IP Communications is Here to Stay – What Now?

Simon Gwatkin
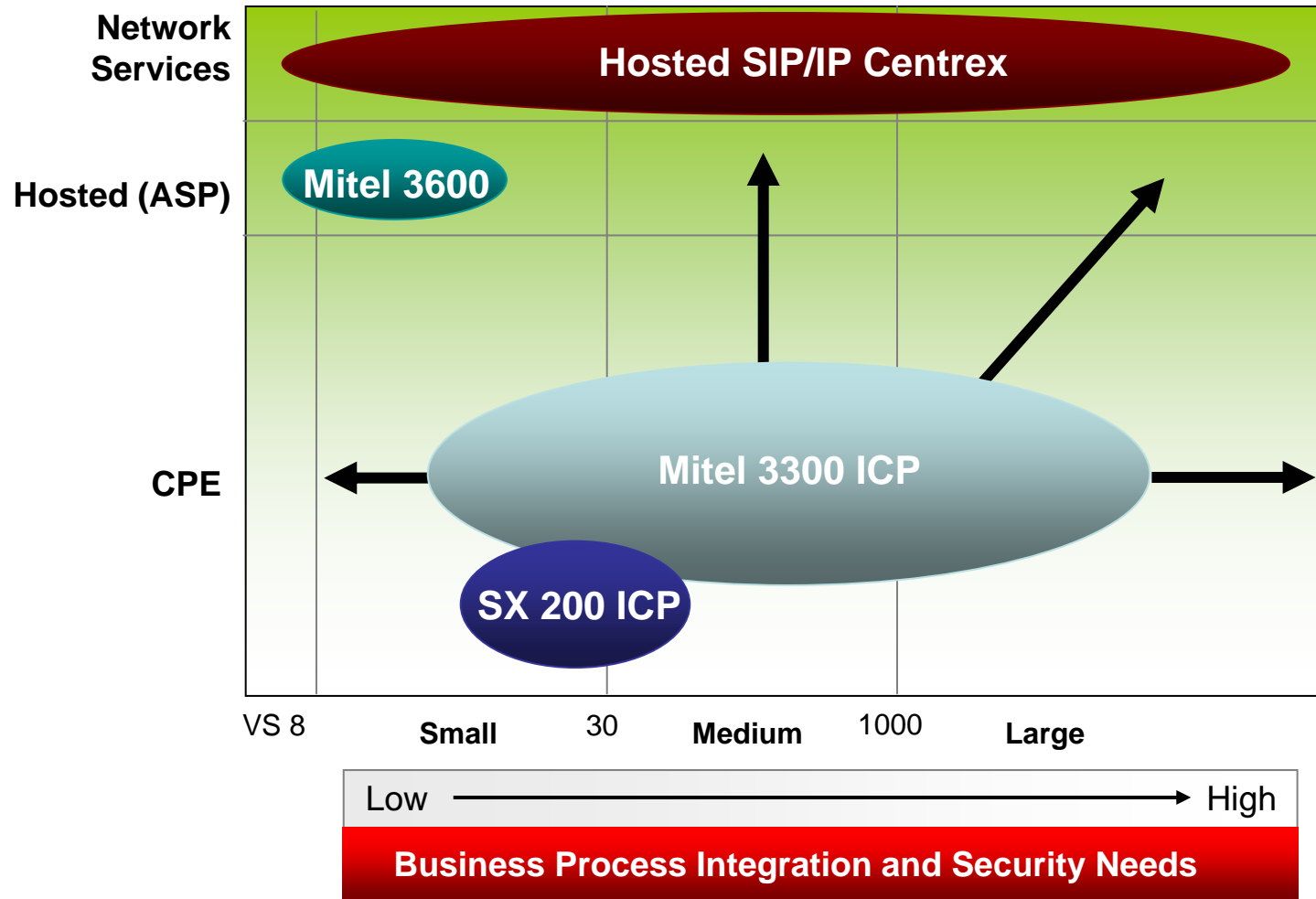
Vice President, Strategic Marketing

