



**The Mitel[®] 3000:
Powerful Tools for Small Businesses,
Higher Profitability for Channel
Partners**

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Introduction

As virtually every reseller knows, choosing the right technology to sell to the small business market can be a challenge.

Just imagine: In order to maintain a level of success, the conscientious reseller must keep abreast of the frenetic pace of innovation, invest significant sums of money to ensure that sales professionals and technicians are well versed on the intricacies of each solution, and provide 24/7 service and support to demanding customers that rely on these tools to keep their businesses humming.

Combine these challenges with the rapidly shrinking margins that have become all too common in the technology sector, and it's easy to understand why so many integrators have resisted the notion of carrying new technology products or entering new markets altogether.

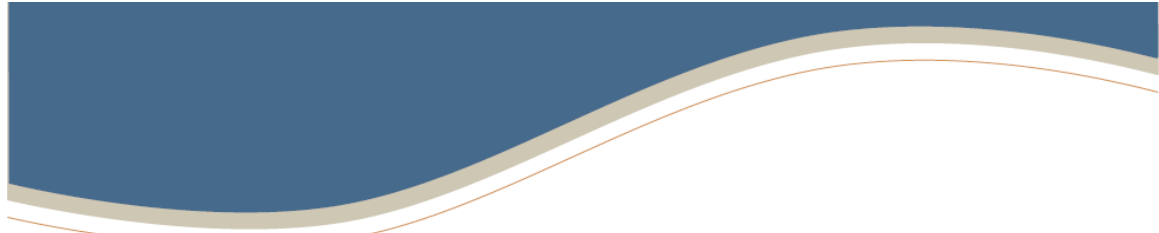
And yet, there are still virtually untapped sectors within the small business market that represent significant growth opportunities for technology resellers. As more and more integrators are finding out, selling Voice over IP (VoIP) solutions to the small business environment continues to generate enormous profits.

Particularly well-suited for resellers that already have sizable customer bases, selling VoIP solutions is the perfect complement to technologies such as PCs, data networking and security systems. Like other technologies, these telephone systems are software-driven solutions that are often server-based. Much like data networking solutions, VoIP systems give resellers an unique advantage to bundle together hardware, labor and maintenance agreements into a single contract, providing a comfort zone for the customer—and a recurring revenue stream for the reseller.

Mitel 3000: Addressing Small Business Needs

Solutions like the Mitel 3000 have earned an outstanding reputation among channel partners and customers alike for their powerful simplicity. Easy to install and easy to use, the Mitel 3000 has become the preferred product for installers, integrators and channel partners that are looking to carry a high-margin, maintenance-free, plug-and-play small business communications platform. It requires no technical certification on the part of channel partners, yet provides a sophisticated feature set that is designed to satisfy the requirements of discerning businesses.

In many respects, small businesses today operate in much the same manner as their larger counterparts. Through the advent and proliferation of Internet technology over the past 10 years, small companies now find themselves regularly competing with larger



organizations for customers, suppliers and employees. And while the global landscape has historically been the playground of large corporations, modern communications technology has now provided a perfect vehicle for small businesses to gain a toehold in the viable and growing global market.

From an operational philosophy, small businesses and large corporations are very closely aligned in today's economic environment. Like an enterprise, successful SMBs continually leverage advanced communications technology to shorten sales cycles, expand into new markets more cost-effectively, improve the efficiency of mobile sales staff, conduct on-the-fly customer demonstrations, and implement remote sales training to ensure that top line growth remains stable and constant.

