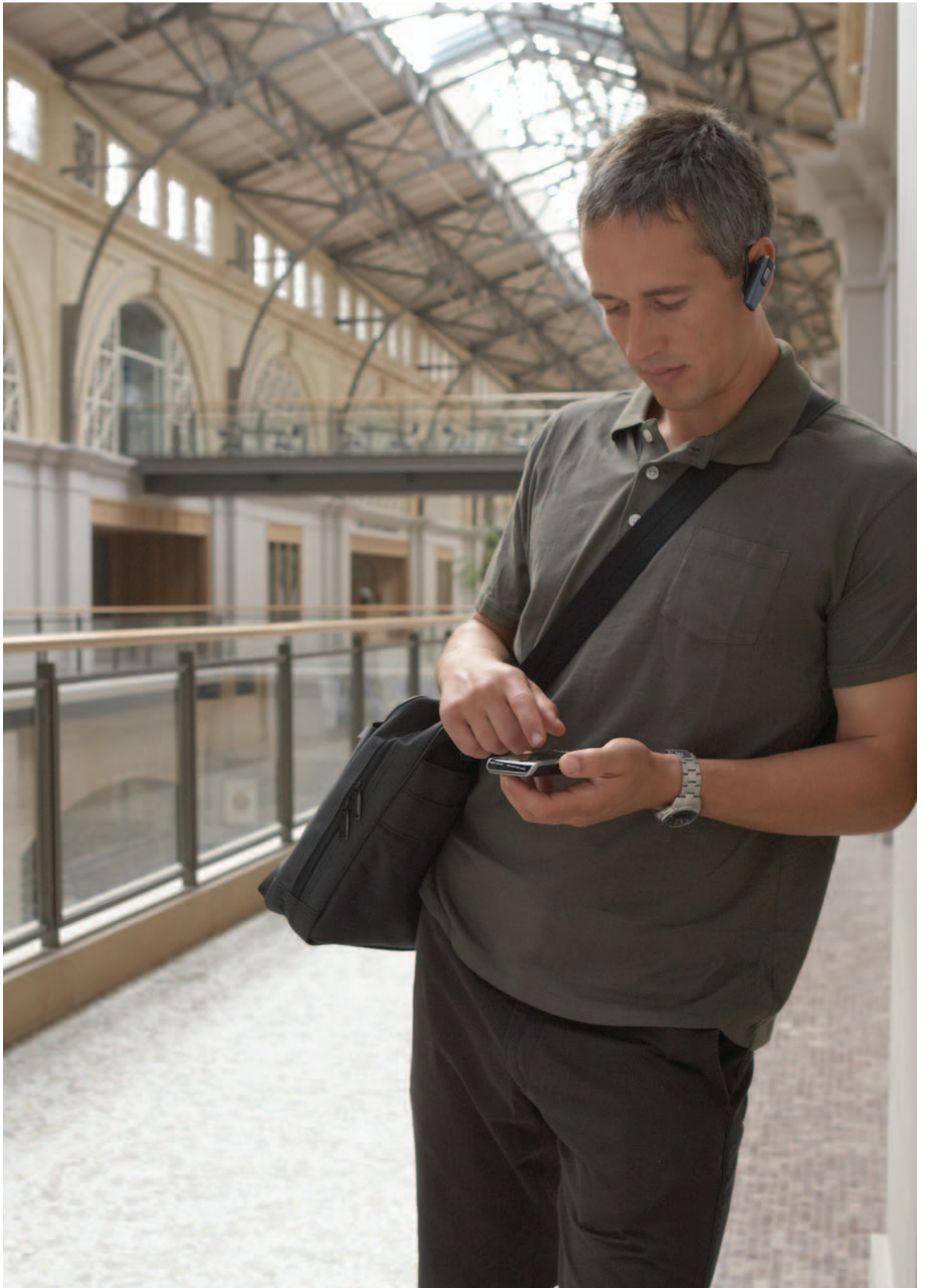




Untangle communication complexity with  
ShoreTel's brilliantly simple solution





## Untangle complexity

Change is a constant today. The Internet has transformed business into an always-on world of commerce and communication. Technology lets us reach colleagues, customers, and partners whenever and wherever needed. And yet each innovation brings legacies and layers of complication that can sometimes make it hard for everything to work together. The integrated, seamless world promised by technology can seem even more elusive.

This is never more apparent than when upgrading to a new phone system. Additional complexity, along with the constraints of today's landscape—slashed spending, higher expectations, cycles of growth and downsizing, varying degrees of user savvy—put huge pressure on decision makers and IT staff alike to make it all work. And to make it all work with the available resources.

That is, until ShoreTel.