Mitel

Company Overview

- **Mitel is a leading provider of Unified Communications solutions**
- **Focused on the opportunity provided by the global transition to broadband communications**
- **One of the broadest portfolios of unified communications platforms, applications and desktop devices**
- **Over 25 years experience in business communications**
- **Over 230,000 systems delivered servicing over 22,000,000 users in 90 countries**
  - **Over 2,600,000 IP lines shipped**
- **~1,650 employees in over 40 locations worldwide**
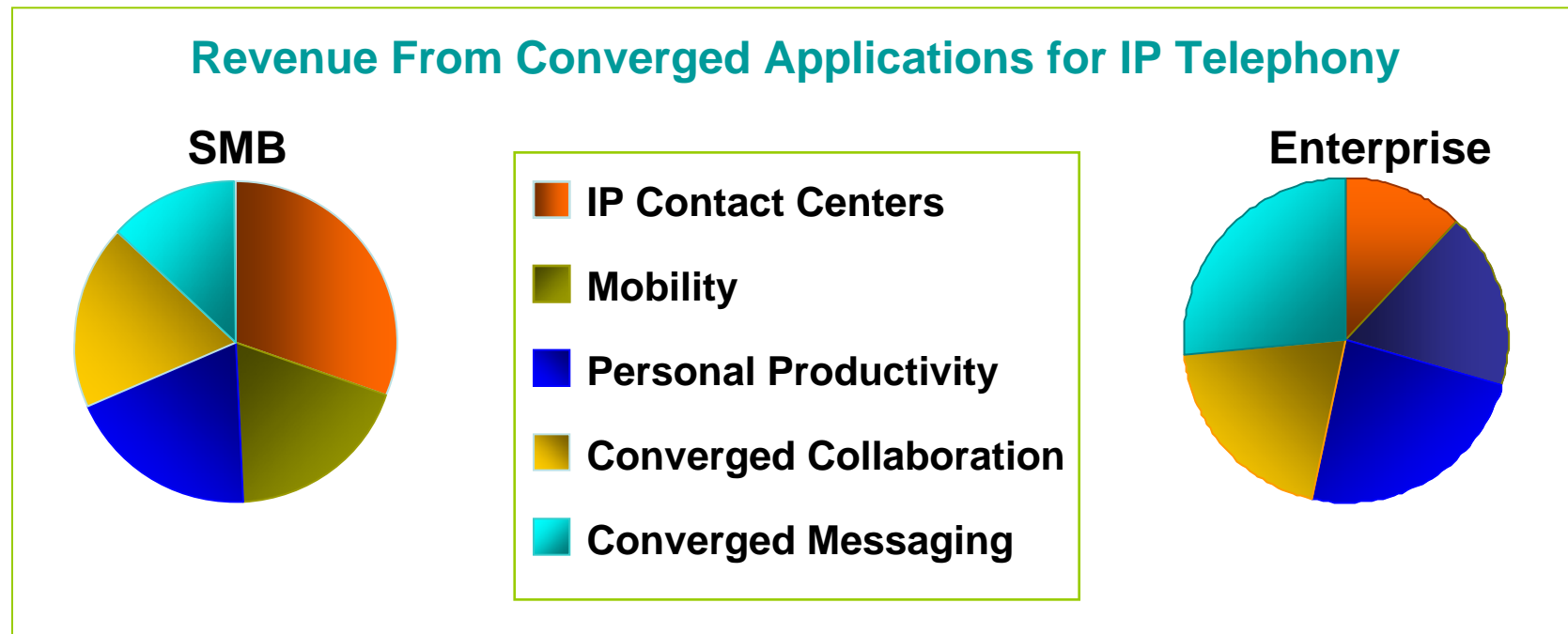
Meeting the Customer Need

Network Services — Hosted SIP/IP Centrex

Hosted (ASP) — Mitel 3600

CPE — Mitel 3300 ICP, SX 200 ICP

VS 8 | Small | 30 | Medium | 1000 | Large

Low → High

Business Process Integration and Security Needs

The Initial Stages Of A Fundamental Transition

	TDM →	**IP Telephony** →	**Business Communications Software (BCS)**
Position of Voice	Voice as a System	Voice as an Application	Voice as a Feature
Decision Focus	Site-Centric	Network and Enterprise-Centric	Enterprise Community / User-Centric
System Architecture	Central Processor	Proprietary Servers and Appliances	Open Servers, SOAs, Communication and Business Applications w/Integrated Voice Features
Service Focus	Maintenance	Managed and Hosted Services	Applications / Solution Design and Integration
Key End User Decision Attributes	Reliability, Functionality	Business Process Integration, User Productivity, ROI / TCO	Business Process Optimization, User Experience, Incremental Business Revenue and Benefits
Key Business Model Metrics	Lines / Ports Shipped	Devices / Licenses Shipped	Application / Feature User Attach Rates, Annuity Revenues

