Why Mitel
Smart Business Communication Solutions
Why Mitel?

Necessity is the mother of invention. To stay competitive in today’s always-on global business community, being able to communicate … anytime, anywhere … is definitely a necessity.

That’s why Mitel is reinventing how successful organizations like yours are gaining competitive advantage. With a proven portfolio of smart business communication solutions to make communicating and collaborating easy … anytime, anywhere.

So why reinvent the wheel? Let’s “flip through” how you can dramatically enhance your business performance by staying on the cutting edge of today’s most advanced communications technology … with Mitel.
**Who We Are**

Mitel is a market leader in providing business communication solutions for organizations who want to:

- **Save Money**
  - work better, faster, smarter
  - reduce operational costs
  - improve cash flow management
  - generate new revenue streams
  - leverage your existing communications infrastructure as you transition to more advanced capabilities – when your business needs dictate

- **Stay Connected Anytime, Anywhere**
  - with flexible work, mobility and collaboration tools that break down the barriers to effective communication.

- **Excel in Customer Service**
  - with 24/7 availability, first-call resolution, seamless connectivity, and monitoring and management tools to maximize your resources.

- **Be Green**
  - with eco-friendly, IP-powered applications and products made from recyclable materials designed to use less electricity and help reduce energy costs.

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**Global Leader, Local Presence**

- Single-source provider for turnkey IP and Unified Communications solutions
- 400,000+ customers serving 20 million users in 90 countries through more than 100 direct offices and 1,400 resellers worldwide
- Scalable, tailored solutions for distributed organizations with up to 65,000 users and enterprises with fewer than five to more than 1,000 users
- Industry-leading Managed Services Program, with end-to-end communications services and technology obsolescence protection – all for one fixed monthly fee
- #1 in the U.S. IP SMB market (up to 500 employees)*
- #1 on “Highest Climbers” list in 2008 Financial Post 500 top companies by revenue
- ISO 14001 (Environmental Management System) certified and founding member of The Climate Registry

*Source: "InfoTrack for Unified Communications": InfoTech, April 2007
Mitel helps businesses of all sizes collaborate and communicate simply and cost-effectively … anytime, anywhere.

We’re focused on meeting the communications needs of organizations of all types and sizes, from home-based small businesses to global conglomerates. With unmatched reliability and scalability, our solutions help dramatically improve your business performance by:

- Enhancing employee productivity
- Increasing customer service
- Reducing costs
- Generating new revenue streams

Our approach is unique. We see business communications as an investment in ongoing performance – not a one-time equipment acquisition. Our commitment to understanding your business needs means we provide tailored, industry-specific and user-centric solutions to maximize your return on investment.
How We Do It

Mitel helps businesses of all sizes collaborate and communicate with an award-winning portfolio of IP solutions that dramatically enhance business performance.

Mitel’s standards-based, IP-enabled solutions include industry-leading business phone systems and presence-based applications that deliver a sophisticated range of voice and data communications and lower your total cost of ownership.

Unified Communications Solutions
- Enable seamless communications, anytime, anywhere
- Simplify communications management
- Automate business processes
- Reduce costs

Mobility Solutions
- Work more efficiently, be more productive, anytime, anywhere
- Stay connected in real-time
- Access network features and applications while on the go
- Significantly reduce mobile phone costs

Customer Interaction Solutions
- Provide superior, personalized customer service
- Build brand and customer loyalty
- Streamline call center management
- Create new revenue opportunities

TeleCollaboration Solutions
- Conduct timely, money-saving Web-based meetings
- Improve workgroup collaboration
- Speed decision making
- Reduce travel and outsourced services costs

Managed Services Solutions
- End-to-end communications
- Built-in migration to protect against technology obsolescence
- One fixed monthly fee
- Improve cash flow management
Mitel Solution Benefits

- Improve business processes
- Break down communication barriers
- Lower energy consumption
- Deliver competitive advantage
- Save money
- Fixed monthly cost
- Cash flow management

Mitel Product Philosophies

- Focus on applications
- Ensure total return on investment
- Platforms for future growth
- Value-added solutions
- Customer choice – applications, platforms, business phones
- Support of industry standards
Unified Communications Solutions

Mitel Unified Communications (UC) Solutions are built on a foundation of simplicity and integrate the power of voice, e-mail, unified messaging, mobility, presence, conferencing, collaboration, applications and more — for faster, more effective communication.

