



# Calltower



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CALLTOWER'S NATIVE **MICROSOFT  
TEAMS DIRECT ROUTING** DELIVERED  
A MAJOR LEAGUE UPGRADE FOR  
**FRANKLIN SPORTS**



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**Franklin Sports** needed to replace their costly legacy voice systems and maximize their existing Office 365 infrastructure while **reducing cost and security risk.**

## **ABOUT FRANKLIN SPORTS:**

Franklin Sports got its start in 1946 as a regional brand of sporting goods products. Irving H. Franklin, who co-founded Franklin Sports with his brother Sydney Franklin, brought the innovative idea of centering a complete line of products on a single athlete – Joe Namath. Over the years Franklin has affiliated with the best in sports including world-class athletes like Sugar Ray Leonard, David Robinson, Dan Marino, and Barry Bonds.

Franklin Sports is a **leading sporting goods brand known world-wide**. Franklin also has strong partnerships with other major brands that bring energy and strength to our products. Franklin Sports brings great ideas and products to all levels of sports participants. We also understand consumer needs and offer the strongest value. We are fortunate enough to work with some of the most well-known names in retail, including Wal-Mart, Amazon, Dick's Sporting Goods, Target and more.

## **THE CHALLENGE**

Companies that successfully operate their businesses for decades often run into a common but significant challenge – **upgrading their communication systems** and managing multiple platforms. Franklin Sports, a household name in sports gears, faced exactly this hurdle.

Their phone system, a legacy PBX model was **outdated, clunky and offered no “on-the-go” options** which are critical to today’s business model.

They faced a further complication without an existing and dedicated support structure. Eventually, the time came to make a decision about changing services. Franklin Sports reached out to Steve King, Managing Partner at AllConnex, to see about replacing their PBX system.

Since Franklin Sports was already a Microsoft Office 365 customer, using Microsoft for voice calling was Jason's first inclination. After exploring a few options with Microsoft and being disappointed by their support and cost structure, Franklin Sports made the decision to work with a third party.

After reviewing solutions at RingCentral, Windstream, Mitel and Arkadin, Franklin Sports realized a voice solution from a third-party voice provider with Teams would have limitations and would lack the unified communication features they require. Instead, Steve King and the folks at Franklin needed a native Teams solution.

They reviewed several Direct Routing solutions and were uncomfortable with the limited experience of some vendors and the level of third-party integration that persisted in their architecture. With that, Steve King reached out to **CallTower** and

Franklin Sports made the decision to work with a certified Microsoft Gold Partner for Teams voice capability.



## THE SOLUTION

CallTower has been implementing a Native Microsoft voice solution since 2008 and they launched Native Teams Direct Routing in 2018. With CallTower, the limitations with voice calling on Microsoft Teams have been eliminated as Microsoft and CallTower continue to enhance phone features and integrating apps for efficiency and productivity. Franklin requires support and monitoring for peak efficiency and CallTower offers 24/7/365 US-based support, redundancy options for Teams Voice and perfect network uptime. CallTower's experience, structure, additional features and support is exactly what Franklin Sports was looking for in order to upgrade their system and get the solution they needed.

Massive hurdles like licensing and porting were handled by the proficiency of CallTower's implementation team – taking the weight off the backs of the Franklin Sports IT administration. Innovations like CallTower Connect, a proprietary user/admin portal for managing CallTower solutions with ease, drastically reduced administrative workloads and support headaches.

Within a few short weeks, **Franklin Sports was up and running with a CallTower's Native Microsoft Teams Direct Routing** voice solution and their legacy PBX system was being phased out.



## THE RESULTS

Franklin Sports had a new collaborative phone and conferencing system built into their existing Microsoft Office 365 solution. That meant redundancies like moving between a Teams conversation and a legacy phone call had been removed and the savings and efficiencies were being passed on to Franklin Sports. On another financial benefits note, the minutes and flexible phone plan offered by CallTower eliminated their usage cost.

The peace of mind of a **reliable phone system** began to spread through the IT administrative team of Franklin Sports as well. Combined with the workload reduction from a powerful admin system like CallTower Connect and the support team from CallTower, they are able to focus on other projects and enhancements.

With the onset of the COVID-19 pandemic in 2020, Franklin Sports transitioned into a “work-from-home” system within days. While this certainly meant a lot of upheaval and organizational changes, their communication system was solid and time-tested despite being recently implemented. Each employee received Microsoft Teams training and got a crash course in collaboration and now user adoption has become both critical and universal.



## ABOUT CALLTOWER

Since its inception in 2002, CallTower has become a leading provider of cloud-based, enterprise-class Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) solutions for growing organizations worldwide. CallTower provides, integrates and supports industry-leading, cloud-based, UCaaS and CCaaS solutions, including Cisco® HCS, Cisco® Webex, Native Microsoft® Teams Direct Routing, Microsoft® Office 365, Enterprise Hosted Skype for Business, CT Cloud Voice, CT Cloud Boost, CT Cloud Meeting powered by Zoom and Cloud Contact Center for business customers.

CallTower enhances our clients’ strategic and operational capabilities by integrating VoIP service, mobile applications, email hosting, unified messaging, instant messaging, audio, web and video conferencing, collaboration tools, contact center, cloud services and global networks solutions into one reliable platform.