

UCaaS Matrix



Primary Datacenters: Europe / Middle East / Africa, North America		✓ (2/2)	○ (1/2)	✓ (2/2)	✓ (2/2)	✓ (2/2)	✓ (2/2)
Compatible Handsets: Aastra, Cisco		✓ (2/2)	○ (1/2)	○ (1/2)	○ (1/2)	○ (1/2)	✗ (0/2)
CRM / ERP / Ticketing App Integration: HubSpot, Salesforce		○ (1/2)	○ (1/2)	✗ (0/2)	✓ (2/2)	○ (1/2)	○ (1/2)
Productivity App Integration: Cisco Webex/Webex Teams, Microsoft Teams, Microsoft/Office365		✓ (3/3)	✓ (3/3)	✓ (3/3)	○ (2/3)	✓ (3/3)	✓ (3/3)
Compliance: FedRAMP, HIPAA, SOC 1/2		○ (2/3)	✓ (3/3)	✓ (3/3)	○ (2/3)	○ (2/3)	✓ (3/3)
HQ	Supplier's headquarters	King of Prussia, PA	Salt Lake City, UT	Monroe, LA	San Jose, CA	US - Atlanta, GA / Global - Paris	Annapolis, MD
# of Employees	Size of supplier by employee count	400	120	51,000	2,200+	2,400	30
Public / Private	Privately owned or publicly traded	Private	Private	Public: CTL	Public: ZM	Public	Private
Seats in Service	Number of licenses deployed	400,000	50,000 Cisco 65,000 Microsoft Skype 20,000 Microsoft Teams Direct Routing 60,000 Appia MetaSwitch	Cisco HCS - 40,000; Managed Microsoft Skype - 90,000	> 40 Million Subscribers	3.8M	160,000+
Gartner Magic Quadrant 2020	This provider's placement in Gartner's Magic Quadrant for the industry	Leaders (Cisco - Broadsoft)	Leaders (Cisco, Microsoft)	Leaders (Cisco, Microsoft)	Leaders	Leaders (Cisco, Microsoft)	Leaders (Microsoft)
Forrester Wave 2019	This provider's placement in Forrester's Wave for the industry	Leaders (Cisco - Broadsoft)	Leaders (Cisco, Microsoft)	Leaders (Cisco, Microsoft)	Not ranked	Leaders (Cisco, Microsoft)	Leaders (Microsoft)
Sweet Spot	Ideal opportunities for the provider	Voice-Enabled Microsoft Teams (250+ seats)	75-10,000 seats	HCS: 500- 1000+ seats Cisco Webex Calling: 1-250 seats Microsoft (Teams Direct Routing, Managed Skype): 500+ seats	150-2,500+ seats	250-10,000+ seats	Anyone using Microsoft Teams
Key Acquisitions	Companies acquired and integrated into the supplier's offering	AiTech, Clearlog.in, Jog.ai, Mtel, Paragrid, thevoicefactory, Xtium, Webcore Technologies	Appia, ConnectSolutions (S4B), SoundConnect	N/A	N/A	N/A	N/A