Converged Applications

"Over half of all IPT implementers rated their preferred IPT Vendor as their preferred source for converged applications"
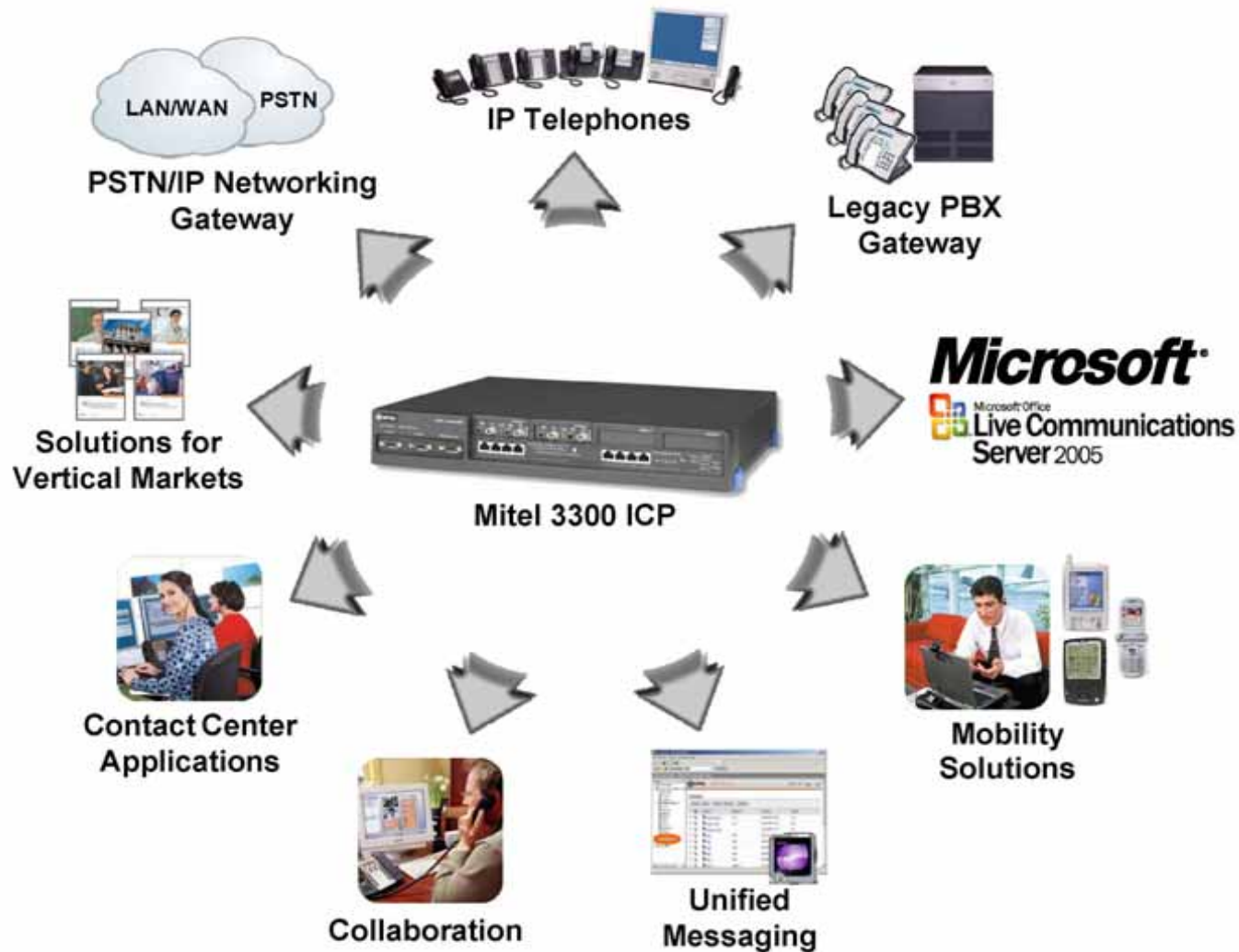**InfoTech**

