



COMMUNICATIONS FREEDOM

A PROPOSAL FROM MITEL







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EXECUTIVE SUMMARY

Change can be costly. The wrong choice could mean not only paying up front, but also throughout the life of the solution. The right choice could lead to greater revenue and new efficiencies.

We propose to you a solution that would enhance and enrich your communications infrastructure up front, enable you to maintain it cost-effectively, and also provide the foundation for future evolution. Through a single software stream, we would deliver leading-edge features, embedded management and future-proofing for your entire system. Your initial investment would support your network throughout every stage of growth, bringing tremendous value at a low total cost of ownership.

Freedom of Deployment

Software-based, our platform is able to optimize your existing infrastructure on its own, without the need to purchase extra components. A single software stream ensures freedom of deployment options. This means the same Mitel® solution can be deployed in a virtual or non-virtual environment and in a centralized, distributed, or public or private cloud deployment model.

Whatever the configuration, you will gain value in every stage of system evolution, even hybrid environments.

By IP-enabling your legacy PBX, our solution protects your existing investments while delivering all the advantages of a unified communications infrastructure. Features available on Mitel IP Phones can be ported to existing phones (desktop, wireless, mobile, and remote), eliminating the need to buy new ones.

Our solution's overall reach is unprecedented, resulting in utmost flexibility and simplicity. We work with about 1,000 different server types as well as legacy equipment such as analog phones, fax machines, and T1/E1 connections. We are compatible with the industry's most widely deployed back-office applications including Microsoft® Outlook® and IBM Lotus Notes®, and customer relationship management (CRM) applications like Sage Act!. And, we integrate seamlessly with industry-leading data infrastructure components and unified communications (UC) applications like Microsoft Exchange, Microsoft Lync™, and IBM® Sametime®. Ultimately, this interoperability leads to a cost-effective deployment and smooth implementation.

"We need the freedom to be able to do more with less, to let people work in ways that are most effective for them, and to stay in touch with customers no matter what we're doing or where we are."

— Amit Mantri, Director of Network Operations,
Intrasphere Technologies

Cost-Effective Migration

This same open architecture would also make your system compatible with incoming technologies, applications, and devices. With every new evolution, you won't need to change your deployment architecture and repurchase a new solution. Instead, our solution works with new technology, enhancing and enriching it so it has the best fit within your environment. More importantly, you can migrate at your own pace, with Mitel Communications Director (MCD) supporting your system through every stage of growth.

Through it all, IT workers will be able to work from a common set of tools and business processes that allow them to support and move between solutions over time. Even software licenses are portable from one deployment model to another.

Virtualize When You're Ready

Mitel leads the market in voice virtualization through our tight relationship with VMware®. Together with VMware, the leader in virtualization with over 130,000 customers (including 100 percent of the Fortune 100), we were the first to successfully virtualize voice. Today, Mitel has the most complete support for VMware vCenter™ advanced management tools and offers a full portfolio of VMware Ready™ applications, enabling you to maximize your investment in virtualization technology. As more businesses look to virtualization to reduce costs and boost efficiency, Mitel will continue to partner with VMware to drive voice innovations and develop solutions that meet your needs.

Our proposed solution is cloud-ready, so you can enjoy rich IP features and advanced capabilities now, with the flexibility of being able to virtualize later, but without the cost of purchasing a new UC solution. In the end, you can get the most from operational and cost savings inherent in virtualization through harmonized applications deployment, consistent data center practices, one business continuity plan, and a strong management strategy.

Up-Front Value

From initial cutover, value comes from over 500 leading-edge unified communications and collaboration (UCC) features, which are immediately available to users. Mobility features transform the mobile device into an extension of the corporate PBX, so the user has just one number and one voice mailbox to manage. This capability requires no client and extends to any device including RIM® BlackBerry®, Google® Android™, and Apple® iPhone®. First-call resolution is taken to the next level with leading-edge presence and availability, Wi-Fi® calling, hot-desking, and other features that enable users to provide value-added communications to colleagues and customers alike.

Server sprawl increases not only up-front hardware costs but also ongoing costs from complex management, the server footprint, and power requirements. Our proposed solution delivers all its UCC applications in a single server package with common management across applications.

