COMMUNICATION 1

**Subject Line: Convert Old Phones into A Cutting-Edge Solution**

HTML:

<br>

<div align="center">

<table style="width: 600px; margin-left: auto; margin-right: auto;" border="0" cellspacing="0" cellpadding="0">

<tbody>

<tr style="background-color: #232323;">

<td style="background-color: #f4f4f4; text-align: center;"><img src="https://info.calltower.com/hubfs/Cisco-Partner-Banner-(email).png" alt="Cisco-Partner-Banner-(email).png" width="600" height="107">&nbsp;</td>

</tr>

<tr style="background-color: #232323;">

<td style="background-color: #323232; text-align: center;">&nbsp;</td>

</tr>

<tr style="border-color: #e5e5e5; background-color: #e5e5e5;">

<td style="background-color: #f4f4f4;">

<h1 style="text-align: center;">&nbsp;</h1>

<blockquote>

<h2 style="text-align: center;"><strong style="color: #005568; font-family: arial, helvetica, sans-serif;">Industry analysts say no.</strong></h2>

<p><span style="font-size: 16px; font-family: arial, helvetica, sans-serif;">It’s no longer okay to get by with just the basics. The way your company engages—both internally and externally—will help define it in the new marketplace.</span></p>

<p><span style="font-size: 16px; font-family: arial, helvetica, sans-serif;">Your executive stakeholders won’t want to fall behind as the workplace becomes more digital, so the time to innovate is now.</span></p>

<p><span style="font-size: 16px; font-family: arial, helvetica, sans-serif;">The best way to begin is by moving to an all-IP environment. According to research conducted by Nemertes\*, transitioning to a full-IP deployment will result in the following cost reductions, which can help free up budget for the deployment of new collaborative services:</span></p>

<ul>

<li><span style="font-size: 16px; font-family: arial, helvetica, sans-serif;"><em>34% reduction in the cost of equipment maintenance</em></span></li>

<li><span style="font-size: 16px; font-family: arial, helvetica, sans-serif;"><em>31% reduction in the cost of moves, adds, and changes (MACs)</em></span></li>

<li><span style="font-size: 16px; font-family: arial, helvetica, sans-serif;"><em>71% reduction in mean time to repair (MTTR)</em></span></li>

</ul>

<p><span style="font-size: 16px; font-family: arial, helvetica, sans-serif;">With the growing emphasis on collaboration tools such as conferencing&nbsp;and instant messaging, now is the time to modernize your business.</span></p>

<p style="text-align: left;"><span style="font-size: 16px; color: #005568; font-family: arial, helvetica, sans-serif;"><strong>Let’s discuss your personalized modernization plan today.&nbsp;&nbsp;</strong></span></p>

<p style="text-align: left;"><span style="color: inherit; font-size: 16px; font-family: arial, helvetica, sans-serif;">Please let me know what works best for you.</span></p>

<p class="p1"><span class="s1" style="font-family: arial, helvetica, sans-serif; font-size: 16px;">Thanks, and we look forward to connecting!</span></p>

<p class="p1"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;"><em><span class="s1">Your name</span></em></span></p>

<p class="p1">&nbsp;</p>

<p class="p1">COMPANY NAME<br>NAME | TITLE<br>PHONE NUMBER</p>

</blockquote>

<p style="text-align: left;"><span style="color: inherit; font-size: inherit;">&nbsp;</span><span style="text-align: center; color: inherit; font-size: inherit;">&nbsp;</span></p>

</td>

</tr>

<tr style="height: 75px; text-align: center; background-color: #232323;">

<td style="text-align: center;"><span color="#ffffff" face="arial, helvetica, sans-serif" style="color: #ffffff; font-family: arial, helvetica, sans-serif;"><span style="font-size: 16px;"><strong>YOUR WEB ADDRESS AND PHONE NUMBER</strong></span></span></td>