Mitel UC solutions work with best-in-breed business productivity tools, such as IBM Domino/Lotus Notes, Lotus Sametime, Microsoft Exchange/Outlook, Office and OCS. Our commitment to open standards simplifies the integration of your communications system with CRM, ERP, or vertical applications, preserving your existing software investments and helping you transform your business processes to create a more efficient work environment.

Mitel can help you plan and implement a phased approach to UC that will address your most important business challenges and deliver excellent return on investment, so you can update your communications solutions over time and at your own pace, without disrupting or replacing existing infrastructure.

• Lower communications costs
• Improve employee efficiency and productivity
• Enhance responsiveness to customers, suppliers and partners
• Streamline IT management and lower total cost of ownership

Related Products
• Mitel Applications Suite
• Customer Interaction Solutions
• Mitel TeleCollaboration Solution
• Mitel Unified IP Client for Sun Ray
• Mitel Telemworker Solution
• Mitel Unified Communicator Express
• Mitel Communications Suite
• Mitel NuPoint Unified Messaging
  Standard Edition
• Mitel Unified Communicator Advanced
• Mitel Unified Communicator Mobile
Mobility Solutions

Where you are shouldn’t dictate how you work. Mitel Mobility Solutions provide your mobile workers with cost-effective access to your corporate network and communications-enabled business applications, so no matter where they are or what device they use, they can keep moving – and working.

Accessibility

- Hot desk to any device, even those external to the corporate network
- Dial and receive calls from your office extension no matter where you are
- Connect to any network, even third-party legacy networks
- Twin to any number, device and network
- Stay in real-time on any device, anywhere in the world

Cost Savings

- Keep your existing legacy architecture (no rip and replace)
- Reduce roaming charges by pushing calls to other devices without interrupting the conversation
- Route all employee business calls through the corporate network
- Use any brand and type of mobile phone without additional client software or hardware
- Increase mobility support without the need for an additional server

Control

- Switch devices, networks, or communication methods with just one button
- View all mobile call activity in a single location
- Maintain one voice mailbox for up to eight devices
- Have a single identity that is easy to manage and control

Related Products

- Series X
- Wireless
- Mitel Teleworker Solution
- Mitel Unified Communicator Mobile
Customer Interaction Solutions

The rapid adoption of the Internet and electronic commerce means that customers expect service whenever they need it – at any time, over any medium. Mitel Customer Interaction Solutions help businesses meet and exceed their customers’ expectations while driving employee productivity and controlling operational costs.

Whether you have a large, virtual contact center with multiple sites, or need business reporting applications to improve the operational efficiencies of key internal workgroups, Mitel has the solutions you need to keep your customers satisfied so you can grow your business.

- Provide superior, personalized service
- Enable first-time issue resolution
- Create new revenue opportunities
- Increase customer retention
- Leverage a distributed workforce from anywhere
- Support training and compliance objectives

Related Products
- Mitel Contact Center Solutions
- Mitel Business Dashboard
- Mitel Customer Service Manager
- Mitel Call Accounting
Mitel’s TeleCollaboration Solutions portfolio features a range of products and services that includes unified communications clients; audio, Web and video conferencing solutions; and telephony integration with Microsoft® Office Communications Server 2007 to help your business become more efficient, more productive and ultimately more profitable. With Mitel’s unmatched audio and video quality, you can enjoy “better than live” communications for highly interactive Web-based meetings, presentations, training and more.

- Enable intuitive communications and collaboration with anyone, anywhere
- Extend relevant and powerful communications and collaboration capabilities to mobile employees
- Enhance teamwork and improve decision-making through better access to information and people
- Create a presence-enabled, business-centric communications environment
- Ensure secure and highly reliable communications throughout your network
- Reduce costs by eliminating travel and fees for outsourced hosted conferencing services
Managed Services Solutions

Mitel takes care of your specific communications needs with a true managed services philosophy to ensure you get the most out of your communications investment. Mitel is unique in offering comprehensive support – from evaluating your existing systems to designing, installing and managing your communications infrastructure, with easy transitions to future devices, capabilities and business models – to help you better manage your cash flow, protect you from technology obsolescence and optimize your return on investment over the next five to 10 years.

