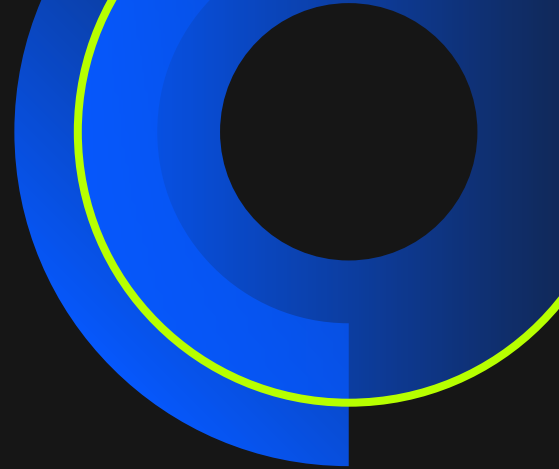




CALLTOWER'S REBILLER PROGRAM

How VARs Can Utilize CallTower's CT Solutions to Integrate and Enhance Communication

Reliable, cutting-edge communication tools and services are essential for businesses aiming to outpace the competition.

Value-added resellers (VARs) play a key role in delivering these solutions to organizations seeking dependable communication. However, gaps in their offerings can impact their ability to boost productivity and revenues for their customers. That's where [CallTower](#) makes a difference.



By joining our [Rebiller Program](#), VARs like you unlock access to a comprehensive portfolio of top-tier [UCaaS](#) and [CCaaS](#) solutions, engineered to elevate how your customers connect, collaborate, and achieve success.

Here, we'll explore how CallTower empowers VARs, highlighting how our solutions and services streamlined communication for an energy company.

Recently, an energy and utility company headquartered in the US with over 1,000 employees desired to switch from [Cisco](#) to [Microsoft Teams](#), and were seeking a provider who could accommodate the completion of their [Genesys](#) contract and integrate with multiple systems. They were referred to CallTower and sought our assistance in leveraging their solutions and integrating them effectively. CallTower addressed the company's needs by offering [CT SIP](#), which enabled them to continue using Genesys while seamlessly integrating with Microsoft Teams, and provided them with other features, like [CT Fax](#), to further enhance their communication capabilities.

This transition and integration of Microsoft Teams and CallTower's CT Solutions gave the energy company a reliable UCaaS and CCaaS solution perfectly fit for their business needs. The company was overall thrilled with our capabilities, project management team, and attention to detail and organization. Furthermore, once their initial Genesys contracts expire, CallTower's suite of contact center solutions, including [Five9](#), [CT Cloud Contact Center](#), and Genesys, gives the company options on whether to renew their Genesys contract or begin working with a new contact center solution.



The collaboration of Genesys and Microsoft Teams through CT SIP, as well as additional CT Solutions, has **optimized and enhanced the company's communications**, both inside and outside the organization.

Benefits for Rebillers and their Customers

For VARs, this case study shows the benefits of selling CallTower's solutions through the Rebiller Program that your business and customers can gain. Our integration solutions ensure that your customers' communications systems work smoothly together, ensuring optimized communications and increased productivity. Our portfolio of CT Solutions also allows you to further enhance your customers' communication capabilities, giving both you and your customers a competitive advantage. Furthermore, our suite of contact center solutions give you and your customers more options to use the solution that works best for them and their communication needs.

By selling CallTower solutions through the Rebiller Program, VARs can:

Expand Their Portfolio
of Telecom Solutions
and Integrations

Utilize CallTower's
expertise and
unique offerings

Enhance Customer
Trust and Retention

Increase Their
Revenue Potential

Reach out to CallTower for a consultation
today to experience these benefits for
yourself and your customers!

Let's Connect