Revenue From Converged Applications for IP Telephony

SMB

Enterprise

- IP Contact Centers
- Mobility
- Personal Productivity
- Converged Collaboration
- Converged Messaging

5

Networked Business

Seamless Connectivity

Distributed Applications

Branch Office

Head Office

Home office

IP Contact Centers

Mobility and Teleworking

Personal Productivity

Converged Collaboration

Converged Messaging
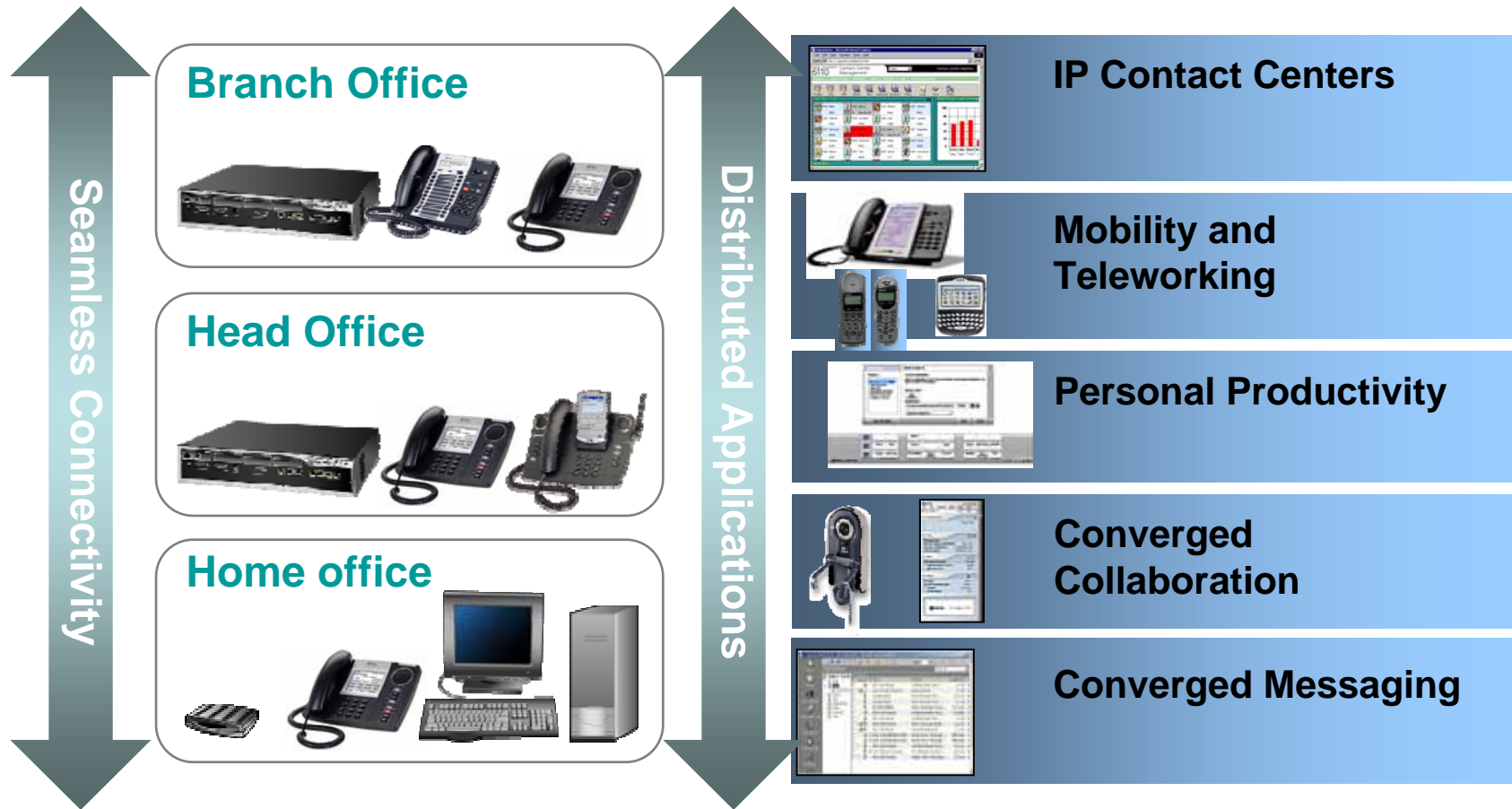
Enabling Communication "In the Moment"