ShoreTel's brilliantly simple IP business communication solution takes the pressure off. Unlike other solutions on the market, we designed complexity out of the picture. How is that possible? Well, we had a clean sheet of paper and a single focus to get it right from the beginning using an all-IP approach without the burden of supporting a legacy solution. We combined powerful, fully integrated unified communications (UC) and contact centre capabilities with an overall ease only made possible by native IP. The result is an all-in-one IP business communication solution that enjoys the highest customer satisfaction ratings in the industry.

ShoreTel customers are delighted when they discover a solution that is as easy for a workforce to learn and use as it is for IT staff to deploy, manage and scale. ShoreTel transforms seamless communication and collaboration from an elusive goal into a vital and competitive engine. Its minimal strain on IT resources leads to an unprecedented low total cost of ownership.

## Brilliantly simple: the power to choose and to collaborate

Well-informed and timely decisions are the lifeblood of successful business. ShoreTel's built-in UC capabilities—including rich media, advanced mobility, and presence features—simplify communication, enabling on-site and remote users alike to see who is available. And to choose how best to reach them. Colleagues are able to reach each other on the first try, eliminating phone tag, and putting the focus on the real business at hand.

More than just an IP phone system, ShoreTel removes the barriers between people and locations. At home, on the road, or with their mobile devices, end-users can make an impact with a consistent and unified interface that frees them to choose the most appropriate means of communication and collaboration.

The ShoreTel UC solution also removes barriers between people and information, seamlessly integrating business applications, from familiar tools such as Microsoft Outlook to CRM applications. This puts business intelligence right where it's needed.

A rich set of application programming interfaces (APIs) allows users to ensure ongoing high-quality communication and collaboration based on integrating customer information, or automating routine look-ups at the desktop.

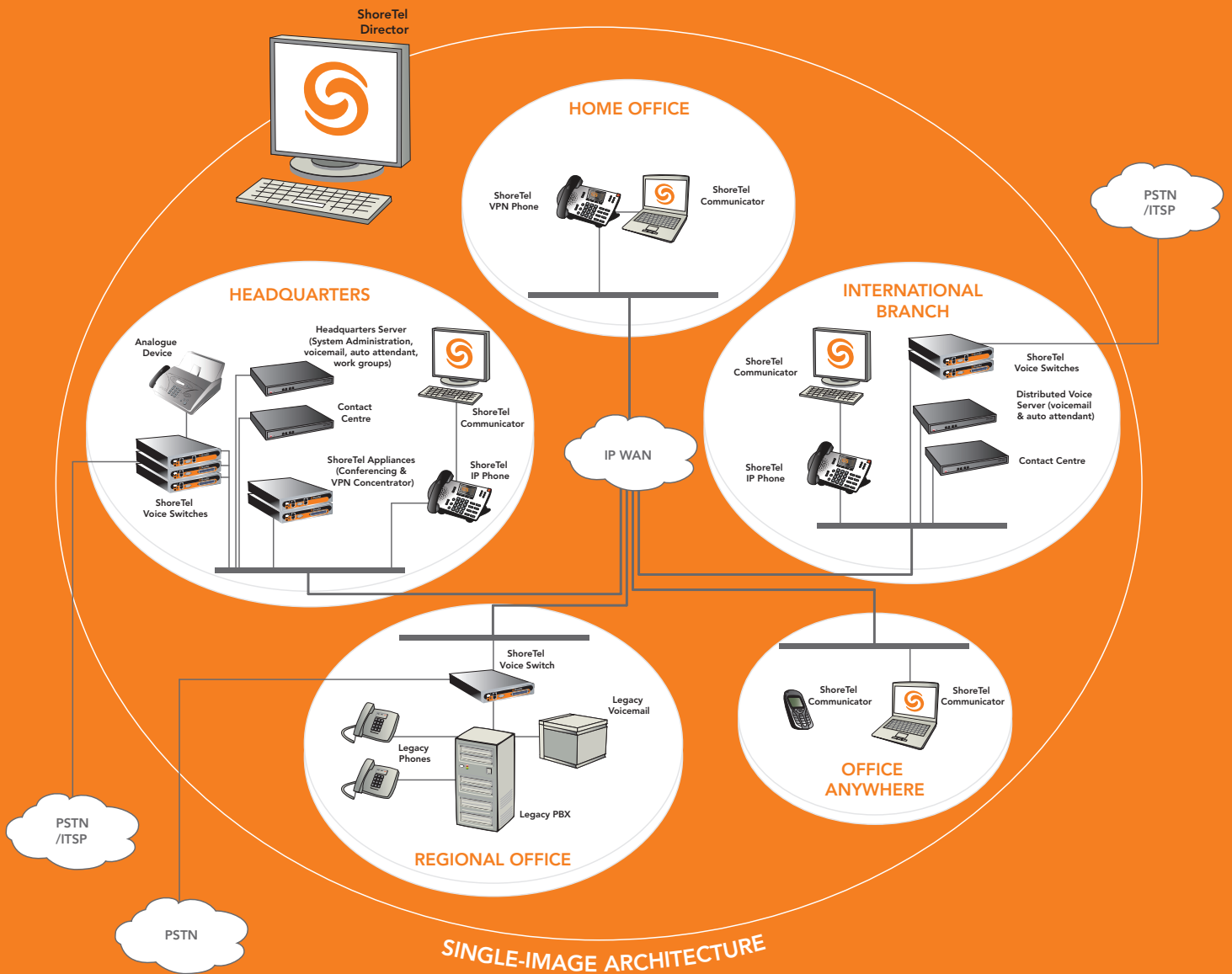
And with ShoreTel, unlike other options on the market, your workforce will be up to speed in no time. So there is no need for long training sessions. Nor steep learning curves. Instead, end-users are pleasantly surprised by how intuitive the system really is. And just how much they can do with it.

