

CallTower's Partner Playbook for Cisco Renewals



Turn Every Cisco Renewal into a Strategic Conversation

Most Cisco renewal conversations focus on licensing. The best conversations focus on helping customers reduce costs, improve resiliency, and prepare for future communications needs while preserving the Cisco investment they've already made.

CallTower helps organizations modernize the communications infrastructure around Cisco without requiring a platform replacement.

Why Customers Take This Meeting

Cost Savings

Many organizations continue to rely on legacy voice infrastructure, including PRI and traditional carrier services.

By transitioning to modern SIP-based communications, organizations can often reduce voice infrastructure costs by 30–50%.

BUSINESS IMPACT

- Budget freed for strategic initiatives and innovation
- Consolidated billing
- Lower monthly telecommunications costs
- Reduced carrier complexity

Improved Reliability & Business Continuity

Legacy environments often contain single points of failure.

Modern communications environments provide multiple redundant paths and failover options.

BUSINESS IMPACT

- Reduced operational risk
- Increased uptime
- Greater confidence in critical communications
- Improved business continuity

Scalability & Flexibility

Business requirements evolve. Locations change. Employees become more mobile. Technology strategies shift.

Modern communications environments allow organizations to scale without major infrastructure changes.

BUSINESS IMPACT

- Support growth initiatives
- Enable future modernization
- Adapt to changing business requirements
- Improve organizational agility

Why CallTower?

Cisco delivers the collaboration platform.

CallTower enhances the communications ecosystem around it.

We help organizations modernize communications incrementally, reducing costs, improving resiliency, and adding capabilities while preserving existing investments.



CallTower Differentiators

- ✓ SIP-First Modernization Strategy
- ✓ One-Click Failover
- ✓ Business SMS & Texting
- ✓ Mutare Spam Blocker
- ✓ eSIM Mobility
- ✓ Global PSTN Expertise
- ✓ Dedicated Implementation & Support
- ✓ Future Cloud Flexibility

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Ideal Customer Profile

Best Fit Customers:

- ✓ Cisco Unified Communications Manager (CUCM)
- ✓ Cisco Calling
- ✓ Legacy PRI environments
- ✓ Existing SIP providers
- ✓ Multiple office locations
- ✓ 20+ concurrent call paths
- ✓ Carrier contracts approaching renewal
- ✓ Organizations evaluating modernization initiatives

Discovery Questions

Cost Savings	<i>How many voice providers are you managing today? Are any carrier contracts approaching renewal? Do you have visibility into your monthly telecom spend? Are you currently utilizing PRI services?</i>
Reliability	<i>What happens if your primary carrier experiences an outage? Do you currently have a failover strategy? How long can your business operate during a communications outage?</i>
Growth & Modernization	<i>Are additional locations planned? Has cloud communications been discussed internally? How are you supporting hybrid and mobile workers? What communications challenges are you trying to solve over the next 12–24 months?</i>

Objection Handling Guide

Objection	<i>"We aren't looking to replace Cisco."</i>
Response	<i>Perfect. Neither are we. This conversation is not about replacing Cisco. It's about optimizing the infrastructure around Cisco to reduce costs, improve resiliency, and create flexibility for future initiatives.</i> Cisco remains at the center of the user experience.
Recommended Packages	<ul style="list-style-type: none"> • Cost Optimization • Business Continuity • Future Ready Communications

Objection	<i>"Everything is working fine today."</i>
Response	<i>Most customers tell us the same thing. The question isn't whether it works. The question is whether it could cost less, provide better resiliency, and create more flexibility for future business needs.</i> Many organizations discover opportunities to reduce costs by 30–50% while improving reliability.
Recommended Packages	<ul style="list-style-type: none"> • Cost Optimization

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Objection Handling Guide

Objection
<i>"We don't have budget for a major project."</i>
Response
<p><i>Many customers start with a cost optimization initiative rather than a transformation project.</i></p> <p><i>In many cases, savings generated through infrastructure modernization help fund future communications initiatives.</i></p>
Recommended Package
<ul style="list-style-type: none"> • Cost Optimization

Objection	<i>"We already have a SIP provider."</i>
Response	<p><i>That's great. Many of our customers did as well.</i></p> <p><i>The opportunity isn't simply replacing a provider. It's evaluating overall cost, resiliency, support, scalability, and modernization options.</i></p>
Recommended Packages	<ul style="list-style-type: none"> • Cost Optimization • Business Continuity

Objection	<i>"We don't have concerns about downtime."</i>
Response	<p><i>Most organizations don't—until an outage occurs.</i></p> <p><i>Modern communications environments provide redundant paths and failover capabilities designed to minimize operational disruption and business risk.</i></p>
Recommended Packages	<ul style="list-style-type: none"> • Business Continuity

Objection	<i>"We aren't ready for cloud."</i>
Response	<p><i>That's exactly why a SIP-first strategy makes sense.</i></p> <p><i>You can modernize the communications infrastructure today while preserving Cisco and maintaining flexibility for future decisions.</i></p> <p><i>This is not a migration conversation.</i></p> <p><i>It's a modernization conversation.</i></p>
Recommended Packages	<ul style="list-style-type: none"> • Future Ready Communications

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Every renewal creates an opportunity to help customers evaluate how they can reduce costs, improve resiliency, simplify communications, and prepare for future modernization, without replacing Cisco.

