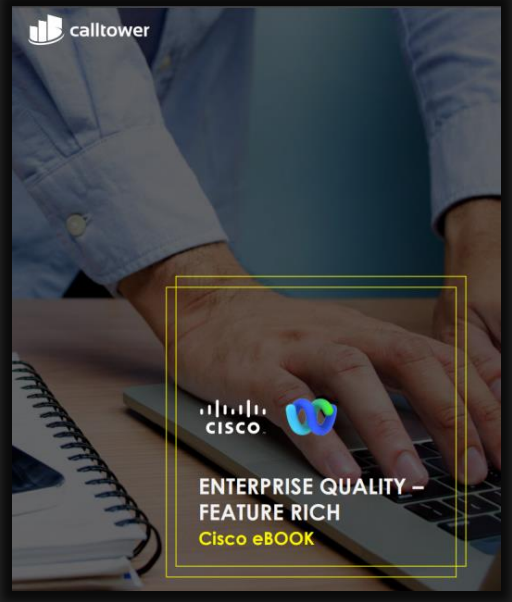
Best time for outbound dialing is **Thursday afternoon**

Email 1

Webex by Cisco's solution with CallTower

Click here for download

Text copy – click here



Email 2

Cisco Security difference with CallTower

Click here for download

Text copy – click here

Email 3

Improve Customer Experience with Cisco and CallTower

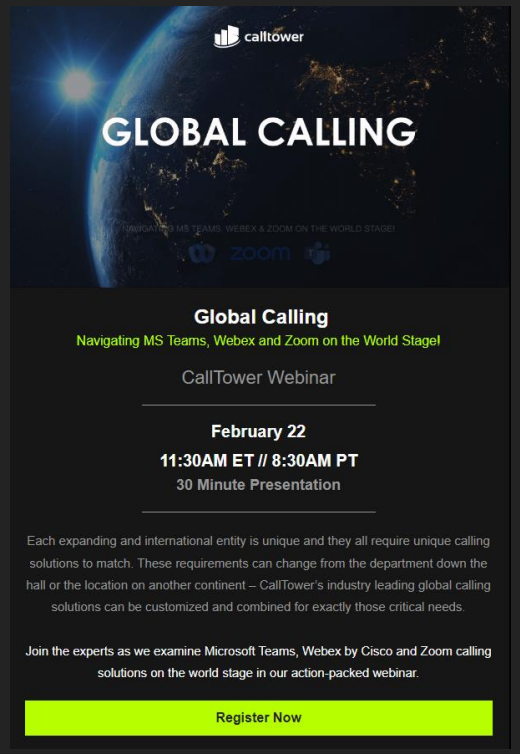
Click here for download

Text copy – click here

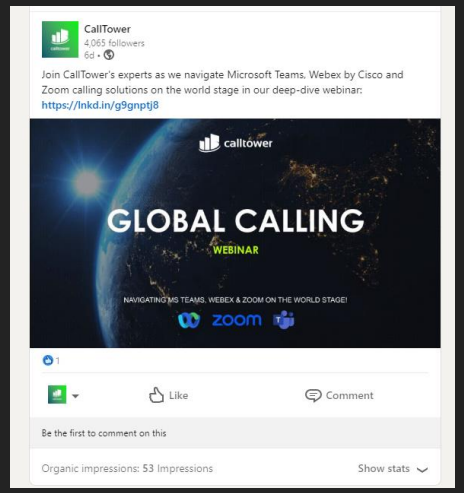
Campaign Content

Engaging social posts drive to landing page. **LinkedIn and Twitter are key**

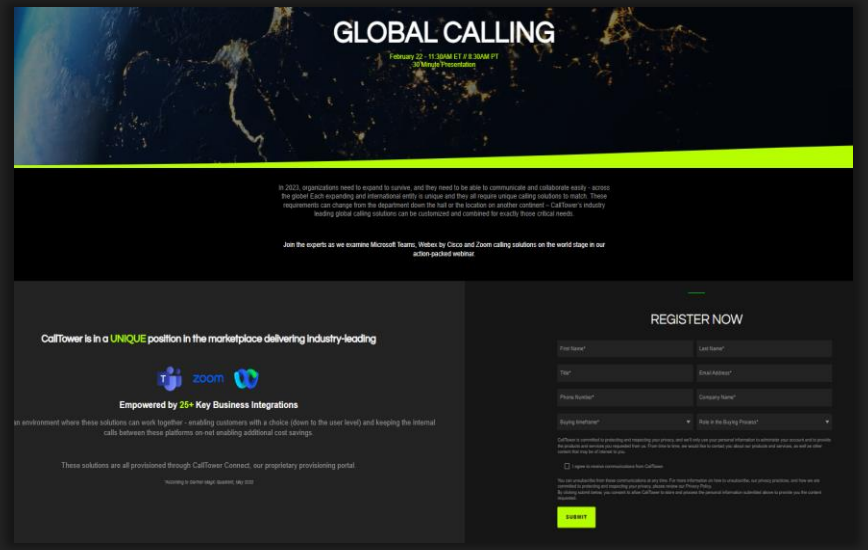
Email



Social Media



Landing Page



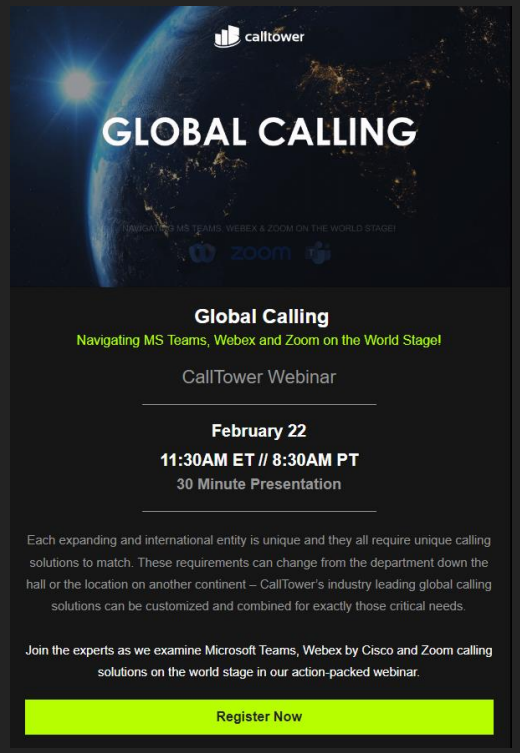
Campaign Content | Continued.

Best times to send emails are **Tuesday and Wednesday mornings**

Email

[Click here for download]

Text copy – click here



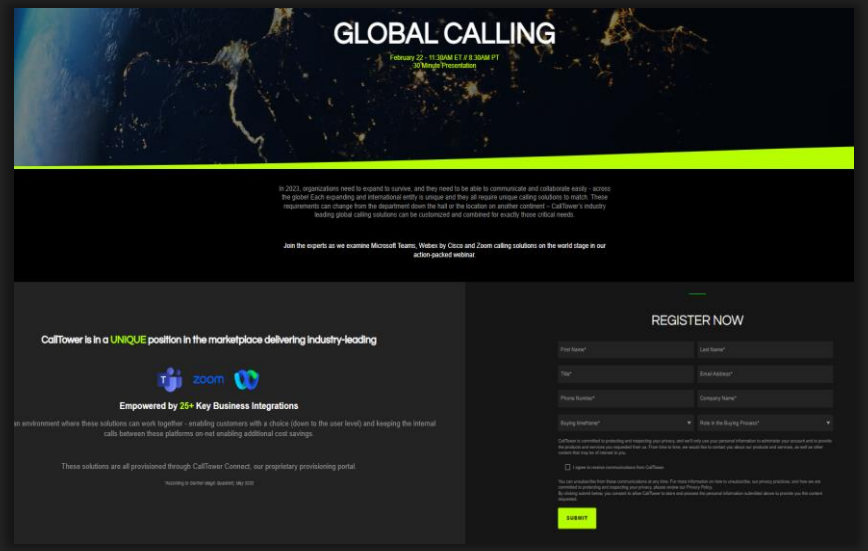
Social Media

Image link – click here

Text copy – click here

Landing Page

[Click here for download]



Sales Enablement | Ideal Customer

CallTower's Webex Calling global value is best realized by companies with a requirement to easily scale and add locations

Company has a need to effectively communicate and collaboration across multiple locations and/or dynamic workforce

Company would like a complete Digital Workspace solution beyond just a PBX replacement. They want all their services, billing and support under one roof.

Company currently has legacy phone system and would like to migrate to cloud-based communications

