



# Battle Card



## 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 750,000 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 and Support

In 85+ countries, multiple data centers in North America, Asia and Europe. White glove implementations and live 24/7/365 support



## Best-Of-Breed

End-to-end NATIVE Microsoft, Cisco, Zoom, CT Voice, Collaboration, and Cloud Contact Center platforms with a proprietary single pane of glass admin portal

# Solutions Sold

## Global Enterprise Voice



- Microsoft Teams:
  - Operator Connect
  - Direct Routing
  - GCC High Direct Routing
- Microsoft 365 CSP



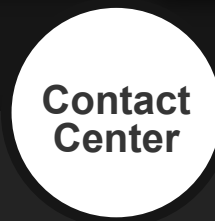
- Webex Calling
- Webex Dedicated Instance
- CCP



- CallTower's App for
- Zoom Calling (BYOC)
- Zoom Phone



- CT Voice
- CT SIP



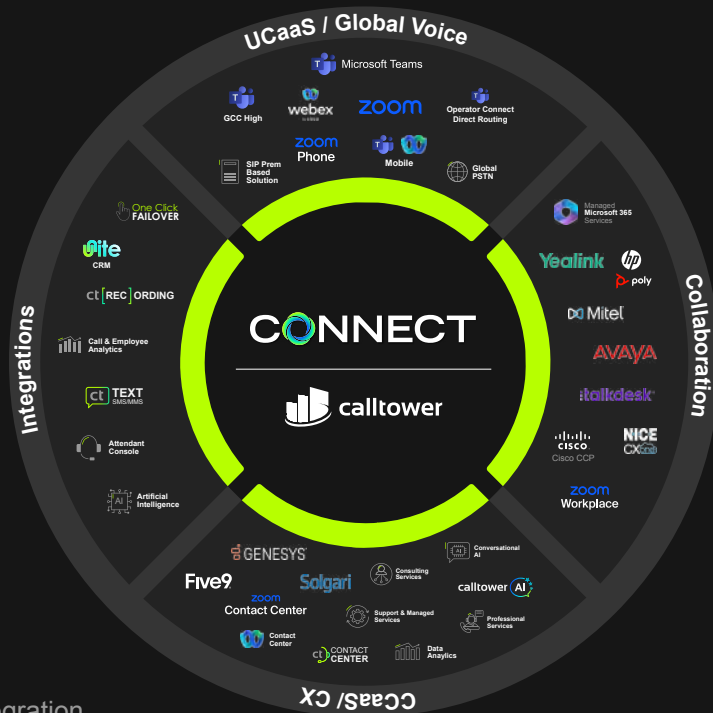
- Five9
- Genesys
- Webex
- Zoom
- CT Contact Center

## 25+ Key Integrations

- |                       |                           |                         |
|-----------------------|---------------------------|-------------------------|
| ■ One-Click Failover  | ■ eSIM   Teams and Webex  | ■ Entra Sync            |
| ■ Dynamic E911        | ■ CT SIP                  | ■ Attendant Console     |
| ■ CT Text   WhatsApp  | ■ CT Unite                | ■ Phonism               |
| ■ CT Recording        | ■ Microsoft 365           | ■ CT Boost   SD-WAN     |
| ■ CT Fax   MasterFax  | ■ Microsoft Copilot       | ■ Voice Redundancy      |
| ■ CallTower Analytics | ■ Microsoft Teams Premium | ■ Analog Device Support |

*and more...*

- 1 Global Hybrid Unified Communications (MSFT Teams, Webex, Zoom) and Contact Center (Five9, Genesys, Webex) environments with key integrations
- 2 White glove implementation ensuring a gradual shift in solutions enabling adoption
- 3 Scalable / Flexible / Customizable
- 4 Georedundant network and platforms are completely optimized for voice
- 5 CallTower Connect - provisioning portal with 25+ APIs
- 6 Professional services for seamless implementation/integration and support services for round the clock customer assistance



## Ideal Customer Profile

CallTower's domestic and international value is best realized by companies with more than 100 employees 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

## Qualifying and Technical Questions

Are you using Office 365 today and want to voice enable Teams?

Do you need to voice enable Teams on Microsoft GCC High?

Are you looking to migrate from on-premise to a cloud-based communications platform?

Are you utilizing a legacy Cisco service and need to migrate to Webex, MS Teams, or Zoom?

Are you interested in a full cloud-based solution including Contact Center?

Do you require a georedundant network with one-click failover options?

### Objection

### Rebuttal

Currently spending Telecom dollars with many vendors to enable business communications

solved with cloud-based unified CallTower Portfolio of solutions, apps and integrations all provisioned under CallTower Connect

Downtime issues

solved with 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 & structure, uc.solutions help center and escalation paths



## Silver Bullets

### One Stop Shop

Turnkey solution, one invoice, one support call, dedicated circuits, fully managed devices

### Security, Stability and Scalability

All of the benefits of OPex vs CAPex, one platform to monitor, redundant network environment

### Project Management

No finger pointing between solution providers, one project team for design/changes, faster deployment times, and easy-to-use solution management tool

### The Solutions Your Customers are Asking For

Microsoft Teams, Cisco Webex and Zoom, empowered by 25+ key business integrations

**Let's Connect**