

# CallTower BYOC

Elevate your communication strategy by combining **the power of global voice** with essential business integrations, now enhanced with **BYOC** (Bring Your Own Carrier) capabilities.

Unleash a cutting-edge, enterprise-grade unified communications and collaboration solution that empowers companies to keep their teams connected, productive, and satisfied.

With seamless information flow across teams, time zones, and projects, this solution offers team members the ultimate flexibility to stay connected from anywhere. Experience a transformative approach to communication that ensures your workforce remains efficient and engaged, no matter where they are. Embrace the future of connectivity and watch your business thrive with unparalleled integration and carrier flexibility.

## Established

Providing communication solutions since 2002 and significantly expanded capability in 2014 to deliver multiple best-of-breed solutions.

## Proven

85+ Countries, 15 Data Centers, managing over 1M+ users globally.

## Proprietary Delivery Platform

Internally developed, fully proprietary technology to quote, deploy, integrate, and manage over 25 best-of-breed solutions and features.

## Coverage, Implementation Support

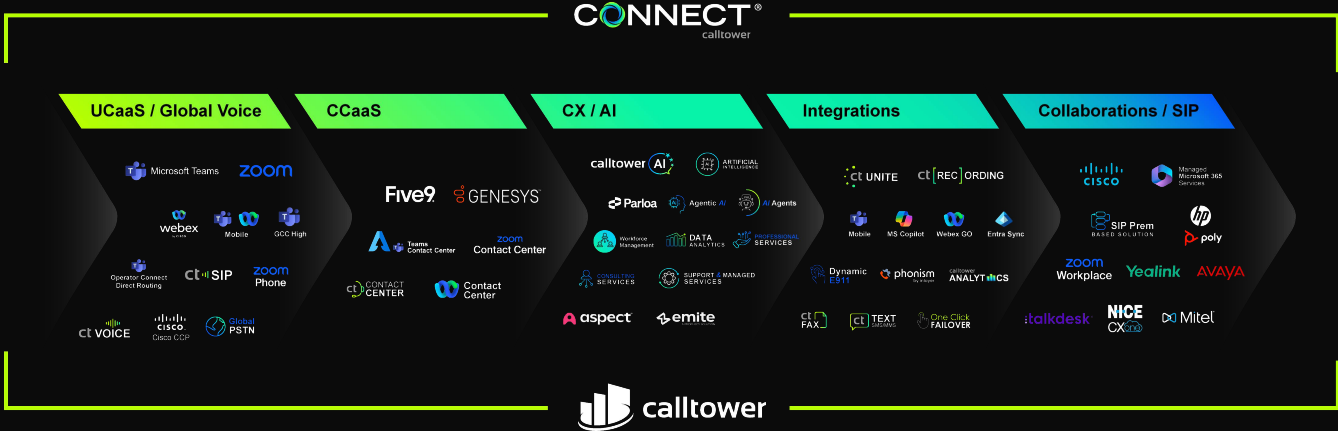
Coverage in over 85+ countries, multiple data centers in North America, Asia and Europe. Premiere implementation with dedicated Project Manager and 24/7/365 support.