Company is currently utilizing several on-prem services with a communication requirement for interoperability with cloud-based solutions

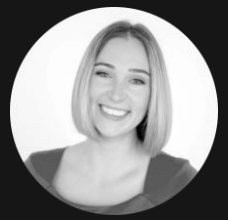
Sales Enablement | Qualifying and Technical Questions

- How are you currently collaborating as an organization?
- Explain your migration strategy from on-premise to a cloud-based communications platform.
- Do you need key business integrations, like texting, emergency notifications, devices, efax, credit card machines, or many more?
- Do you have any Legacy Cisco products or phones?
- Are you utilizing a legacy Cisco services and need to migrate to the cloud?
- Do you have a process in place for redundancy for your UCaaS services?

Sales Enablement | Objection and Rebuttals

Objection	Rebuttal
Currently spending Telecom dollars with many vendors to enable business communications	Solved with CallTower's cloud-based portfolio of solutions, apps and integrations all provisioned within CallTower Connect.
Downtime issues	CallTower's network solves downtime issues by providing geo-redundant network architecture + one-click failover, voice continuity, SIP trunks and SD-WAN options.
Limited support with long-wait times and do-it-yourself instructions without personalized attention	Solved with CallTower implementation and support teams and structure, uc.solutions.com help center and escalation paths
Cisco is too expensive	Flexible options for per-user or call path models to emulate your existing PBX cost structure.

For more information contact



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