

## VOIP Options vs CallTower

	Premise Based VOIP Solution	Other Hosted Service	CallTower
Sample Solutions	Nortel, Shortel, Avaya, Cisco, ATT, Verizon, PacWest	Skype, Packet 8, Vonage, Speak Easy, M5	CallTower
Scalability/Flexibility	<b>No scalability:</b> Client must continue to make large capital investments on new hardware as they grow. Clients are also left with extra hardware if they downsize.	<b>More Adaptability:</b> Features can be added to telephone sets easily and changes can be made quickly. MAC (moves, adds and changes) activity is easily completed without the need for a technician to come to site, saving about \$100 per visit. VoIP allows you to move your own telephone sets while keeping the telephone number and features intact. You simply unplug your phone and plug it into another jack location that is connected to the network. As new features and applications are designed they can be added to your network.	<b>Complete Flexibility:</b> New offices and users can be set up with self administration or through customer service. Features can be added and changes can be made quickly. MAC activity is easily completed without the need for a technician to come to site, saving about \$100 per visit. CallTower allows you to move your own telephone sets while keeping the telephone number and features intact. You simply unplug your phone and plug it into another jack location. As new features and applications are designed they can be added to your network.
Reliability/Up-Time	<b>Variable:</b> Solution is only as reliable as the design and implementation. Hardware and software geographic redundancy is challenging to deliver. Carriers give consistent quality and reliability, however to guarantee uptime, their equipment needs to be managed by an IT department.	<b>Minimal Reliability:</b> Providers cannot offer their clients reliability and Always-On service because they generally rely on internet service for their phone system and startup companies for their core technology. This leads to unpredictable service levels and poor voice quality.	<b>Consistent:</b> Beyond enterprise class reliability because CallTower utilizes a point to point data network to ensure QoS and they leverage Cisco and Microsoft as their primary technology partners. CallTower monitors traffic over the network to ensure toll quality voice at all times and 24/7/365. reliability.
Disaster Avoidance	<b>None:</b> Typically no disaster avoidance because the cost of supplying required hardware and design is generally not affordable to implement or support.	<b>None:</b> Because these providers generally have one data center and typically their technology partners have not built a supported recovery/avoidance solution.	<b>Fully Supported:</b> With two redundant data centers and technology that is designed with redundancy in mind, clients are assured that the service will always be on and available.
Vendor Management	<b>Multiple Vendors:</b> Clients must still utilize other vendors for internet service, mobility hardware, support, calling, Exchange and other services. The service levels from the providers will be inconsistent and challenging to manage.	<b>Multiple Vendors:</b> These solutions provide an incomplete set of Unified Communications tools. Multiple vendors that provide variable levels of service are required to deliver a complete solution.	<b>Single Vendor:</b> CallTower offers one point of contact for all business needs: Internet, Exchange, Phones, Voicemail, Mobility, Presence, WAN, Unified Messaging, etc.

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Management	<b>Very Expensive:</b> Because of the complexity of the hardware and connectivity, it often takes an IT department, an outsourced consulting group or both to effectively manage the solution.	<b>Expensive:</b> Depending on the requirements the customer may need to maintain heavy staffing levels to insure solution stability. Because their reliability is variable and the solution requires multiple vendors, customer support requirements can be significant.	<b>Cost Effective:</b> CallTower Provides a single point of contact, complete solution and 24/7/365 management, client's management requirements are very low.
Cost	<b>High:</b> Initial Capital Expense high recurring connectivity expense and high recurring support expense all contribute to an expensive solution.	<b>Variable:</b> Depending on the solution requirements, the service costs can be very low. Generally costs will grow and become challenging to manage once technology requirements increase.	<b>Predictable, All Inclusive and Cost Effective:</b> Zero initial capital investment required and very cost effective recurring expense for all services provided.
Customer Service	<b>Poor/Variable:</b> Each provider in the solution provides different levels of support. Clients must staff and train an IT team to manage their equipment and services.	<b>Poor /Variable:</b> These providers generally do not staff support adequately and there are generally multiple vendors required to provide the complete solution.	<b>Good/Predictable:</b> A dedicated team is assigned to each account guaranteeing quality and consistency of the customer experience. Support is available 24/7/365.
Customization	<b>Extremely (but costly):</b> Clients have complete control over their solution, however they must have an IT staff customize and it support it for them.	<b>Not Customizable:</b> These providers leverage technology patterns that design products for low touch, high scalability and they are not designed to provide high levels of customization.	<b>Extremely:</b> Clients can pick from an array of applications to create the most effective communication solution that can be delivered immediately.
Quality of Service	<b>Variable:</b> Depending on the skill level of the IT staff and the quality of the partners chosen, the service levels can be high.	<b>Poor:</b> Typically these providers establish themselves by providing what appears to be very cheap solutions. They cannot effectively deliver QoS that businesses require.	<b>Superior:</b> Core internal architecture, quality network management and well trained professionals ensure superior quality of service for customers.
Obsolescence	<b>High Risk:</b> Because technology is always changing, any capital expenditure on equipment is very risky when it will become obsolete in a few years.	<b>Moderate Risk:</b> Depending on the solution and how many partners are required to address the business requirements. Some investment may be required and will become obsolete.	<b>No Risk.</b> Clients can chose to lease equipment as part of the service and CallTower provides a complete Unified Communications Solution that is always being upgraded and improved.
Exchange Integration	<b>Possible (but expensive):</b> These solutions are capable of unified messaging with the proper licensing, design and support.	<b>Not Possible:</b> These solutions are not capable of providing full integration with Exchange	<b>Included:</b> CallTower can provide full unified messaging even if a client maintains their own Exchange Server onsite.