</tr>

</tbody>

</table>

COMMUNICATION 2

**Subject Line: Moving to the Cloud**

HTML:

<br>

<div align="center">

<table style="width: 600px; margin-left: auto; margin-right: auto;" border="0" cellspacing="0" cellpadding="0">

<tbody>

<tr style="background-color: #232323;">

<td style="background-color: #f4f4f4; text-align: center;"><img src="https://info.calltower.com/hubfs/Cisco-Partner-Banner-(email).png" alt="Cisco-Partner-Banner-(email).png" width="600" height="107">&nbsp;</td>

</tr>

<tr style="background-color: #232323;">

<td style="background-color: #323232; text-align: center;">&nbsp;</td>

</tr>

<tr style="border-color: #e5e5e5; background-color: #e5e5e5;">

<td style="background-color: #f4f4f4;">

<h1 style="text-align: center;">&nbsp;</h1>

<blockquote>

<p style="text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 24px; color: #467f0f;">Enterprise Quality - Feature Rich</span></p>

<p style="text-align: center; line-height: 2.5em;"><span style="color: #232323; font-size: 16px;"><strong><span style="font-family: arial, helvetica, sans-serif;">Check out our&nbsp;step-by-step guide to moving <br>your organization to the cloud!</span></strong></span></p>

<p style="text-align: center; line-height: 2.5em;"><a href="http://info.calltower.com/benefits-of-moving-to-the-cloud"><img src="http://info.calltower.com/hubfs/Cisco-Button-green-text-1.png" alt="Benefits of Moving to the Cloud Guide" style="max-width: 220px; width: 220px;" width="220" title="Benefits of Moving to the Cloud Guide" caption="false" data-constrained="true"></a></p>

</blockquote>

<p style="text-align: center;">&nbsp;</p>

</td>

</tr>

<tr style="height: 75px; text-align: center; background-color: #232323;">

<td style="text-align: center;"><span style="color: #ffffff;"><strong><span style="font-family: arial, helvetica, sans-serif;">YOUR WEB ADDRESS AND PHONE NUMBER</span></strong></span></td>

</tr>

</tbody>

</table>

</div>

COMUNICATION 3

SUBJECT LINE: Saving Money in the Cloud

HTML:

<br>

<div align="center">

<table style="width: 600px; margin-left: auto; margin-right: auto;" border="0" cellspacing="0" cellpadding="0">

<tbody>

<tr style="background-color: #232323;">

<td style="background-color: #f4f4f4; text-align: center;"><img src="https://info.calltower.com/hubfs/Cisco-Partner-Banner-(email).png" alt="Cisco-Partner-Banner-(email).png" width="600" height="107">&nbsp;</td>

</tr>

<tr style="background-color: #232323;">

<td style="background-color: #323232; text-align: center;">&nbsp;</td>

</tr>

<tr style="border-color: #e5e5e5; background-color: #e5e5e5;">

<td style="background-color: #f4f4f4;">

<h1 style="text-align: center;">&nbsp;</h1>

<blockquote>

<p style="text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 24px; color: #467f0f;">Enterprise Quality - Feature Rich</span></p>

<p style="text-align: center; line-height: 2.5em;"><span style="color: #232323; font-size: 16px;"><strong><span style="font-family: arial, helvetica, sans-serif;">Check out our&nbsp;step-by-step guide to moving <br>your organization to the cloud!</span></strong></span></p>

<p style="text-align: center; line-height: 2.5em;"><a href="http://info.calltower.com/benefits-of-moving-to-the-cloud"><img src="http://info.calltower.com/hubfs/Cisco-Button-green-text-1.png" alt="Benefits of Moving to the Cloud Guide" style="max-width: 220px; width: 220px;" width="220" title="Benefits of Moving to the Cloud Guide" caption="false" data-constrained="true"></a></p>