Simple System Management

What you enjoy today and plan for the future can be managed for less. Our solution provides native system management and administration through a single, web-based management interface. For centralized deployments, even with thousands of users at multiple locations, there is no need to purchase additional management tools beyond what is embedded in the solution. Distributed architectures with more than 15 systems can work from a single tool (Mitel Enterprise Manager) to simplify management.

The Power of Change

Change can be good, if you understand your choices. We present a software-centric architecture that promises cost savings and simplicity throughout the life of your communications investment. This means cutting-edge capabilities up front without undue expense. This leads to corporate growth without losing your bottom line. In the meantime, you can enjoy better communication without the complexity and costs related to ongoing maintenance and administration.

The following pages present our offering in more detail. We are excited to see you benefit from the power that change can bring. Experience it for yourself.

WHO IS MITEL?

Mitel (Nasdaq:MITL) is a global provider of business communications and collaboration software and services. Mitel's Freedom architecture provides the flexibility and simplicity organizations need to support today's dynamic work environment. Through a single cloud-ready software stream, Mitel delivers advanced communications and collaboration capabilities that provide freedom from single-vendor architectures and enable organizations to implement best-of-breed solutions on any network. These powerful features extend the in-office experience to any device in any location and give companies a choice of commercial options to fit business needs.

THE MITEL VISION

Mitel has always operated with one eye on our customers and the other on the future. In the past three decades, our values have not wavered. While the market thrived and survived, we have remained focused on what our customers needed. In the end, our intimate knowledge of our customers and our passion for innovation has earned us the reputation as a leader in flexibility, choice, and simplicity. As today's industry heads towards greater interoperability, mobility, and virtualization, we are already primed to usher our customers in naturally and painlessly.


In the future, when our customers' needs and requirements evolve, we will continue to bring them success and differentiation by adhering to these core principles:

Our customers are our partners.

A partner is one who collaborates with you to reach common interests and goals. We make it our business to know your business so you can excel in your area of expertise as we deliver the technology to enhance your efforts. We align our corporate direction with your goals, and strive to understand the challenges you experience. In this way, we can anticipate your needs and deliver solutions that add true value to your bottom line.

No two customers are the same.

We develop solutions based on the understanding that each company has its own unique requirements and operations. Our applications and solutions embody flexibility, right from their design to deployment and beyond. We have learned that businesses want simple tools and easy communications options. We also realize that one size does not fit all, nor easily grow with you. To address this, our team includes subject-matter experts who have in-depth knowledge of the unique challenges and opportunities facing your industry and, more specifically, your organization. Using this information, we tailor our solution to fit your particular needs while also resolving general market-based concerns.



"We like where Mitel is headed, their strategy, and the fact they are a key player not only in the U.S., but globally."

— Scott Erlichman, Senior VP of Technology Infrastructure,
Whitney National Bank

The future is now.

Today's Mitel solutions are tailored to the evolution of your business. We function as if we are in the future, concentrating our efforts on the most pertinent trends to ensure what we produce will be cutting-edge and essentially valuable. We continue to envision a future of innovation without complexity and will make best use of our expertise, technology, and partnerships to do so. As a result, our upcoming developments will accomplish greater simplicity: simplicity of use, deployment, and maintenance.

Our current offerings are already simple because they make communication easy and intuitive. In the future, our dedication to simplicity will become even more valuable through new developments in virtualization and mobility. In fact, we already lead the way in these areas. Most recently, data center consolidation and application simplification have come into focus. We were the first to partner with VMware, a renowned leader in virtualization. Together, we are paving the way to virtualize mission-critical voice communications, which will ultimately save you from exorbitant server costs and management.

Not every user works from a desk.

We focus on mobility because we know the way people work is as individual as they are. As the world evolves and mobile devices proliferate, we feel it is important to prepare businesses for an ever-increasing mobility world. For this reason, we have become a software-centric business applications company with a focus on mobility. Today, 90 percent of our applications touch mobility in one way or another. As businesses slowly increase their reliance on mobility devices for business communications, we will ensure that you are ready for the next generation of operations.