**ShoreTel Communicator (formerly ShoreTel Call Manager) delivers unified communications in an intuitive interface that brings together a full suite of versatile, real-time tools for managing your communications. The application also provides visual voicemail, call notes, and routing information, and puts flexible features, telephony and IM control, and collaboration services at users' fingertips.**



*ShoreTel has a full-featured, ergonomic IP phone with outstanding sound quality for every type of user within an organisation, ranging from operators to contact centre directors, and from executives to frontline end users. Each phone comes preconfigured to work seamlessly with ShoreTel's overall business communication solution.*

# ShoreTel Distributed Architecture



## A uniquely effective architecture

It is all possible thanks to ShoreTel's ingenious and purpose-built, distributed architecture. Taking full advantage of its native IP design, ShoreTel distributes the system's intelligence across the communications environment, so the system looks and behaves like a single, unified platform. As a result, the IP phone system scales and grows as needed—across multiple sites, and even across multiple continents. It all comes together with plug-and-play ease, from the voice switches and IP phones that are ready to go as soon as they are plugged in, to the online directory that updates dynamically.

**ShoreTel system software runs on every voice switch and provides call routing, voice features, and interfaces to the public network. Its unique N+1 distributed architecture eliminates any single point of failure.**

## Reliability is built in

In a 24/7/365 world, there is no room for downtime. None. The same innovation that makes a ShoreTel UC solution look and behave like a unified platform also makes its voice services inherently highly available. Designed for five-nines availability, its distributed architecture and applications, and N+1 redundancy help ensure mission critical business continuity. The distributed hardware platform helps ensure that in the event of a WAN failure, incoming and outgoing calls continue without a hitch because the phone system continues to place and receive calls on the Public Switched Telephone Network (PSTN).

**ShoreTel Voice Switches are intelligent devices that provide gateway and call management functionality, and connect to the PSTN. ShoreTel call control software, which runs on every switch, helps ensure continuous service, even in the event of a WAN outage.**

## Easy on IT resources: saves money and time

ShoreTel's unique architecture, combined with its focus on pure IP telephony, mean that the ShoreTel solution is inherently versatile and flexible. Translated into practical terms, it is easy to deploy, maintain and scale. So there is no worry that upgrading to UC with ShoreTel will come at the price of increased burdens on IT resources, as it so often does with other providers. With ShoreTel Director, a simple, browser-based interface, your IT staff can manage the system from anywhere on the network, saving valuable time in training and coming up to speed. With one click, the management software dynamically updates the entire system with a new user, from the new mailbox to the company's online directory.

**ShoreTel Director enables central management of the system from a best-in-class browser-based interface. Moves, adds and changes are easily performed in-house, and with minimal IT training.**

## Transforms your call centre into a revenue centre

Customers today expect higher levels of personalisation and access than ever before. Achieving this on a daily basis, in today's multisite call centres, requires two key capabilities: connecting internal and external callers to the right agent for their need, status and location; and making certain that customer information and enterprise applications are readily accessible.

As part of our powerful IP phone system, the ShoreTel Contact Centre solutions enable call centres to provide powerful multimedia capabilities, self service, intelligent routing and outbound campaigns that integrate to their business processes. Regardless of location, agents and supervisors can handle all the media sessions from the same intuitive desktop interface that is used company-wide.