## Best-of-Breed

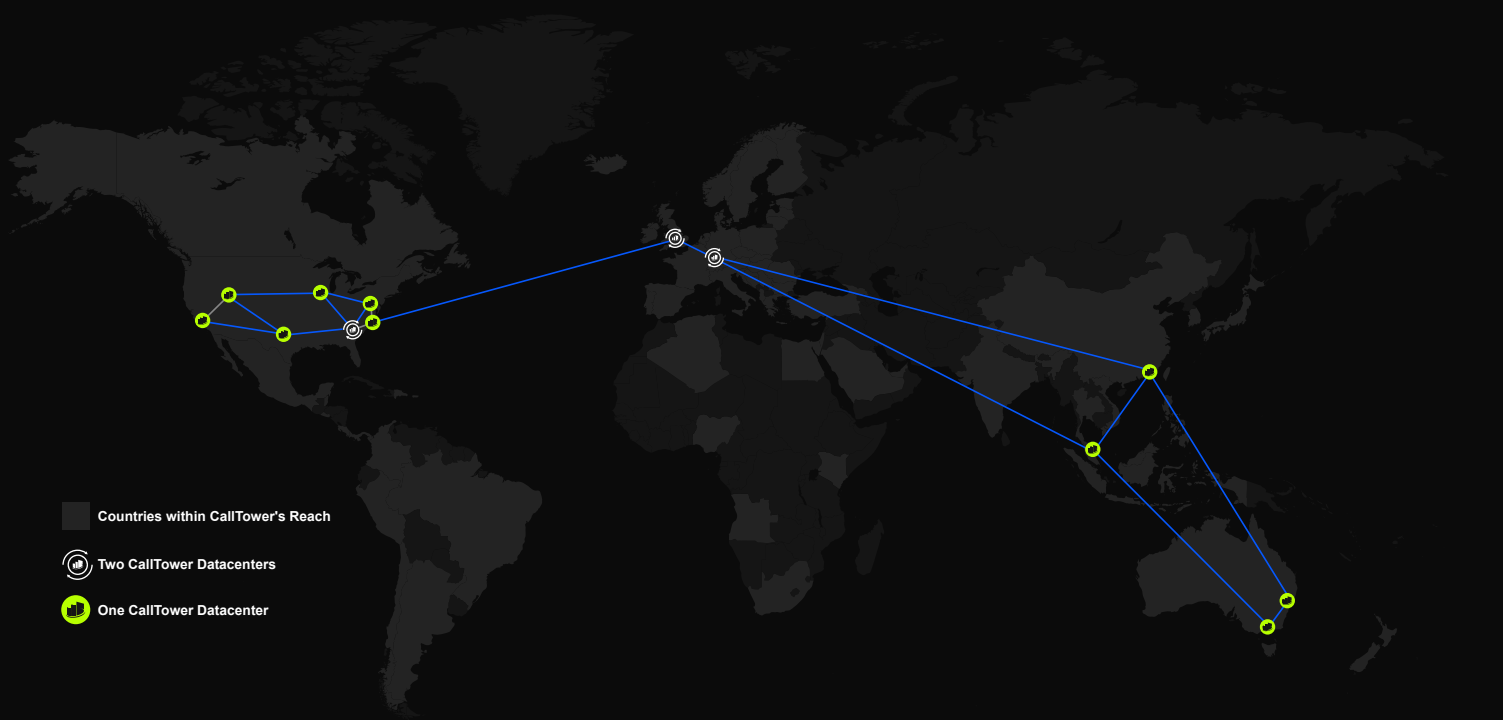
End-to-end Cisco and Webex by Cisco, Microsoft Operator Connect, Zoom, and Cloud Contact Center platforms with a proprietary single pane of glass admin portal.

# Purpose-Built Cloud Collaboration

Cloud collaboration, UC and Contact Center tools have quickly enabled the new remote and distributed worker environment. However, these powerful “internal” communications tools often have limited access to the “outside” PSTN and call routing integration that enable a complete, cost effective enterprise telephony solution.



# Global Enterprise Voice



# What's in it for you?

The "Last Port"  
Customer need to  
undertake

A simpler method of  
deploying voice services



24/7/365 support for  
your Partners &  
Customers

Account & Service  
Review's Deal Breaker  
Pricing (DBP) Disruptive  
Campaigns

**Increase your wallet  
share MRR, ARR,  
TCV & Margin**

Sales  
Enablement &  
Pre Sale-Support  
(sales)

Multi-Currency Price  
Book (wholesale)  
Call Path / Call Plan

Partner SPIFFS  
POC's Accelerators  
for Sales

Reduce Complexity  
(voice infrastructure)

Cloud Voice Hub, the evolution of CallTower's award-winning global SIP trunking service, is purpose-built to solve these challenges. Available in over 85 countries, Cloud Voice Hub provides certified, secure cloud SIP PSTN connectivity to all major cloud collaboration, unified communications and contact center services including Cisco (Webex Calling and UCM Cloud), Microsoft Teams (Direct Routing), Genesys, Avaya, Zoom and NICE InContact.

# Why customers choose CallTower

## Failover

Re-route phone number when goes down.

## Reports and Analytics

CallTower can drill down into analytics to troubleshoot, how users connecting, use a WIFI signal, check latency packet loss and jitter

## Porting

- Porting of numbers / Configuration of call flow / Equipment Installation
- Training up to Customer
- CallTower assigns Onboarding Specialist to assist with these items

## Additional Features

- Call recording, paging, SMS, eFax, Call Monitoring, etc.
- Call Center options

## Call Plans

CallTower offers competitive call plans for individual users or call paths for larger organizations. And Call Center Calling Plans.

## Reliability

99.999% with CallTower

## Lower Costs

- CallTower offers better rates with
- Unlimited / Metered / Call path Model options + Int'l Calling

## Support

- Delivering 15 min response time
- 24/7/365 Live Customer Care via 800#, Chat, Email
- Dedicated Account Manager with Carrier

## DID Inventory and Management

# Customer Onboarding Journey

## Initiation and Planning

Agreement signed  
by client

Assigned Dedicated  
Project Manager

Intro letter from dedicated  
Project Manager to client  
and VAR Team

## Initiation and Planning

Detailed project plan  
outlining key  
dependencies and  
status of all orders.

Customer status calls to  
review account set-up,  
authorization documents,  
emergency service  
options, and timelines.

Seamless porting  
transitions including  
scheduled cut-over dates

## Activation and Project Close

Testing of all services  
with NOC. Training  
where applicable.