Mitel 3300 Applications & Services Gateway

Communities of Interest

- **Intra-Company**
  - **Between people in your business**
  - **Not just about hierarchy, applies to people with the same task or skill set, eg Loan Officers, Branch Managers etc**
- **Inter-Company**
  - **Federation**
  - **Seamless interaction across broad geographies**
  - **Creating business leverage in a "Flat World"**

Timely & cost effective implementation leverages existing communications infrastructure

Mitel Live Business Gateway

Mitel Live Business Gateway

Mitel NuPoint Messenger

Presence awareness, VM settings, user configurable call flows

Mitel Quick Conference

SIP based audio conferencing, rich conference audit and recording tools

Mitel Mobile Extension

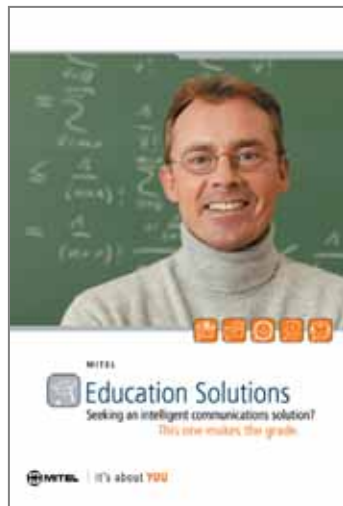One number access coupled with presence awareness and seamless transfer abilities

It is about *Unifying* Communications

Desktop Leadership
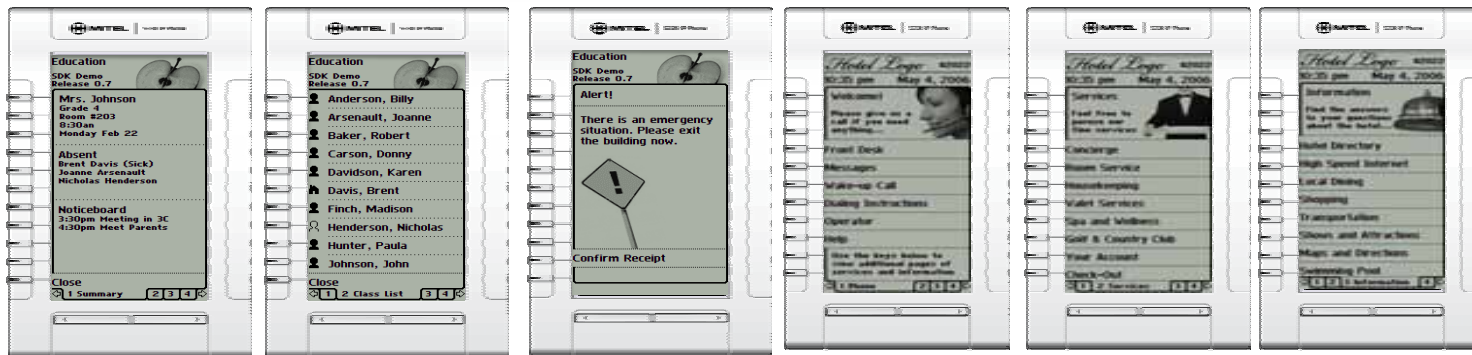
Business Process Improvement

- **Save Money**

- **Operational Efficiency - Change The Way People Work**

- **Increase Customer Loyalty, Satisfaction and Retention**

- **Drive Revenue**

- **Vertical Market Requirements**

Business Process Improvement

Convergence

Not just Infrastructure Convergence

But Convergence for the User

Retail

The Evolution Process of VoIP as Experienced by Mitel's Retail Customers

Platform

High-Touch Applications

→ Multi-Site / Network
→ Network Management and Maintenance
→ Physical Infrastructure and Power
→ Productivity Gains