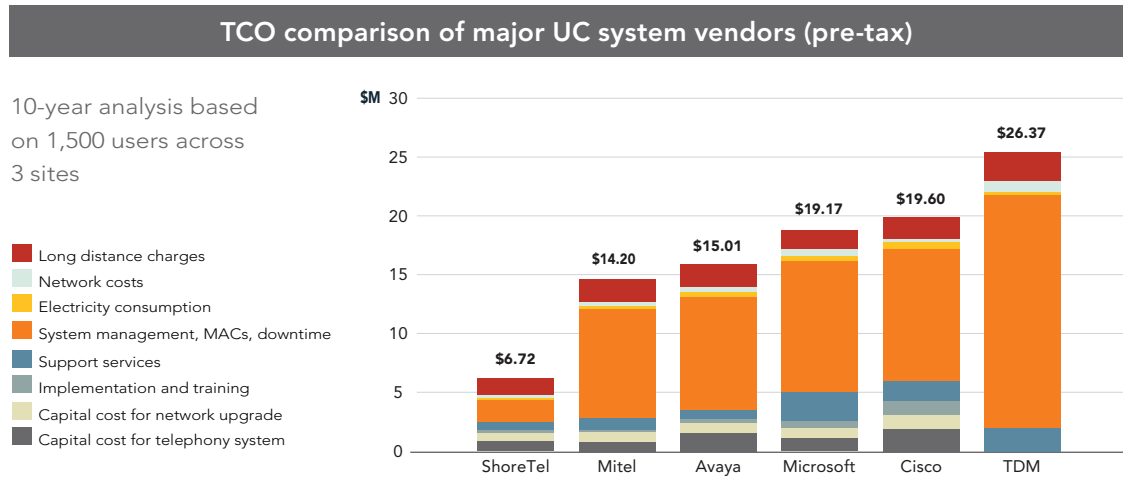
With people and information in easy reach, issues are resolved more quickly, costs are lowered, the customer experience is improved, and your call centre can transform into a revenue centre.

ShoreTel Contact Centre solutions offer licensing for all types of organisations to provide the most flexible solution for your needs. Workgroup-level capabilities are designed for smaller, less formal environments while the ShoreTel Enterprise Contact Centre solution provides advanced routing options, as well as multimedia, self-service, and outbound campaigns.



## Costs less to start, and less to maintain

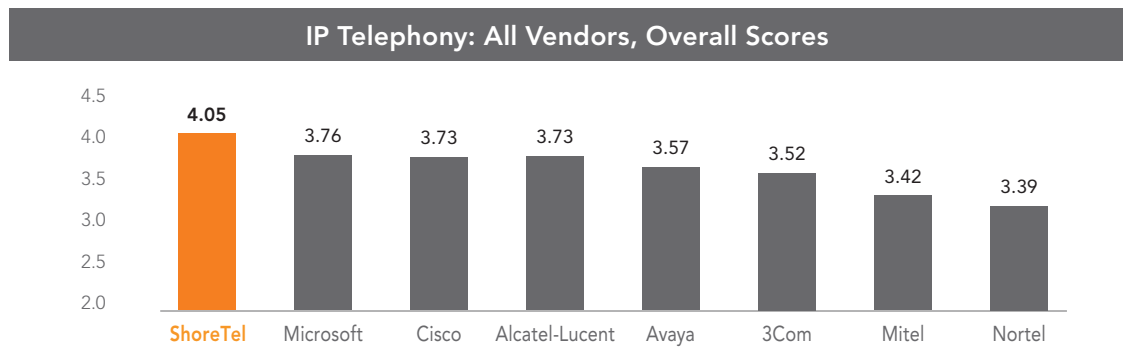
Just as ShoreTel helps to reduce the complexity burdens on IT resources, it can also take pressure off the IT budget. ShoreTel's competitive initial cost is complemented over the long term by an unusually low total cost of ownership and a rapid return on investment. Switching to a ShoreTel UC system tends to cost less than keeping an existing TDM system, and available financing options help make deployment even more affordable. Many customers find that their ShoreTel UC solution pays for itself in a year.



Source Data: Ferris Research, Inc., Wainhouse Research, Nemertes Research, Alinean Research, The Tolly Group

## Our customers already agree

In recognition of the power of this brilliantly simple and cost-effective approach, ShoreTel was recently named the winner of Nemertes Research's prestigious PilotHouse Award for IP Telephony for the sixth year running. The award, which is based on extensive independent surveys of customers, reflects ShoreTel's industry leadership, beating every competitor in every category. In all key areas of a successful VoIP experience—value, customer service, sophistication of technology, management tools, ease of implementation and troubleshooting—IT professionals ranked ShoreTel above the field of competitors, including Microsoft, Cisco, Alcatel-Lucent, Avaya, 3Com, Mitel and Nortel.



Source Data: 2009 Nemertes Research





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