</blockquote>

<p style="text-align: center;">&nbsp;</p>

</td>

</tr>

<tr style="height: 75px; text-align: center; background-color: #232323;">

<td style="text-align: center;"><span style="color: #ffffff; background-color;"><strong><span style="font-family: arial, helvetica, sans-serif;">YOUR WEB ADDRESS AND PHONE NUMBER</span></strong></span></td>

</tr>

</tbody>

</table>

</div>

COMMUNICATION 4

**Subject Line: Skype for Business or Cisco?**

HTML:

<br>

<div align="center">

<table style="width: 600px; margin-left: auto; margin-right: auto;" border="0" cellspacing="0" cellpadding="0">

<tbody>

<tr style="background-color: #232323;">

<td style="background-color: #f4f4f4; text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;"><img src="https://info.calltower.com/hubfs/Cisco-Partner-Banner-(email).png" alt="Cisco-Partner-Banner-(email).png" width="600" height="107">&nbsp;</span></td>

</tr>

<tr style="background-color: #232323;">

<td style="background-color: #323232; text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;">&nbsp;</span></td>

</tr>

<tr style="border-color: #e5e5e5; background-color: #e5e5e5;">

<td style="background-color: #f4f4f4;">

<h1 style="text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;">&nbsp;</span></h1>

<blockquote>

<h1 style="text-align: center;"><span style="color: #6bbc15;">CISCO OR SKYPE FOR BUSINESS?<br><span style="color: #29abe2;">DO YOU HAVE TO CHOOSE?</span></span></h1>

<p style="text-align: center;"><span style="font-size: 16px; color: #6bbc15;"><strong><br></strong><span style="font-size: 18px; color: #232323;">Delivering seamless integration between </span><br><span style="font-size: 18px; color: #232323;">Industry Leading UC solutions, Cisco and Microsoft</span></span></p>

<p style="text-align: center;"><span style="font-size: 16px;"><strong><span style="color: #29abe2;"><em>WHAT DOES THAT REALLY MEAN?</em> &nbsp;</span><br></strong></span><span style="font-size: 16px;">Check out our video and see how it all works</span></p>

<p style="text-align: center;">&nbsp;</p>

<p style="text-align: center;">&nbsp;<a href="http://hub.calltower.com/watch/j1XopyjRUviZimMt1P8SKk"><img src="http://info.calltower.com/hubfs/Screen%20Shot%202017-01-30%20at%208.51.44%20AM.png" alt="Synergy Video" style="width: 425px; max-width: 425px;" width="425" title="Synergy Video" caption="false" data-constrained="true" class=""></a><span style="color: inherit; font-size: inherit;">&nbsp;</span></p>

<center><a href="http://www.calltower.com/solutions/ip-voice-services/synergy/"><img src="http://info.calltower.com/hubfs/Synergy%20Logo.png" alt="Synergy Logo.png" width="220" align="center" class="" style="display: block; margin-left: auto; margin-right: auto; max-width: 220px; width: 220px;"></a>&nbsp;&nbsp;</center></blockquote>

<p style="text-align: left; padding-left: 60px;"><strong><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;">Ready to learn more?</span></strong></p>

<p style="text-align: left; padding-left: 60px;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;">Contact me today and learn how to leverage this technology in<br>your business.</span></p>

<p class="p1"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;"><em><span class="s1">Your name</span></em></span></p>

<p class="p1">&nbsp;</p>

<p class="p1">COMPANY NAME<br>NAME | TITLE<br>PHONE NUMBER</p>

</blockquote>

<p style="text-align: left;"><span style="color: inherit; font-size: inherit;">&nbsp;</span><span style="text-align: center; color: inherit; font-size: inherit;">&nbsp;</span></p>

</td>

</tr>

<tr style="height: 75px; text-align: center; background-color: #232323;">

<td style="text-align: center;"><span color="#ffffff" face="arial, helvetica, sans-serif" style="color: #ffffff; font-family: arial, helvetica, sans-serif;"><span style="font-size: 16px;"><strong>YOUR WEB ADDRESS AND PHONE NUMBER</strong></span></span></td>

