



SYNERGY

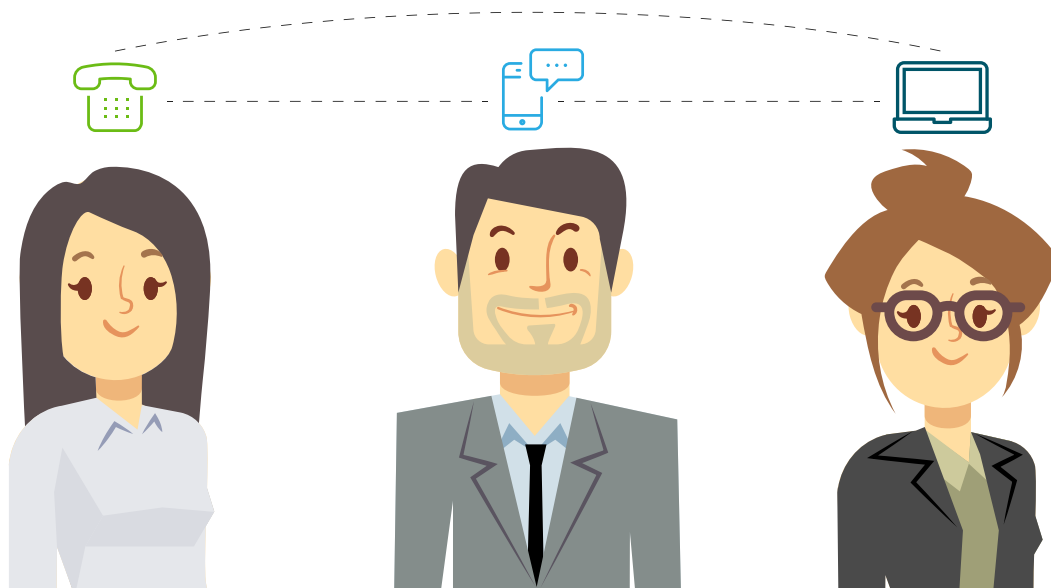
CISCO OR SKYPE FOR BUSINESS? DO YOU HAVE TO CHOOSE?

Synergy is the interoperability between the industry's two leading solution providers, Cisco CallManager and Microsoft's Skype for Business. Synergy delivers options by enabling business to utilize CallTower connected Cisco equipment and leverage CallTower Microsoft Skype for Business technology in harmony.

COMMUNICATE WITH SYNERGY

Many companies have invested a significant amount of resources into Cisco hardware and training. Today, some divisions within those companies are choosing to go with a Skype for Business solution. The biggest issue has been the ability for these two communication systems to work together to maximize collaboration within the company as a whole.

SEAMLESS CROSS PLATFORM COMMUNICATION



HOW DOES CALLTOWER DO IT?

CallTower is unique in that they host both Cisco and Skype for Business communication systems. CallTower's mission is to enable people to connect and get work done. Seeing the marketplace trends, CallTower's development team did their magic and with Synergy, Cisco and Skype for Business can now talk to one another.

ENABLING DIFFERENT TYPES OF USERS



CISCO

Look up the (Skype4B) employee in the phone directory

4 digit dialing to ring Skype4B user



SKYPE FOR BUSINESS

Look up employee in their Skype4B client and call them

Skype4B does not extension dial so they would dial by contact name



HYBRID

IM and presence can be added if you go Cisco phone with Skype4B

One number for both Cisco and Skype4B

Use of both Cisco and Skype4B – ex Cisco office phone and Skype4B for remote

Access to both platforms to make inbound/outbound phone calls



CallTower Connect

CallTower Connect simplifies the set-up and management of CallTower services facilitated within one easy to use web or mobile application. Manage Cisco, Microsoft Skype for Business, Email and Conferencing solutions interchangeably by user based within a location. **CallTower Connect is the unifier in unified communications.**

Choose CallTower and connect your Business to:

- ✓ Hosted Skype for Business Enterprise Voice
- ✓ Office 365 Enterprise
- ✓ Hosted Cisco Solution
- ✓ Web and Video Conferencing
- ✓ Robust Contact Center Solution
- ✓ Domestic & International Expansion
- ✓ US-Based 24x7 Support and much more!