AWARDS



2010 Nemertes Research PilotHouse Award

Unified Communications Vendor



2010 Frost & Sullivan Global New Product Innovation Award

Virtual Mitel Communications Director



Distinguished Honoree Medal "Best New Product or Service of the Year – Telecommunications"

The 2010 International Business Awards

Virtual Mitel Communications Director



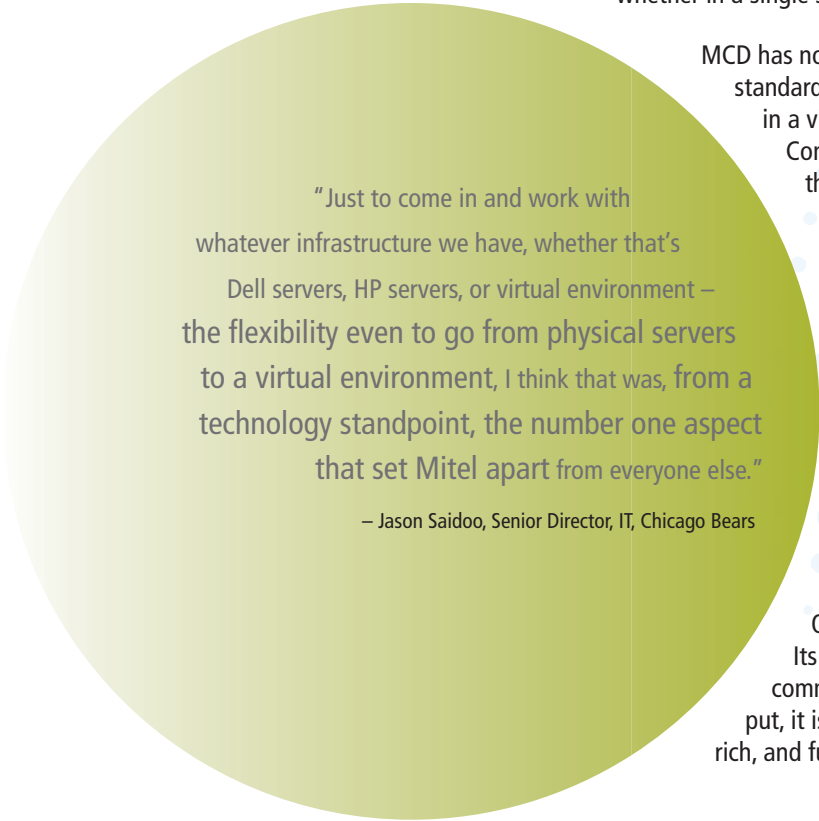
Tech Awards Circle 2010 – Silver

Virtual Mitel Communications Director

SOLUTION ARCHITECTURE

Open Platform: Mitel Communications Director

Flexibility is the hallmark of Mitel Communications Director (MCD) call control software. In a single software stream, MCD optimizes just about any communications environment, delivering rich capabilities in voice, mobility, unified messaging, presence, conferencing, and collaboration. Scalable and simple to manage, MCD meets the needs of businesses from 5 to 65,000 users, whether in a single site or in multi-site networks that span the globe.



"Just to come in and work with whatever infrastructure we have, whether that's Dell servers, HP servers, or virtual environment – the flexibility even to go from physical servers to a virtual environment, I think that was, from a technology standpoint, the number one aspect that set Mitel apart from everyone else."

– Jason Saidoo, Senior Director, IT, Chicago Bears

MCD has no dedicated server hardware, but instead runs on industry-standard servers (including those from Dell®, HP, IBM®, and Oracle) in a virtualized VMware environment or on proprietary Mitel 3300 Controllers. Regardless of the hardware platform, MCD delivers the same powerful, core call-control features and services. This means it will enhance (rather than replace) what you already have in place, provide the choice of best-fitting, lowest-cost hardware, and build a solid foundation for future growth.

Along with interoperability, MCD brings its own native features to the network including leading-edge mobility capabilities and unified messaging. It provides inherent auto attendant, automatic call distribution, Wi-Fi support, and IP-DECT wireless gateway functionality. These, combined with over 500 telephony features such as hot desking and audio conferencing enrich the user experience and invigorate existing processes.