Primary Datacenters	<p>Location of supplier's core data centers</p> <p>APAC: Asia-Pacific</p> <p>EMEA: Europe, Middle East, Africa</p> <p>LATAM: Latin America</p> <p>NA: North America</p>	<p>NA: Las Vegas, Philadelphia</p> <p>EMEA: London, Rotterdam, Tel Aviv</p>	<p>SKYPE: Atlanta, Salt Lake City, St. Louis</p> <p>CISCO: Atlanta, Salt Lake City, San Francisco</p> <p>SIP/Meta: Atlanta, Chicago, Dallas, St. Louis, Virginia</p>	<p>HCS: Chicago, Denver, Frankfurt, Hong Kong, London, Singapore</p> <p>Cisco Webex Calling: Dallas, Denver</p> <p>Microsoft (Teams Direct Routing, Managed Skype): London (2), New York City, Paris, Seattle, Singapore</p> <p>Lumen is also able to offer UCM Cloud for Government (UCM-G) for .gov and .mil (non-contractor) clients requiring FedRAMP. Offering based in the US (Cisco data centers)</p>	<p>NA: Denver, New York City, San Jose</p> <p>EMEA: Amsterdam, Frankfurt</p> <p>APAC: Hong Kong, Melbourne, Mumbai (pending - 2H 2020), Sydney, Tokyo</p> <p>LATAM: São Paulo (pending - 2H 2020)</p>	<p>NA: Atlanta, Chicago, San Jose</p> <p>EMEA: Frankfurt, London, Paris</p> <p>APAC: Hong Kong, Singapore, Sydney, Tokyo</p> <p>LATAM: São Paulo</p>	<p>NA: Azure US West (Secondary), Azure US East (Primary), Toronto (Secondary)</p> <p>EMEA: Azure UK, Azure South Africa (Johannesburg)</p> <p>APAC: Azure South Asia (Singapore)</p> <p>LATAM: Azure Brazil South (São Paulo)</p>
Compatible Handsets	IP phones supported and/or resold by supplier	Aastra, Cisco, Poly, Spectralink, Yealink (click here for device list)	Cisco (79/88/89xx models), Grandstream, Poly, Vtech, Yealink	Cisco, Poly	AudioCodes, Cisco, Poly, Yealink (click here for device list)	Cisco: Cisco Microsoft: AudioCodes, Poly, Yealink	Any Teams certified handset
Platform	Underlying technology platform is built upon	Cisco Broadsoft	Cisco (Call Manager & HCS), Microsoft (Hosted) Skype for Business / Teams, MetaSwitch (CT Cloud Voice)	Cisco, Microsoft	Proprietary	Cisco (Webex Calling) & Microsoft (Teams)	Microsoft Azure, Microsoft Teams
Self-reported Compliance	Regulatory compliances for which the supplier self-audits	None; See Below	CPNI, HIPAA, PCI-DSS Level 4, SOC2	None; See Below	Available Upon Request	GDPR	FCC and CRTC Compliant
3rd-Party Verified Compliance	Regulatory compliances the supplier has verified through 3rd party audits	GDPR, HIPAA, HITRUST, PCI-DSS Level 1, SOC 2/3 (audited by Grant Thornton and Ernst & Young)	Refer to Microsoft Teams compliances FedRAMP via Direct Routing to Microsoft 365 GCC High environments.	HIPAA, SOC 1/2, FedRAMP	FedRAMP Others Available Upon Request	Cisco: ISO 27001:2013, SOC 2 Type II, SOC 3 Microsoft: HIPAA, ISO 27001, ISO 27018, PCI-DSS Level 1, SSAE16, SOC 1/2	PCI, HIPAA, HITRUST, SOC 1/2, GDPR Refer to Microsoft Teams compliances FedRAMP via Direct Routing to Microsoft 365 GCC High environments.
GDPR Compliance	Ability to comply with new EU standard	Yes	In Progress (estimated Q2 2020). Contact Center solution currently compliant.	In Progress (estimated Q4 2019)	Yes	Yes	Yes
Contact Center	Contact center solutions the supplier offers	Cisco Broadsoft (Basic) Proprietary (Advanced)	Clarity Connect (MSFT) Five9 (Cisco & MSFT) CT Cloud Contact Center (Meta, Cisco, MSFT)	Cisco UCCX, UCCE (partner) Lumen Engage (Genesys-based) Genesys PureCloud (Q4 2019)	Partner with Five9, Genesys, Talkdesk, and Twilio	Anywhere365	Partner with Five9, Genesys, or any supported app in Microsoft Teams
SIP Trunking Available	Does the supplier offer SIP trunking services for on-premises PBXs?	Individual Case Basis	Yes	Yes	No	No	Available as an add-on, under discretion, to our full solution; occasionally sell SIP-only in conjunction with a Teams/Enterprise/Education Connect opportunity, where the customer is planning a move to Teams with a current expiring carrier contract, implementing Legacy Connect or planning a Skype for Business migration.