</tr>

</tbody>

</table>

COMMUNICATION 5

**Subject line: Cisco, Microsoft or Broadsoft**

HTML:

<br>

<table style="width: 600px; margin-left: auto; margin-right: auto;" border="0" cellspacing="0" cellpadding="0">

<tbody>

<tr style="background-color: #232323;">

<td style="background-color: #f4f4f4; text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;"><img src="https://info.calltower.com/hubfs/Cisco-Partner-Banner-(email).png" alt="Cisco-Partner-Banner-(email).png" width="600" height="107">&nbsp;</span></td>

</tr>

<tr style="background-color: #232323;">

<td style="background-color: #323232; text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;">&nbsp;</span></td>

</tr>

<tr style="border-color: #e5e5e5; background-color: #e5e5e5;">

<td style="background-color: #f4f4f4;">

<h1 style="text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;">&nbsp;</span></h1>

<blockquote>

<h1 style="text-align: center;"><span style="color: #6bbc15;">MICROSOFT, CISCO AND BROADSOFT&nbsp;COMPARISON GUIDE</span></h1>

<blockquote>

<p><span style="font-size: 16px; font-family: arial, helvetica, sans-serif;">In today’s marketplace, it’s not a choice of when you are going to adopt Unified Communications, it is a question of which Unified Communications solution works best for your business.&nbsp; </span></p>

<p><span style="font-size: 16px; font-family: arial, helvetica, sans-serif;">The market has three top tier choices: Microsoft, Cisco and Broadsoft. &nbsp;</span></p>

<p style="text-align: center;"><span style="font-size: 18px;"><strong><span style="font-family: arial, helvetica, sans-serif;">View the comparison guide&nbsp;today.</span></strong></span></p>

</blockquote>

<p style="text-align: center;"><a href="http://info.calltower.com/microsoft-cisco-broadsoft-comparison-guide"><img src="http://info.calltower.com/hubfs/Download-Today.png" alt="Download the Guide Today" width="301" style="max-width: 301px; width: 301px;" title="Download the Guide Today" caption="false" data-constrained="true"></a>&nbsp;</p>

</blockquote>

</td>

</tr>

<tr style="height: 75px; text-align: center; background-color: #232323;">

<td style="text-align: center;"><span color="#ffffff" face="arial, helvetica, sans-serif" style="color: #ffffff; font-family: arial, helvetica, sans-serif;"><span style="font-size: 16px;"><strong>YOUR WEB ADDRESS AND PHONE NUMBER</strong></span></span></td>

</tr>

</tbody>

</table>

COMMUNICATION 6

**Subject Line: Time Savings**

HTML:

<br>

<table style="width: 600px; margin-left: auto; margin-right: auto;" border="0" cellspacing="0" cellpadding="0">

<tbody>

<tr style="background-color: #232323;">

<td style="background-color: #f4f4f4; text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;"><img src="https://info.calltower.com/hubfs/Cisco-Partner-Banner-(email).png" alt="Cisco-Partner-Banner-(email).png" width="600" height="107">&nbsp;</span></td>

</tr>

<tr style="background-color: #232323;">

<td style="background-color: #323232; text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;">&nbsp;</span></td>

</tr>

<tr style="border-color: #e5e5e5; background-color: #e5e5e5;">

<td style="background-color: #f4f4f4;">

<h1 style="text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;">&nbsp;</span></h1>

<h2 style="text-align: center;"><img src="http://info.calltower.com/hubfs/Cisco-Logo.png" alt="Cisco" title="Cisco" style="width: 123px; margin: 0px 0px 15px;" width="123" hspace="0" caption="false" data-constrained="true"></h2>

<blockquote>

<p style="line-height: 2em; text-align: center;"><strong><span style="font-size: 24px;">TIME SAVINGS IN HOSTED COMMMUNICATION SOLUTIONS</span></strong></p>