Overall, MCD software brings simple efficiency. Its interoperable, flexible nature makes it easier to communicate, work, manage, grow and run a business. Simply put, it is a true communications platform: reliable, resilient, feature-rich, and fully able to support you along your unique path to success.



Virtualization

All aspects of our proposed solution run equally well in a virtual environment, should you prefer to virtualize today or in the future. Our core capabilities as well as additional applications and features operate as virtual appliances on a VMware virtualization platform.

Virtual MCD runs as a virtual appliance on the VMware vSphere™ 4 platform. It offers the same MCD functions and capabilities deployed on Mitel 3300 Controllers, and can be deployed on any industry standard server. The virtual appliance uses open standards, enabling it to be inserted into virtualized data centers along with other business applications.


Rich, industry-leading Mitel voice communication features include Dynamic Extension, clustering, resiliency support, SIP service provider interconnect, and multi-node management.

Business Continuity

MCD offers several options to ensure business continuity in the event of a network outage or hardware failure. Native system resiliency is maintained through multiple MCDs in a Mitel cluster. Virtual MCD provides business continuity services through VMware, offering the ability to perform an automatic restart of virtual machines on alternate servers. For complex, dispersed environments, MCD can provide high availability running on optional Stratus servers, which deliver processor redundancy as well as RAID-protected hard drives, dual hot-swappable power supplies and fans, and redundant network connections.

The native resiliency is accomplished through a distributed architecture. This enables a 3300 Controller to be located at a remote facility as part of a disaster recovery or business continuity plan. The remote 3300 Controller can be programmed to provide telephony services should the primary site become unavailable. It can also be kept in sync with the primary controller using system data synchronization.

As an additional level of flexibility and security, Mitel also provides the simple-to-deploy Mitel Border Gateway (MBG) teleworker solution. Through this solution, remote employees can access office phone settings and extensions.



"We had a lot of legacy systems in our 530 or so hotels in North America, and a lot of diversity with regard to manufacturers and age of equipment... With Mitel, we can just plug in a system and have it work with the equipment in the field and the devices in the guest rooms."

— Mark McBeth, VP of Information Technology,
Starwood Hotels, North America

Migration

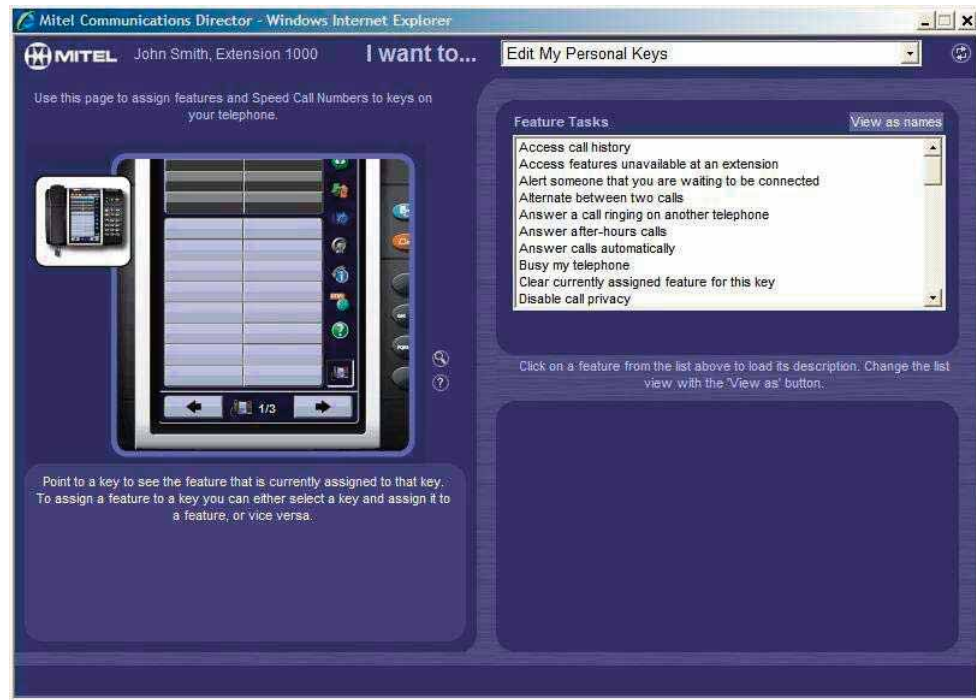
Completely replacing a legacy system with a new system presents several disruptions to cost, business, and efficiency. Instead, our solution can work from any existing architecture, and enables a smooth transition to IP communications without sacrificing the features and investment of existing equipment. You can customize the migration to maintain legacy systems while enabling staff to immediately use IP features and functions such as messaging, conferencing, and system management. Ultimately, we intend to generate a maximum return on your existing investment while helping you recognize substantial savings.

