

## Executive Overview

CallTower is at the forefront of transforming global communication, redefining how businesses connect and collaborate across the globe. Since 2002, CallTower has grown into a global leader in enterprise-class cloud communications and collaboration solutions, empowering businesses to thrive in the digital age. Leveraging advanced technologies like **Microsoft® Teams Operator Connect, Direct Routing and GCC High Teams Direct Routing, Webex by Cisco®, Zoom Phone, and AI-powered contact center solutions such as Genesys and Five9 with Professional and Managed Services**, CallTower delivers seamless and reliable connectivity tailored to the unique needs of enterprises worldwide. CallTower empowers business communications by integrating features like one-click failover, advanced analytics, seamless CRM integration, and cutting-edge AI—redefining operational efficiency.

In 2025, CallTower acquired North America's trusted contact center expert, Inoria, amplifying its CCaaS and CX capabilities. Inoria drives the evolution of contact center operations by offering personalized optimization, implementation, and integration services powered by Conversational AI and advanced analytics. Together, CallTower and Inoria deliver actionable insights, enhanced customer experiences, and cutting-edge solutions that guide enterprises through their digital transformation journeys.

With a vision focused on innovation and a commitment to excellence, CallTower continues to advance cloud communications, empowering businesses across the globe to achieve unparalleled success.

## Product & Service Offerings

### Global Enterprise Voice

- Microsoft: Teams Operator Connect and Direct Routing, GCC High Teams Direct Routing, Office 365 CSP
- Cisco: Webex Calling Webex Dedicated Instance, CCPP
- Zoom: CallTower's App for Zoom Calling (BYOC), Zoom One, Zoom Phone
- CT Cloud: Voice, SIP
- Contact Center: Five9, Webex, Genesys, CT Cloud
- Conversational AI (CAI)
- 25+ Key Integrations: CRM, Call Analytics, SDWAN, Recording, Devices, Turret, E911, One-Click Failover, SMS/MMS Texting, Emergency Notification Systems, Door Buzzers, Credit Card Machines, eFax/fax and more...

## Sales Engineer Take On Best Fit

CallTower delivers seamless MS Teams, Zoom, and Webex voice solutions elevated by the integration of AI technology, comprehensive contact center solutions and one-click failover. Customers can architect a hybrid communications strategy or move between the most popular platforms as needs change. Calltower supports domestic and global customers with a variety of UCaaS and CCaaS offerings and expertise.

- Hunter Edmisten, UC/CC/AI FSE

## Key Features & Differentiators

- Global Hybrid MSFT Teams, Webex and Zoom environments with key integrations, including contact center
- White globe implementation ensuring a gradual shift in solutions enabling adoption
- Scalable / Flexible / Customizable
- Georedundant network and platforms are completely optimized for voice
- CallTower Connect - provisioning portal with 25+ APIs
- Professional and Managed Services

## Top Industries Served

- Financial Services
- Government
- Education
- Retail & Consumer Products / eCommerce

## 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 currently has legacy phone system and would like to migrate to cloud-based communications
- 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 is currently utilizing several on-prem services with a communication requirement for interoperability with cloud-based solutions

## Qualifying & Technical Questions

1. Are you using Office 365 today and want to voice enable Teams?
2. Do you need to voice enable Teams on Microsoft GCC High?
3. Are you looking to migrate from on-premise to a cloud-based communications platform?
4. Are you utilizing a legacy Cisco service and need to migrate to Webex, MS Teams, or Zoom?
5. Are you interested in a full cloud-based solution including Contact Center?
6. Do you require a georedundant network with one-click failover options?
7. How many agents does your contact center have?
8. Are you currently a Genesys or Five9 user?

## Elevator Pitch

CallTower is in a UNIQUE position in the marketplace delivering industry-leading communications solutions (Microsoft Teams, Cisco Webex and Zoom), empowered by 25+ key business integrations. Providing an environment where these solutions can work together – enabling customers with a choice (down to the user level) and keeping the internal calls between these platforms on-net enabling additional cost savings. These solutions are all provisioned through CallTower Connect, our proprietary provisioning portal.

## Objections & Rebuttals

### **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