<p style="text-align: center;"><span style="font-size: 18px; font-family: arial, helvetica, sans-serif;">Download the Cisco CallManager Case Study Today</span></p>

</blockquote>

<p style="line-height: 2em; text-align: center;"><a href="http://info.calltower.com/cisco-callmanager-case-study"><img src="https://info.calltower.com/hubfs/Download-Case-Study-blue.png" alt="Download-Case-Study-blue.png" style="max-width: 259px; width: 259px;" width="259"></a></p>

<p style="text-align: center;">&nbsp;</p>

</td>

</tr>

<tr style="height: 75px; text-align: center; background-color: #232323;">

<td style="text-align: center;"><span color="#ffffff" face="arial, helvetica, sans-serif" style="color: #ffffff; font-family: arial, helvetica, sans-serif; background-color: #232323;"><span style="font-size: 16px;"><strong>YOUR WEB ADDRESS AND PHONE NUMBER</strong></span></span></td>

</tr>

</tbody>

</table>

COMMUNICATION 7

**Subject Line: What Would Happen?**

HTML:

<br>

<table style="width: 600px; margin-left: auto; margin-right: auto;" border="0" cellspacing="0" cellpadding="0">

<tbody>

<tr style="background-color: #232323;">

<td style="background-color: #f4f4f4; text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;"><img src="https://info.calltower.com/hubfs/Cisco-Partner-Banner-(email).png" alt="Cisco-Partner-Banner-(email).png" width="600" height="107">&nbsp;</span></td>

</tr>

<tr style="background-color: #232323;">

<td style="background-color: #323232; text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;">&nbsp;</span></td>

</tr>

<tr style="border-color: #e5e5e5; background-color: #e5e5e5;">

<td style="background-color: #f4f4f4;">

<h1 style="text-align: center;"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;">&nbsp;</span></h1>

<center><img src="http://info.calltower.com/hubfs/Cisco-Logo.png" alt="Cisco-Logo.png" title="Cisco-Logo.png" style="max-width: 123px; width: 123px;" width="123" align="center"></center>

<blockquote>

<p style="line-height: 2em; text-align: left;"><span style="font-size: 16px;"><strong>What Would Happen if Your Competitors Modernize Before You Do?</strong><strong style="font-family: arial, helvetica, sans-serif; font-size: 16px; color: inherit;"><br></strong>Just getting by with outdated phone equipment is no longer an option. See how easy it is to offer the integrated voice, conferencing, messaging, and file sharing your employees and executives need to remain effective and competitive in the changing marketplace.</span></p>

<p style="line-height: 2em; text-align: left;"><strong><span style="font-size: 14px;">Let discuss your modernization plan.</span></strong></p>

<p style="text-align: left;"><span style="color: inherit; font-size: 16px; font-family: arial, helvetica, sans-serif;">Please let me know what works best for you.</span></p>

<p class="p1"><span class="s1" style="font-family: arial, helvetica, sans-serif; font-size: 16px;">Thanks, and we look forward to connecting!</span></p>

<p class="p1"><span style="font-family: arial, helvetica, sans-serif; font-size: 16px;"><em><span class="s1">Your name</span></em></span></p>

<p class="p1">&nbsp;</p>

<p class="p1">COMPANY NAME<br>NAME | TITLE<br>PHONE NUMBER</p>

</blockquote>

<p style="text-align: left;"><span style="color: inherit; font-size: inherit;">&nbsp;</span><span style="text-align: center; color: inherit; font-size: inherit;">&nbsp;</span></p>

</td>

</tr>

<tr style="height: 75px; text-align: center; background-color: #232323;">

<td style="text-align: center;"><span color="#ffffff" face="arial, helvetica, sans-serif" style="color: #ffffff; font-family: arial, helvetica, sans-serif;"><span style="font-size: 16px;"><strong>YOUR WEB ADDRESS AND PHONE NUMBER</strong></span></span></td>

</tr>

</tbody>

</table>