Our migration process works because our solutions adhere to open standards. We have successfully integrated our IP systems into every leading LAN / WAN communications equipment vendor in the industry. This ensures that every aspect of our solution is compatible with your existing data infrastructures and PBXs, and enables existing telephony operations to continue with minimal disruption.

Migration to MCD offers minimal risk and provides the opportunity for potential cost savings, productivity enhancements, and business-process improvements. As the ideal vehicle for migration to IP telephony, MCD allows incremental station-by-station deployment, and provides potential system-wide benefits for your business and its users. MCD delivers the best attributes of a circuit-switched PBX including robust software, features, and digital telephones. It also offers the benefits of a client / server IP-PBX including a call control complex server and direct LAN signaling to and from IP telephones.

In Control with System Management

For day-to-day system administration, MCD includes tools that simplify installation, configuration, and administration. An administrator can maintain a multi-platform MCD solution from a web browser as if it was a single platform solution. System changes can be automatically synchronized throughout the solution, and management control and tasks can be delegated across the organization, rather than relying on a centralized point. Role-based templates and Microsoft Active Directory® integration save administrators considerable time and simplify large deployments.



User Desktop Tool Interface

MCD's embedded system manager includes the following features:

- alarm management and system backup for any MCD platform in a group
- Active Directory integration
- user provisioning with roles and templates
- scheduled administration / provisioning tasks
- system data synchronization
- audit trails

For remote monitoring, MCD includes an embedded firewall for a direct connection to the WAN. This would enable remote online controller management without the added expense of an off-board firewall infrastructure solution.

MCD also provides the ability to forward alarms by email, eliminating the need to periodically monitor system status.

Unified Communications and Collaboration

Installation and management costs are minimized by consolidating multiple communication applications (listed below) on a single server. In this way, they can share common installation, commissioning, and administration tools.

- desktop and mobile clients
- unified messaging
- speech-enabled auto attendant
- mobility
- teleworker
- audio, video, and web conferencing
- informal contact center functionality
- business reporting

By placing UCC applications on a single server, we can also drastically cut power consumption, reduce maintenance costs, and minimize rack space. Time and effort are also saved with a single installation of all applications, an integrated initial system configuration wizard, and a simplified browser-based administration interface. As well, for everyday use, a browser-based user portal provides access to all applications.

Mobility


MCD's powerful call control capabilities work with any device (desk phone, mobile, remote office, home phone) and extend the corporate system to any location on any network. In this way, external devices (usually identified by an external phone number) become extensions of the internal corporate system.

When a mobile user calls into the business communications system, MCD recognizes the mobile device, authenticates it, and grants login access. The user can then make multiple calls without leaving the business PBX. This not only greatly improves the accessibility of the user, but also reduces costs and ensures first-call resolution.

Once logged in, the attributes and features of the user's Mitel IP desk phone are available. The user can dial internal extension numbers, make long-distance calls over the corporate network, access voice mail, and, with a single key, use any Mitel telephony feature (such as Hold, Transfer, Conference, Cancel, or Swap).

"Right now, we are standardized on Android, but we could change in six months and move to a Microsoft platform or an Apple platform and we know Mitel will go right there with us."

– Bryan West, Director of Information Services,
Shamrock Foods



As part of our core offering, mobile users gain the following capabilities:

- Personal Ring Group rings up to eight external and internal end points (including SIP Wi-Fi clients) simultaneously when a user's primary number is called, yet maintains the primary number's calling line ID when making outgoing calls.
- Group Presence allows a user who is a member of several calling groups to change their availability for each group (present or absent).
- Hot Desking sets any number as a hot desk contact point.
- Twinning enables mobile users to switch back and forth between fixed and mobile devices during a call without interrupting the flow of conversation.