Customer Live,  
Welcome Letter

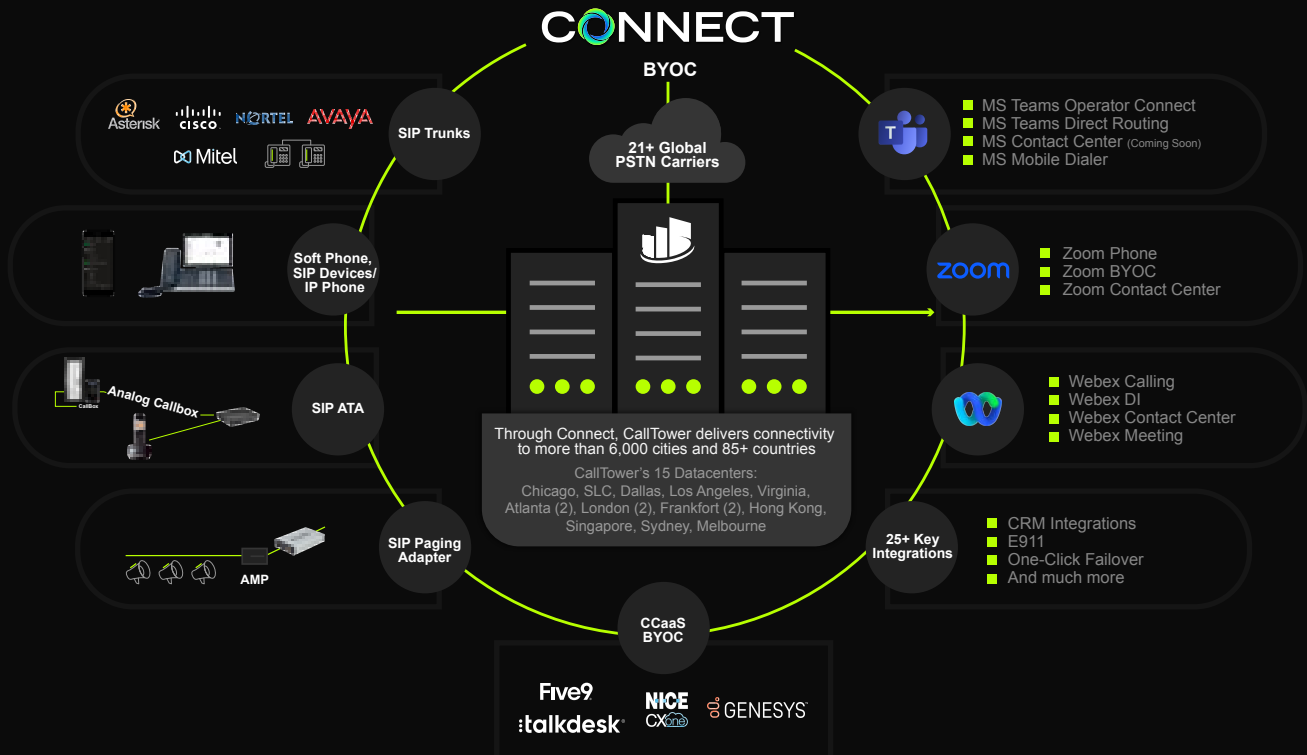
Billing initiated,  
Invoice review

# Customer Onboarding Journey



- Add PSTN to any license sale for increased ARPU.
- Helping CCaaS vendors have a UCaaS offer to market
  - Global coverage, European Bundles, Simple pricing.
- “White Glove Service” Dedicated Implementation Project Manager.
  - The Single pane of glass **CONNECT** Platform.

## CallTower Services | High Level With CallTower





Platinum Partner 2024  
Zoom Contact Center Certified 2024  
Zoom Phone Certified since 2023  
Zoom Peering Certified since 2022



Certified SPLA Partner since 2008  
Cloud Service Provider since 2014  
Teams Direct Routing since 2018  
GCCH Teams Direct Routing since 2019  
Operator Connect Launch since 2021  
Solutions Partner for Modern Work 2022  
ECIF since 2023  
Fasttrack 2024  
Top 100 CSP Growth Partners 5-Years Running  
Scale-Managed Partner



Partners since 2002  
Cisco Premier Partner since 2008  
Collab specialization for HCS since 2019  
Cloud Connected Calling Partner since 2021  
Cisco UCM Cloud – Cloud Connected PSTN 2021  
Certified Advance Collaboration Architecture Specialized Partner  
First to deploy UCM in a private cloud  
Cisco certifications held: CCENT, CCNA/CCDA, CCDP/CCNP  
Cisco Webex Calling (SP)  
Cisco Webex Contact Center (SP)  
Americas, EMEA and APAC  
Cisco UCM Cloud – Cloud Connected PSTN 2021  
Cisco SIP Trunking for legacy systems



Metaswitch  
Hosted PBX UC  
SIP-Trunking  
Class5 Telco Switching  
Geo Redundant & Carrier Grade  
Key integrations

**Let's Connect**