Mitel TotalSolution®

Leasing & System Management Services
- Single monthly fee
- Full service and warranty
- Fixed rates for expansion
- Fixed migration pricing
- System upgrade flexibility
- Software upgrades
- Risk-of-loss coverage
- Free on-going training
- Guaranteed renewal option
- Off-balance sheet/operating expense

Mitel DataNet/CommSource

Data Products & Services
- Data-related design, configuration, implementation and consultation services
- WAN, LAN, wireless, security, storage area networks, infrastructure, multi-user applications

Peripheral Products & Solutions
- Emergency response
- Call recording
- Wireless
- Teleconferencing
- CTI applications (IVR, screen pops, workforce management and call management)

Mitel NetSolutions®

Complete Local, Long Distance, Data & Internet Product Offerings
- Personalized customer support
- Carrier neutral (all services billed and supported by NetSolutions)
Let’s Talk Green

With our strong international presence, Mitel takes seriously its duty to conserve and protect our planet. All aspects of our business take the environment into consideration, whether it is in our day-to-day business practices or the design and make of our phones and switches.

Mitel is proud to be a Founding Reporter of The Climate Registry, a non-profit organization established to measure and publicly report greenhouse gas emissions, and the first provider of enterprise communications solutions to join the organization. We also maintain a Design for the Environment program, which actively seeks to reduce the environmental impact of our products through documented design objectives and targets for each new product.

Mitel has been ISO 14001 certified since 1999, and we insist that our contract manufacturers be certified as well. In October 2008, The Tolly Group certified that the power consumption of Mitel’s most popular platforms and IP phone sets is among the lowest in the industry.

Green Innovation

- The Mitel 5212 IP Phone uses 41% less power than its largest competitor. An IEEE Class 1 device, the 5212 IP Phone runs on 3.62 watts while competitive phone sets use 6.15 watts. This means a 3,000-watt power-over-ethernet (PoE) switch can power 470 Mitel phones versus 228 competitor phones.

- When not in use, the Mitel 5340 IP Phone is designed to automatically power down, turning off the LCD backlight and using 80% less energy than when at full power.

- U.S. Environmental Protection Agency figures indicate that if just 10 percent of the nation’s workforce telecommutes just one day a week, Americans would conserve more than 1.2 million gallons of fuel per week. The Mitel Teleworker Solution supports remote workers with complete access to the same voice and data capabilities that their colleagues enjoy at the office.
To deliver on its commitment to developing open solutions to enable and drive emerging technologies as they become available, Mitel further extends the value of its core products through key strategic partnerships and co-product development with recognized industry leaders and vendors, including:

- Sun Microsystems
- Microsoft
- ProCurve Networking
- VMware

In addition, the Mitel Solutions Alliance program enables a wide range of third-party partners to successfully create products and services that integrate and/or interoperate with Mitel’s core business communications portfolio to meet the needs of any business environment and any customer. It also aids in creating awareness of these products and services among Mitel retail channel sales partners and end customers.
Industry Accolades

“End users seeking advanced IP-based applications, reliability and cost-effectiveness should consider Mitel, especially in Mitel’s key vertical segments.”

— Gartner, Magic Quadrant for Corporate Telephony for North America

“The company has a unique managed services approach that is core to its sales and marketing strategy. Rather than selling communications hardware, the company diligently tries to sell a communications service.”

— Wainhouse Research

“Mitel’s phones are ready for unified communications and can meet the most demanding customers’ needs.”

— Laura Devoto, Frost & Sullivan
Our Customers

With almost half a million customers worldwide, we can’t list them all. But here is what just a few of them have to say about working with Mitel.

“We chose Mitel to provide this new network because they offer a solution that allows us to reduce our operating costs and improve safety.”

Robert W. Runcie
Chief Information Officer
Chicago Public Schools

“To deploy the Teleworker solution to a thousand virtual employees almost all at once was overwhelming, but we actually did it and the fruits of our labor are now being realized. We knew only Mitel could do the job.”