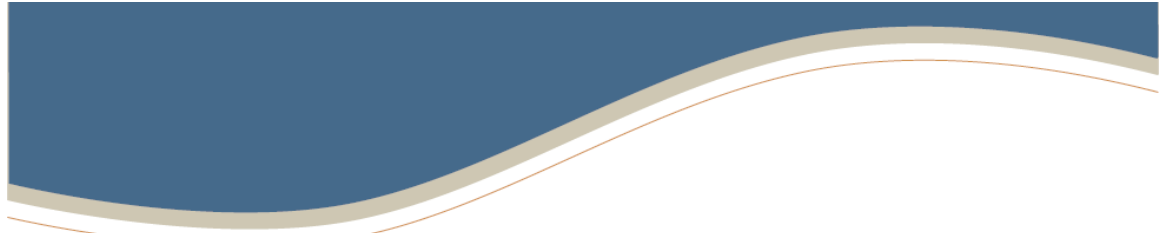
And while a small business has very sophisticated needs, more often than not, it does not possess the in-house technical knowledge to properly leverage advanced communications. In countless smaller organizations, the owner may be the same person responsible for setting up and managing the network. Or it could be an office manager who handles those tasks. In most cases, the role of network communications specialist falls under the domain of another member of the team or is outsourced to a technology consultant, who oversees the overall performance of the network, plus ensures that all adds, moves, changes, software upgrades, as well as new business applications, are implemented without disrupting the company's day-to-day operations. For many SMBs, just maintaining the system becomes a cumbersome – and expensive – proposition.

This is precisely the market that Mitel looks to serve with the Mitel 3000 communications platform: companies with fewer than 50 employees that may not have the budgets or in-house technical resources as larger organizations, but who have sophisticated needs that are best addressed through powerful communications solutions.

These organizations rely on their technology partner to deliver a robust, reliable, scalable and cost-effective platform to handle their communications needs. Channel partners have found that offering a powerful voice solution like the Mitel 3000 fits into their product portfolio superbly, alongside products such as security systems, software, and computer technology. Successful integrators have learned that including the right Voice over IP small business solution manifests itself in pronounced benefits like higher margins, more cross-selling, extended customer lifecycles and greater profitability.

Mitel 3000: Powerful Simplicity

Since it was first introduced, the Mitel 3000 communications platform has earned praise from both end users and communications equipment resellers for the system's high degree of functionality. Many of the compelling features, such as IP voice and data, voice mail, and a full range of system features, can be found in the Mitel 3000, coupled with intuitive interfaces for ease-of-use and a smart design that results in seamless installation, configuration and self-administration.



The Mitel 3000 is an innovative solution that delivers numerous capabilities that have previously been the exclusive domain of enterprise-scale solutions. And while the feature set of the Mitel 3000 continues to keep pace with emerging technology, Mitel remains committed to keep the system compatible with the needs of businesses that are looking to leverage existing investments in legacy TDM technology. The object is clear: offer both channel partners and end users a solution that can easily expand to serve growing businesses of all types, and is turnkey to install, manage and maintain in addition to providing profit opportunities for resellers.

Unified Communications: Providing Efficiencies in the Modern Workplace

One of the most pressing challenges for small organizations is keeping geographically disparate team members, such as remote offices, mobile professionals and telecommuters, working together regardless of their location. While larger organizations have been able to invest in a variety of software packages to improve efficiency among remote sites, SMBs, until very recently, were left out in the cold due to the high pricing and technical complexities associated with these new business tools. But with its comprehensive suite of IP-powered unified communications (UC) applications embedded in the system, the Mitel 3000 allows even small business employees to leverage powerful features and control all their voice, e-mail and Web communications within a single, easy-to-manage interface.

The Mitel 3000 helps improve overall business performance as well. The system's unified messaging application forwards incoming voice and e-mail messages to users through any number of devices, including desktop phones, PCs, PDAs and cell phones, giving staff immediate visibility into voice mail messages regardless of their location. As a result, employees can respond more quickly to urgent requests, thus enhancing customer satisfaction and improving efficiency.

To complement the other UC features, the Mitel 3000 also includes a softphone that can be installed on a PC or laptop. Serving as a fully functional extension of the office communications system, the Mitel 5110 softphone allows mobile users to remain in touch with colleagues and customers from any location that has a high speed Internet connection. The softphone and Click-to-Dial application enables employees to initiate phone calls from their desktop PC and integrate all their directories into a single repository for more efficient call management; instantly see which colleagues are handling calls or available to receive calls; access information on both completed and missed calls; create a library of speed dial numbers; and centralize all data into one address book, accessible to all team members.