<p>Differentiators</p>	<p>Unique features of the provider</p>	<p>Evolve IP Enterprise Voice with Native MS Teams End-User experience.</p>	<p>Leverage two Gartner-leading UC platforms: Microsoft (Native Teams Direct Routing, Hosted Skype for Business) and Cisco (Cisco UCM, Webex Calling), with DID availability in 75+ countries</p> <p>Microsoft CSP - single point of contact for Office 365, voice migration, implementation and support.</p> <p>CallTower is the only voice provider delivering GCC High Microsoft Teams Direct Routing Audio Conferencing and PSTN calling via AudioCodes session border controllers (SBCs) for security.</p> <p>CallTower also offers CT Cloud (Metaswitch) Hosted Enterprise Voice Solutions with White-label Bigleaf SD-WAN solution (CT Cloud Boost), while empowering business with multiple Cloud Contact Center solutions, including Five9. Five9 named CallTower the US Reseller of the Year for 2020.</p>	<p>Global IP network. IP network and PSTN provider agnostic.</p> <p>Lumen is also able to offer UCM Cloud for Government (UCM-G) for .gov and .mil (non-contractor) clients requiring FedRAMP. Offering based in the US (Cisco data centers)</p> <p>Versa and Cisco Viptela SD-WAN offerings</p>	<p>World-class video/web conferencing platform, including Zoom Room Systems with wireless content sharing and one-click meetings</p> <p>Single platform organically developed, providing a consistent user experience across chat, meetings, and phone on any preferred device</p> <p>Contact Center partnerships with Five9, Genesys, NICE inContact, Talkdesk, and Twilio, allowing agents to use Zoom Phone endpoints to field voice interactions</p> <p>Zoom App Marketplace with 200+ apps and bots, along with free access to APIs and SDKs</p>	<p>Microsoft 2019 Intelligent Communications Partner of the Year. Nuvias Awards Arkadin the Winner of their Cisco Innovation Partner of the Year 2019.</p> <p>Global Support in 19 Languages.</p>	<p>Can operate in 72 countries, with full PSTN-replacement in 48 countries (DID, emergency services access)</p> <p>Natively runs in Azure</p> <p>Complete automated onboarding process and management panel</p> <p>No set-up fee or contract commitments; customers can opt in/out up/down monthly</p> <p>Unlimited, Metered and Education plans available</p>
<p>CRM / ERP / Ticketing App Integration</p>	<p>3rd-party SaaS solutions with which the supplier has pre-built integrations</p>	<p>Salesforce, ACT!, Bullhorn, HubSpot, Lotus Notes, Microsoft Dynamics, NetSuite, Oracle Sales Cloud, Sage, ServiceNow, SugarCRM, Zendesk, Zoho</p> <p>Also partner with Tenfold and Go Integrator for additional application integration capabilities.</p>	<p>Salesforce, ACT!, Bullhorn, Microsoft Dynamics, NetSuite, Oracle, SugarCRM, Zendesk, Zoho</p>	<p>By design if supported by Cisco ecosystem/architecture.</p>	<p>Salesforce, HubSpot, Microsoft Dynamics, Zendesk, Zoho</p>	<p>Salesforce, Microsoft Dynamics</p>	<p>Microsoft Dynamics, Salesforce, ServiceNow, Zendesk, Zoho</p> <p>Additional Apps: Microsoft Dependent</p>
<p>Productivity App Integration</p>	<p>3rd-party mail/collaboration solutions with which the supplier has pre-built integrations</p>	<p>Google G Suite, Microsoft/Office365, Microsoft Teams, Cisco Webex/Webex Teams</p> <p>Also partner with Tenfold and Go Integrator for additional application integration capabilities.</p>	<p>Microsoft/Office365, Microsoft Teams, Cisco Webex/Webex Teams</p>	<p>Microsoft/Office365, Microsoft Teams, Cisco Webex/Webex Teams</p>	<p>Google G Suite, Microsoft/Office365, Slack, Microsoft Teams</p>	<p>Microsoft/Office365, Microsoft Teams, Cisco Webex/Webex Teams</p>	<p>Microsoft/Office365, Cisco Webex/Webex Teams, Microsoft Teams, Slack</p> <p>Additional Apps: Microsoft Dependent</p>
<p>Microsoft Teams Integrations</p>	<p>Supplier's capability with Microsoft Teams</p>	<p>Direct Routing for PSTN access</p>	<p>Direct Routing for PSTN access</p>	<p>Direct Routing for PSTN access</p>	<p>Bot integration</p>	<p>Direct Routing for PSTN access</p>	<p>Direct Routing for PSTN access</p>
<p>Notable Clients</p>	<p>Key customer wins (references available upon request)</p>	<p>Elara Caring, Ogletree Deakins, Mariner Finance</p>	<p>Coca Cola, LendingTree, University of Oklahoma</p>	<p>Available Upon Request</p>	<p>Access Physicians, Kiesel Law, Trend Micro, University of Washington</p> <p>Additional case studies here. References available upon request.</p>	<p>Jensen Hughes, L'Oreal, SAS, Salesforce, Thermo Fisher</p>	<p>AT&T, AudioCodes</p>
<p>Top Customer Verticals</p>	<p>Verticals in which supplier has historically had the most success</p>	<p>Financial Services, Healthcare, Legal</p>	<p>Financial Services, Healthcare, Manufacturing, Retail</p>	<p>Banking, FedRAMP, Healthcare, Retail</p>	<p>Education, Healthcare, Professional Services, Technology</p>	<p>Engineering, Healthcare, Manufacturing</p>	<p>Microsoft Teams is leveraged across most verticals</p>

On-Site Implementation / Training	Does the supplier charge extra for these services?	Yes	Yes	Yes	Yes	Yes	No
Collaboration Solutions Available	Native and/or 3rd-party resale options offered by supplier	Cisco UC-One, Cisco Webex Teams, Microsoft Teams	Operator Assisted Audio, CT Cloud Meeting powered by Zoom	Amazon Chime, BlueJeans, Cisco Webex & Webex Teams, HCS, Skype for Business, Microsoft Teams	Zoom Meetings, Webinars, Room Systems	Cisco Teams, Microsoft Teams, SPOKA (proprietary web/video collab for small business - 150 seats or smaller)	Microsoft Teams