Lauren Johansson
Manager of IP Telephony Services
MedQuist

“In our business, communication is critical. Mitel understands this, and as a result, has delivered a communications platform that is reliable, flexible, and most of all, allows us to achieve our business objectives.”

Chris Adams
IT Manager
KC Transportation

“We racked and stacked the feature sets and costs of the different systems, and after a thorough analysis of the overall performance, functionality, and TCO, the Mitel system was the right choice for our hotels and resorts. Mitel’s system is easy to integrate into a hospitality environment, and its functionality is hard to beat. As well, Mitel’s system is priced right. Some of the other systems are too expensive because they include features that hospitality doesn’t need.”

Brian Borucki
Director of Infrastructure and Technology
Marcus Hotels and Resorts
Customer Experience

Mitel UC Solutions Key Business Enablers for Morris Technology

“One of the reasons we selected Mitel is that they understand that the phone of today and tomorrow has to deliver more than voice functionality. It has to reflect the fact that the way we communicate encompasses multiple channels. Mitel Unified Communications Solutions deliver on this vision, and in so doing empowers us to reach unprecedented levels of productivity and enhance customer satisfaction while also minimizing operational costs—internally and for our customers.”

Jim Goodlett, President
Morris Technology

Morris Technology LLC provides critical infrastructure solutions and services to the media industry, including print, broadcast and multimedia. The company also helps its clients identify and implement best-of-breed solutions that facilitate connecting, communicating and transacting news and content in different modalities, as well as managing their subscription service systems. Morris Technology also offers network and telephone system management, along with a wide range of consulting and technical support services.

One of the first tasks Morris Technology President Jim Goodlett faced after the company’s launch in May 2004 was ensuring that employees could communicate efficiently and cost-effectively with clients and affiliates around the country. With travel, staffing and training costs all high and escalating, the company realized that one key to achieving bottom-line goals was to minimize top-line costs. It turned to Mitel.

“Saving tens of thousands of dollars in administrative overhead each year is certainly significant,” says Goodlett. “But the cost benefits of unified communications pale in comparison to the savings we have achieved by eliminating travel costs through e-conferencing and audio conferencing, and the resultant 300 percent increase in staff efficiency, garnered by implementing IP productivity solutions from Mitel.”
Mitel delivers its award-winning portfolio of smart business communication solutions in the United States through a network of more than 50 retail branch offices and 300 indirect resellers who are committed to providing the highest level of customer service and support. All Mitel authorized PARTNERS must meet strict certification requirements, including factory-approved training for proficient installation and maintenance of Mitel systems. They have also committed to stocking an appropriate level of spare equipment to ensure you have the parts you need to maintain your system, if and when you need them. Mitel stands behind its partners and our products by assuring spare parts availability for the sooner of five (5) years after manufacturer discontinuance or seven (7) years from installation.
Why Mitel

**WORLDWIDE MARKET LEADER**
- #3 in the North American SMB market
- #1 in the UK business communications market
- 100+ offices, 90+ countries, 1,400+ channel partners, 400,000+ SMB to Enterprise customers

**MOST COMPREHENSIVE PORTFOLIO IN THE INDUSTRY**
- Award-winning technology and application innovation
- Smart, turnkey business communications solutions
- Easy to install, administer, manage and use; low TCO
- Partnerships with industry leaders: Sun Microsystems, Microsoft, HP ProCurve Networking

**EXCEPTIONAL MANAGED SERVICES PROGRAM**
- End-to-end Managed Services including system hardware and software, business-specific applications, data network build-out and management, connectivity, service and support, leasing and system management services

**ENVIRONMENT**
- Green solutions and strategies for helping customers reduce their carbon footprint
Mitel delivers **flexibility and simplicity in smart unified communications solutions** and applications for organizations of all sizes. Combined with a full range of managed services that include voice and data network design and traffic provisioning, custom application development, and attractive financing options, Mitel is reinventing **how successful organizations gain competitive advantage** by easily collaborating and communicating over distance and time with customers, colleagues and partners. Mitel’s U.S. headquarters are in Phoenix, Arizona. Global headquarters are in Ottawa, Canada, with offices, partners and resellers worldwide.