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Zultys Integrations: Why Business Integrations Matter

Zultys integrations are a powerful differentiator. Unlike a one-size-fits-all, ready-baked solution, we customize and adapt to meet unique enterprise business needs. We integrate seamlessly, collaborate with third-party developers, and, when necessary, automate complex situations that others simply can't. Our ability to go beyond standard offerings is what truly sets us apart and delivers unmatched value to customers.



Customer Transformation

We enable employees to work smarter, not harder, while improving customer experiences and providing actionable business intelligence. By preserving and reusing historical customer data, we empower organizations to automate reminders, support agent upsells, and leverage smart information that drives better decisions. The result is greater consistency and predictability across their brand — and Zultys integrations make that transformation possible.



Aligning with Business Processes

When we talk about integrations, we're not just talking about phones — we're talking about business processes. We can help businesses grow, optimize workflows, and elevate the overall customer experience while saving the organization money. We don't force customers to conform to our software — instead, we shape the software around their workflow. The result is seamless automation that moves data across multiple systems, streamlining processes and delivering real efficiency.

Businesses have areas that can be improved before, during, and after the call. Zultys integrations fill those gaps, streamline processes, and deliver value at every stage of the customer journey.

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Custom Integration Success Stories: Meeting Unique Sector Needs

Vertical: State, Local, and Education (SLED); Pre-K through 12

Customer Profile: A large and rapidly growing Texas school district supporting 30,000+ students across 25 campuses. With over 3,000 staff members and 4,500 phones deployed, the district required a secure, scalable communications platform that could streamline IT operations and support staff mobility.

Integrations Delivered: ClassLink Single Sign-On for seamless, secure access to communication tools with district credentials, and Automated User Provisioning via Microsoft Entra/SCIM 2.0 to simplify account management, ensure accurate user data, and accelerate onboarding/offboarding across the entire district.

One of the fastest-growing school districts in Texas — operating 25 campuses — needed more than just phones to keep pace with staff mobility and rapid expansion across multiple locations. With over 4,000 phones deployed across the district, the IT team needed a communications platform that could seamlessly integrate with their Identity and Access Management (IAM) system and their Learning Access Platform/SSO Gateway — ensuring secure, efficient access to critical tools for teachers and administrators, while supporting future growth. Zultys delivered with a customized integration suite, demonstrating that Unified Communications extends far beyond the dial tone.

Given the district's use of ClassLink, a global education provider of identity and analytics products, Zultys created an integration to offer seamless Single Sign-On (SSO) and Multi-Factor Authentication (MFA). Through Classlink SSO, the district enabled faculty and staff to log into ZAC and other tools using their district credentials, cutting down on support requests while improving the user experience. At the same time, Microsoft Entra integration prepared the school system for large-scale automation, synchronizing Active Directory data to streamline provisioning, permissions, and account management across the entire organization.

The result is a communications solution tailored to the unique demands of large education and SLED organizations. Automated user provisioning powered by SCIM 2.0 means IT teams save valuable time, new staff are onboarded quickly, and accurate user data is maintained across all phones and locations — an essential advantage for a fast-growing institution. For a district with 20% annual user fluctuation with new faculty and short-term substitutes — that's 1,000 modifications by the middle of the school year and another 1,000 by year's end — this automation eliminated manual errors and saved IT staff time. This deployment not only boosted operational efficiency but also demonstrated how Zultys can adapt to specialized requirements in the education sector, making it easier for schools to stay secure and agile.

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Vertical: Accessibility technology, Assistive solutions for the visually impaired

Customer Profile: A global provider of assistive technology solutions supporting individuals who are blind or visually impaired. The organization employs visually impaired agents and supervisors in its contact center and required a communications platform that not only met operational needs but also complied with the strictest accessibility standards, including WCAG 2.1.

Integrations Delivered: Development of a fully accessible agent and supervisor interface within Zultys ZAC and SuperView dashboards, integrated with JAWS screen reader technology. The solution featured keyboard-driven navigation with hotkeys, WCAG-compliant layout and labeling, and tailored supervisor tools to ensure both day-to-day operations and escalations could be handled effectively without compromising accessibility.

As a global leader in assistive technology, this organization serves individuals who are blind or visually impaired and needed a communications system that would meet the highest accessibility standards for both internal operations and customer support. Their contact center environment required strict compliance with accessibility guidelines — ensuring compatibility with JAWS, the industry-standard screen reader, full keyboard navigability with intuitive hotkeys, and WCAG 2.1 compliance. Many of their agents and supervisors rely on assistive technology every day, so a solution that combined usability, compliance, and operational effectiveness was non-negotiable. No other UC provider they evaluated could deliver a communication dashboard that addressed these requirements without compromise.

Zultys partnered with the organization to deliver a fully customized interface that proved communications platforms can be built to serve everyone equally. Enhancements to ZAC and SuperView dashboards made them fully JAWS-compatible, while intuitive keyboard commands allowed users to navigate efficiently without relying on a mouse. Layout, contrast, and labeling were redesigned to meet WCAG 2.1 guidelines, and even the supervisor experience was tailored so visually impaired managers could monitor agents, review live data, and handle escalations in real time.

This collaboration showcases how Zultys can meet unique sector needs in accessibility technology — turning UC tools into true enablers of independence and performance.

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Vertical: Automotive, Multi-location dealership group

Customer Profile: Large dealership group with 65+ locations across the western United States and thousands of employees serving a broad customer base. Operates a hybrid environment with both on-premise systems and a cloud-based contact center, requiring unified workflows and enterprise-wide reporting.

Integrations Delivered: A modern, centralized phone system with smart call routing that connected into their CRM, allowing sales and service teams to see caller details in real time through screen pops for instant customer insight. They also required call data to sync into their Dealer Management System (DMS), linking post-call recordings with customer records and consolidating customer touch points across sites for reporting.

A large multi-location automotive dealership group, faced the challenge of unifying communications across a sprawling enterprise. Their previous infrastructure relied on disconnected systems and manual processes that created inefficiencies — agents lacked visibility into customer history during service and sales calls, and leadership struggled to unify reporting across disparate CRMs and analytics platforms.

Zultys stepped in with a CRM screen pop integration that helped make every customer conversation faster and more personal. From there, the team delivered DMS-based call routing, tailored reporting, and specialized integrations that linked call recordings directly into the DMS. This dealership group even became the original driver behind Zultys Flex and Zultys Data Connect — solutions so effective they were later productized for all customers. By centralizing reporting and transforming fragmented call data into actionable insights, Zultys gave the team a powerful way to elevate customer interactions while strengthening executive decision-making.

Today, the dealership group runs a hybrid model with 14 on-premise locations supported by a resilient cloud-based contact center, all powered by Zultys' custom product integrations. This success story demonstrates how Zultys not only meets the complex operational requirements of the automotive sector but also creates long-term loyalty by embedding technology directly into the customer's business processes.