



# Unified Communications solutions



# Take every edge you can get to prosper

## The formidable challenge of doing more with less

You may be pressed to reduce your long distance communications costs – yet to remain competitive you need to provide your employees, wherever they may be, with full access to your corporate communications network.

You may have a mix of on-site workers, teleworkers, mobile employees and staff in remote offices and you must find a way to improve employee efficiency and productivity for them all.

And your customers, suppliers and partners are becoming ever more demanding, so you need better ways to connect and collaborate despite greater distances or multiple time zones.

You have got to find technology solutions that can work with your existing investments to move your business forward, avoiding costly replacements or expensive integration and training.

**Above all, you need communications solutions that are simple to deploy and use – and easy to manage.**

Unified Communications from Mitel® helps you respond to real world business challenges with solutions that enable productivity and improve performance. If that sounds like an advantage you would like to have, there is more.



# What Mitel Unified Communications can do for **your** business

The next wave in business communications

Unified Communications is the next evolution of communications and related technologies. It results from the convergence of voice communications with computer networks, business applications and devices.

This evolution integrates the power of voice, e-mail, unified messaging, mobility, presence, conferencing, collaboration, applications and more. By enabling an efficient approach to communicating. Essentially, changing how individuals, groups and organizations conduct business.

Shorter sales cycles, better customer service, enhanced team collaboration, reduced mobility charges, easier teleworking, streamlined operations, simplified administration, and a great deal more.

In fact, of the many advancements over the last decade in business communications, unified communications offers the greatest opportunity for returns, including:

- Lower communications costs
- Improved employee efficiency and productivity
- Enhanced responsiveness to customers, suppliers and partners
- Streamlined IT management and lower total cost of ownership



# Multiple technologies working together

“Better than live” communications

Mitel's goal is to deliver a rich, real-time communications environment that rivals or exceeds what can be readily achieved through face-to-face communications – such as secure, media rich, point-and-click collaboration tools with the ability to add or drop participants on the fly, and record, distribute or archive sessions as needed.

Mitel Unified Communications Solutions allow for single-number access, making it easier for colleagues, customers or suppliers to reach you whether you are in the office, working remotely or travelling on the other side of the continent. Additionally, with real-time conferencing and collaboration, you can immediately connect with customers and business partners in a “better than live” experience - greatly enhancing service levels.

Telephones and computers can use 'presence' information to display graphical icons showing staff availability at a glance, and can even identify skill sets, so customer calls are always routed to the most appropriate person. In addition, you can define how your incoming

calls are routed according to your presence status. For instance, if you are in a meeting all calls could automatically go to your mailbox, with certain exceptions, such as key customer calls that would ring your cell phone.

Mitel's Unified Communications Solutions ensure mobile and remote employees have seamless access to your communications network and applications. You can easily support employees working from home, allowing you to significantly reduce your office real estate costs, or to employ workers with scarce skills, wherever they are located. Plug-and-work has never been simpler.

# The **easiest way** to get there

A pragmatic approach that makes the most of your existing investments

You don't invest in technology. You invest in business improvement. That is why Mitel believes the path to Unified Communications should be implemented through Intelligent Evolution – so you can update your communications solutions over time and at your own pace, without disrupting or replacing existing infrastructure.

In fact, you probably have several components of Unified Communications in place right now. You likely have e-mail and voice mail, but they do not talk to one another. You may already be using a 'pay as you go' conferencing service that is separate from your phone system. If so, you may be well positioned to gain the benefits of Unified Communications.

Mitel can help you plan and implement a phased approach to Unified Communications that will address the most important challenges faced by your business and deliver excellent return on investment.

We recommend a straightforward 5-stage evolution from current IT systems to Unified Communications, according to your needs:

- 1. Transition from traditional digital PBX to IP communications** – a well-proven, essential first step
- 2. Unified Messaging and Mobility** – integrate e-mail and voice mail applications for easier storage, retrieval and sending of messages; and reduce costs by providing corporate communications network access to mobile and remote employees
- 3. Collaboration** – reduce travel costs and simplify real-time collaboration with audio-, web- and video-conferencing tools
- 4. Presence and UC Clients** - Increase efficiency by providing employee and team availability status and preferred method of communication; enhancing the business communications experience
- 5. Integration of communications with business software** – increase efficiency and improve business processes



# Keep **your** options open

## Ensuring you get best-in-breed solutions

One of the keys to business success is to stay flexible and ready to respond to changes. Getting locked-in to a particular strategy or technology can be a liability. Fortunately, the best technology solutions, and often the most economical, are built using open standards that preserve flexibility. For Unified Communications, which is all about different IT elements working together seamlessly, open standards are vital to an easily integrated and managed multi-vendor approach.

This fact is echoed by analysts and industry experts alike who point out that Unified Communications solutions need to work with a wide variety of PBXs, data networks, business applications and consumer communications tools.

Mitel develops products and solutions that work on all leading standards-based network infrastructures. This commitment to standards also ensures that you can easily integrate solutions with the best-in-breed business productivity applications of your choice, such as IBM® Lotus Notes / Lotus Domino®, Sametime™ and Microsoft® Exchange / Outlook, Office, OCS and Active Directory.

Mitel Unified Communications simplifies the integration of your communications system with CRM, ERP or vertical applications, preserving your existing investments and transforming business processes to maximize productivity.



# No **two** companies have the **same** needs

Mitel tailors solutions to your business and  
your employees

Even within the same company, employees may have very different communications requirements and devices according to their role. Mitel Unified Communications allows you to tailor solutions, right down to the feature set appearing on the telephone display – whether you're a law firm, manufacturing plant, hospital, hotel or other type of business.

Mitel solutions are designed to easily integrate with a wide variety of industry-specific business processes. Combined with a full range of managed services that include voice and data network design and traffic provisioning, custom application development, and financial solutions packages, Mitel is reinventing how successful organizations gain competitive advantage by easily collaborating and communicating over distance and time with customers, colleagues and partners.

Whether you are updating your existing phone system, enhancing your data network or building a new communications solution from the ground up, Mitel's comprehensive portfolio of products, services and support can help with solutions that suit your business and your employees.

We've been doing this, and only this, for over 30 years... for thousands of businesses that trust Mitel for proven, secure, mission-critical communications solutions.

Contact Mitel today and discover how Unified Communications  
can give your business a competitive edge

[www.mitel.com](http://www.mitel.com)

# Raising **productivity** and lowering **costs** for businesses

"Mitel's Unified Communicator Advanced allows us to cost-effectively compete at the business speeds we need. We can also work faster, smarter, and more efficiently with employees across all the properties we service in addition to cutting our travel costs extensively and scale our ability to work with any company."

— Jim Goodlett, CEO, Morris Technology

"Unified Communicator Mobile and the Teleworker Solution represent the difference between calls being returned – perhaps hours later and calls being answered when dialed. We felt that difference would give our customers a much better level of service."

— Tom Sweeney, Network Engineer, Tapemark

"If our high-touch clients can't get in touch with their dedicated agents, it's an issue. Our new Mitel Unified Communications solution helps ensure that clients all get the personal service they expect at all times. It has been instrumental in generating and retaining a lot of business for us."

— George Gadebusch, CIO, World Travel

"Mitel's standards-based, single-platform architecture and applications – from unified messaging to conferencing and collaboration – allows us to converge voice, video and data applications on our existing network."

— Ralph Michaelis, CIO, Carleton University

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