

# CALLTOWER BATTLE CARD

## CALLTOWER DELIVERS INDUSTRY-LEADING MICROSOFT, CISCO UC AND CT CLOUD SOLUTIONS

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.

### SOLUTION PROVIDER



CallTower is a solution provider and not simply a service provider. With multiple UC platforms, Contact Center solutions, and many out of the box and custom integrations, CallTower develops solutions to meet customer requirements. CallTower is not a single service option provider like its competitors.

### INDUSTRY LEADING TECH



CallTower provides, integrates and supports industry-leading, cloud-based, Unified Communications and Collaboration solutions, including Native Microsoft® Teams Direct Routing, Hosted Skype for Business, Office 365, Cisco® HCS and Unified CallManager, Webex Meetings and Teams, CT Cloud UCaaS and CT Cloud Meeting powered by Zoom Video Communications for business customers.

### RELIABILITY



CallTower believes in being reliable inside and out. With multiple redundant data centers and a variety of circuit options, CallTower's expanded offering is one of flexibility and reliability. CallTower's unmatched, US-based implementation and 24x7x365 support teams have deployed and supported thousands of users, enabling solutions around the corner and across the globe.

### KEY INTEGRATIONS



CallTower has several integrations that business can leverage, such as: UCaaS solution interoperability, SMS Texting, CRM, call recording, CT Cloud Boost (internet optimization on business applications) advanced UC analytics, contact centers (Five9 & CT Cloud Contact Center) and more.

## TARGET CUSTOMER

**OFFERING:** CallTower's value is best realized by companies that range in size of 75 to thousands users with the requirement to easily scale and add locations.

**DYNAMIC WORKFORCE:** CallTower's cloud-based solutions are a great offering for customers who need to effectively communicate and collaboration across multiple locations and/or dynamic workforce.

**SEEKING A COMPLETE UC SOLUTION:**


CallTower is a great offering for customers who are looking for a complete UC solution beyond just a PBX replacement. They want all their services, billing and support under one roof.

**VERTICALS:** CallTower's offering is most appealing to verticals such as Financial, Healthcare, Education, Non-Profit, Retail, Hospitality, Manufacturing, Transportation, Logistics and Software/Technology.

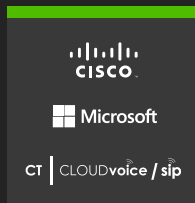
## KEY BUYER PAIN POINTS

KEY BUYER PAIN POINTS	SOLUTION PROOF POINTS
Interested in a complete UC solution	<ul style="list-style-type: none"> <li>■ Hosted in Secure Tier 1 CallTower Data Centers</li> <li>■ Delivers solutions on industry leading platforms</li> <li>■ Services, support &amp; billing under one roof</li> </ul>
Interested in an easy-to-use online management tool	CallTower Connect is an easy-to-use provisioning tool that enables customers to manage all of their CallTower solutions
Knowledgeable support	<ul style="list-style-type: none"> <li>■ 24x7x365</li> <li>■ US-Based</li> <li>■ Certified Solution Architects</li> </ul>
Interested in seamless redundancy options	<ul style="list-style-type: none"> <li>■ Multiple redundant data centers</li> <li>■ Multiple options for connecting to CallTower platform</li> <li>■ Several application failover solutions offered</li> </ul>
Interested in a full cloud solution including Contact Center	<ul style="list-style-type: none"> <li>■ All solutions are hosted in the cloud</li> <li>■ Seamless integration with full featured contact centers</li> </ul>

# ALIGN YOURSELF WITH THE LEADERS IN UC

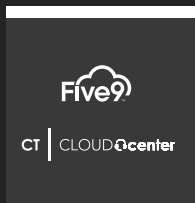
Online Provisioning in  CONNECT

## UCaaS Solutions



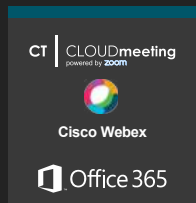
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## Contact Center Solutions



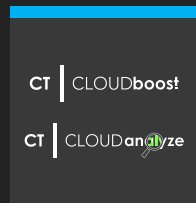
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## Conferencing & Collaboration



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## Network Optimization



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## ONE-STOP-SHOP



- Full turn-key solution
- One invoice
- One support call
- Dedicated circuits
- Fully managed handsets, headsets and conference rooms

## SECURITY, STABILITY & SCALABILITY



- Benefits of OPEX vs CAPEX
- One platform to monitor
- End-to-end private cloud environment
- Faster troubleshooting

## PROJECT MANAGEMENT



- No finger pointing between solution providers
- One project team for design/changes
- Faster deployment times
- Easy-to-use solution management tool