Telecommuting

In just two clicks at your head office using any Mitel IP Phone, telecommuters can be registered as valid extensions of the office phone system. Remote workers gain seamless, secure access to in-office capabilities including voice mail, conferencing, and corporate security. Our solution also supports HTML applications.

Our telecommuting module delivers the following co-resident services on a single platform:

- Teleworker Service connects a remote office to the corporate voice network and system calling features.
- SIP Trunk Proxy Service can serve as a SIP-aware firewall at the edge of the company network.
- Application Web Proxy Service enables trusted connectivity between the company LAN and the Public Internet to provide secure access to Mitel unified communications applications.

SERVICES AND SUPPORT

Global Management and Facilitation

As a global company, we understand the sensitivities and financial impact of doing business in different countries. With our best practices model as a standard, we work with each customer to develop a global service delivery strategy customized to their corporate culture and needs. From packaging and installation to training, support, and project management, we are the liaison between a company's deployment capabilities and its effective reach.

The key to successful business on an international stage is simplicity. Our multinational clients deal directly with Mitel, placing a single global supply order for multiple countries or sites. In practice, customers say this adds value by reducing the complexity of multiple contracts and any incremental investment to manage global deployment.

Mitel would reduce the burden of managing international tax laws and regulations by working directly with your organization as its single provider. Through this straightforward approach, we would provide procurement locally on your behalf, invoicing the U.S. headquarters in U.S. currency, ensuring compliance has been met in all global management tasks.

Through our global fulfillment model, regional service occurs through either Mitel offices or local Mitel channel partners. This is conducted through Mitel's regular equipment distribution process and includes any required installation and local support such as storage of any required spares deemed critical to you.





Mitel Professional Services

Mitel Professional Services would provide you with full planning, design, and implementation support from the inception of the project to final deployment and beyond. Our project management process is based on the principles of the PMBOK® Guide, an internationally recognized project management standard. Our services include project planning and implementation, consulting services and infrastructure build-out analysis, provisioning and installation, and continued network support and management.

Should our proposal be accepted, we will provide a clear Statement of Work that defines the deliverables, responsibilities, and schedules of the proposed project.

In particular, we offer the following services:

- a pre-implementation review and specialized evaluation of the installation site and communications network
- detailed network and application specifications and strategies to ensure a successful IP deployment
- dedicated project management and coordination including collaboration with your IT personnel
- complete physical hardware and software installation of a new or upgraded solution as well as system operation testing and verification
- the expertise and knowledge of highly trained, certified technicians experienced in the deployment and installation of advanced IP-based telephony systems
- exceptional product knowledge via ongoing service and Applications Management Center (AMC) support through Mitel Customer Care Center
- expert network diagnostics delivered by remote certified technicians at our world-class customer care facility



Software Assurance

The Mitel Software Assurance Program will protect the life of your Mitel communications solution, including software, operating systems, and embedded applications. An optional purchase, the program provides software updates, enhanced capabilities, operational efficiencies, and life-cycle cost certainty.

Mitel's Software Assurance Program provides access to the following:

- software upgrades and releases
- new functionality
- technical support services

Mitel Software Assurance coverage will entitle you to download, install, and use software update releases and software upgrade releases for the applicable product(s) via their service provider during the Software Assurance term without any additional upgrade fees or charges. Update releases include bug fixes, patches, and minor feature enhancements. Upgrade releases include major new features, which may contain bug fixes and patches.

All enrolled Mitel products include Software Assurance during the first 13 months following product activation on Mitel's licensing server, Applications Management Center (AMC). Beyond this initial term, service extensions can be purchased for ongoing program coverage and benefits.

Training

Experience has taught us that comprehensive end-user training is a vital component for successful implementation. Prior to system cutover, we would schedule end-user training as well as administrative classes. As part of this, we would provide you with training contact information, times and dates, as well as pre- and post-cutover support. We would also provide you with full product documentation including quick reference guides for all installed products.

Implementation Schedule

While typical project timelines are around 45 days, multi-phased projects take longer. After the initial kick-off, we would break the implementation into sub-phases by location, making it easier to track execution, control the project, and manage costs.

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