That's where CallTower comes in. CallTower helps answer those questions while preserving the Cisco environment customers already trust.

The Opportunity:

Your customers aren't asking to replace what works.

They're asking:

- ✓ How can we reduce communications costs?
- ✓ How do we improve business continuity?
- ✓ How do we support a more mobile workforce?
- ✓ How do we modernize without creating disruption?

Why CallTower?

Many providers focus on a single product. CallTower focuses on the communications ecosystem.

We help organizations connect voice, messaging, mobility, resiliency, and cloud communications into a strategy that supports business goals today while creating flexibility for tomorrow.

As customer needs evolve, so do we.

Common Customer Challenges

Customer Challenge	How CallTower Helps
Rising telecom costs	Optimize PSTN services and voice infrastructure
Business continuity concerns	One-click failover capabilities
Legacy carrier complexity	SIP-first modernization approach
Growing demand for messaging	Business SMS and texting solutions
Unwanted calls impacting productivity	Mutare Spam Blocker
Supporting a distributed workforce	eSIM and mobility solutions
Future technology planning	Flexible migration and modernization options

Conversation Starters

USE RENEWAL DISCUSSIONS TO ASK:

- What communications challenges are you trying to solve over the next 12–24 months?
- How confident are you in your business continuity strategy?
- Are you looking for ways to reduce telecom spend?
- Are employees asking for better messaging or mobility capabilities?
- What does your communications roadmap look like over the next few years?

The Message

Cisco remains at the center of the collaboration experience.

CallTower helps customers get more value from everything around it.

Keep Cisco. Improve Everything Around It.

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Pre-Built Solution Recommendations

Use these packages as a starting point for customer conversations and quote creation.

Package 1: Cost Optimization

Customer Says

"Our costs are too high."

"We still have PRI."

"We need to reduce telecom spend."

Recommended Solution

- SIP Prem-Based Call Paths
- DIDst
- 911 Services
- Number Porting

Expected Outcomes

- Simplified billing
- Modern SIP-based architecture
- Consolidated carrier management
- Potential 30–50% reduction in voice infrastructure costs

Ideal Customer

Organizations with legacy PRI services, multiple carriers, or rising telecom costs.

Why it Works

Designed to replace legacy voice infrastructure and carrier services while preserving the existing Cisco environment.

Package 2: Business Continuity

Customer Says

"We can't afford downtime."

"We need redundancy."

"What happens if our carrier fails?"

Recommended Solution

- One-Click Failover
- DIDst
- 911 Services
- Number Porting
- SIP Prem-Based Call Paths

Expected Outcomes

- Improved uptime
- Reduced operational risk
- Enhanced business continuity
- Increased reliability

Ideal Customer

Healthcare, financial services, manufacturing, customer support centers, and multi-location organizations.

Why it Works

Provides redundant communications paths and failover capabilities that help minimize disruption during outages.

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Pre-Built Solution Recommendations

Use these packages as a starting point for customer conversations and quote creation.

Package 3: Growth & Scalability

Customer Says

"We're opening locations."

"We're growing."

"We need flexibility."

Recommended Solution

- Webex Call Paths
- DIDs
- 911 Services
- Number Porting
- Scalable SIP Services

Expected Outcomes

- Easily add users and locations
- Scale services as business needs evolve
- Simplify future expansion
- Improve operational flexibility

Ideal Customer

Growing organizations, multi-site businesses, and companies planning expansion.

Why it Works

Supports organizational growth without requiring major infrastructure investments.

Package 4: Future Ready Communications

Customer Says

"We want to modernize."

"We need texting."

"We want to prepare for the future."

Recommended Solution

- Business SMS
- DIDs
- 911 Services
- Number Porting
- Webex Unlimited Call Paths
- SIP-First Modernization Strategy
- eSIM Mobility
- Mutare Spam Blocker
- Future cloud flexibility
- Enhanced employee productivity
- Reduced spam call interruptions
- Greater mobility
- Modern communications capabilities

Expected Outcomes

- Future cloud flexibility
- Enhanced employee productivity
- Reduced spam call interruptions
- Greater mobility
- Modern communications capabilities

Ideal Customer

Organizations evaluating modernization initiatives but not ready to replace Cisco.

Why it Works

Creates a communications foundation that supports future business requirements while preserving Cisco investments.

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Quick Recommendation Matrix

Customer Priority	Recommended Package
Reduce Costs	Optimize PSTN services and voice infrastructure
Replace PRI	One-click failover capabilities
Improve Reliability	SIP-first modernization approach
Eliminate Single Points of Failure	Business SMS and texting solutions
Support Growth	Mutare Spam Blocker

Customer Priority	Recommended Package
Add Locations	eSIM and mobility solutions
Modernization	Future Ready Communications
SMS / Texting	Future Ready Communications
Mobility	Future Ready Communications
Multiple Objectives	Future Ready Communications