The Mitel 3000 also provides superior functionality through its support of the advanced Mitel IP-based system phone. This full duplex, hands-free telephone offers a two-port switch for a PC connection and a large, menu-driven display.



Enhanced Network Utilization

The Mitel 3000 also boasts SIP trunking capability that enables VoIP transport, which substantially reduces the costs associated with business communications. Utilizing the services of Mitel's NetSolutions division, the Mitel 3000 can support up to 12 SIP business lines per system, and can be configured to handle multiple voice lines per connection.

Through the SIP trunks, users receive unlimited local and long distance minutes. Mitel 3000 customers also receive discounted international toll rates at prices that are substantially lower than most telecom providers. In addition, the SIP trunks provide all Internet broadband connectivity, allowing small businesses to simplify their network infrastructure and enjoy significant savings in connectivity costs.

Channel Partners: A Lot to Like About the Mitel 3000

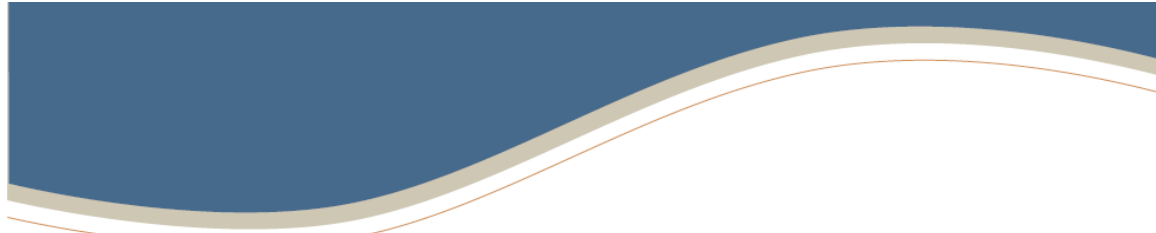
While selling communications technology can be a complicated process, many resellers are finding that forging a relationship with Mitel greatly streamlines and simplifies the process when compared to other providers.

For example, resellers carrying competitive products are often required to invest large sums of time and money to train sales and support staff on emerging technologies, applications and related services that many vendors demand in order to sell their solutions.

And once a sale is made, time must be set aside by the reseller to actually install and configure the system, and then train the customer's staff in the operation and daily maintenance of the equipment. Of course, if any technical issue should arise, it is usually the reseller who must roll a truck to rectify the situation. No wonder that for many resellers, selling advanced communications solutions isn't as appealing as it once was.

But the experience is entirely different for resellers selling the Mitel 3000, who generate more sales, at greater margins, with fewer truck rolls – resulting in more profits than competing solutions in the market.

The simplicity of the Mitel 3000 platform benefits resellers and end users alike through its intuitive menus and interfaces. In fact, Mitel 3000 resellers do not need any special certifications to sell and install the system. This enables virtually any telecom reseller, as well as system integrators, property managers, contractors, alarm companies and others, to offer the system to their clients.



Resellers and customers alike find the system extremely durable and flexible, requiring very little maintenance and support. The Mitel 3000 provides resellers with a number of interfaces to serve their customers remotely. For instance, moves, adds and changes, as well as system diagnostics, can all be conducted remotely. There's no need to roll a truck. As a result, resellers can enjoy higher margins while delivering enhanced service to customers. And this is just another example why so many resellers who may not regularly offer communications equipment as their primary business feel so comfortable selling the Mitel 3000. Its track record for reliability, scalability, flexibility and ease-of-use sets it apart from competing systems.

Conclusion

The Mitel 3000 provides robust and compelling business communications to smaller organizations. With its advanced features, including embedded unified communications applications, SIP trunking capabilities and support of IP remote extensions – combined with its already lengthy list of telephony features built directly into the system – the Mitel 3000 strengthens its position as a cost-effective communications solution for smart and savvy businesses with fewer than 50 employees.