Enhance Company Image and Competitive Positioning
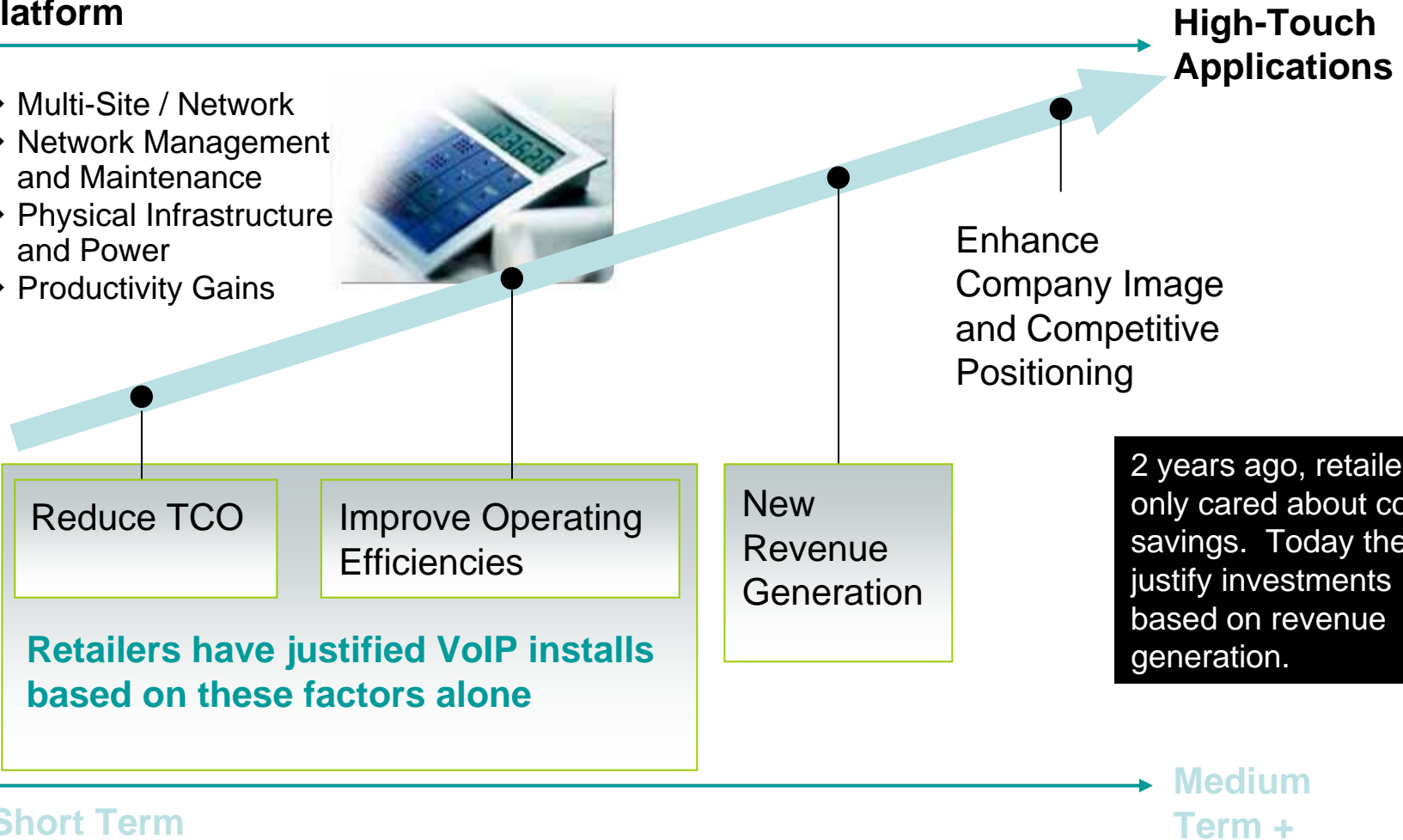
Reduce TCO	Improve Operating Efficiencies

New Revenue Generation

Retailers have justified VoIP installs based on these factors alone

2 years ago, retailers only cared about cost savings. Today they justify investments based on revenue generation.

Short Term

Medium Term +

What does a Retail Store Include?

IP Communications

Helpdesk /
Catalogue
Contact Centre
Solutions

Wireless
Solutions

Voice Enabled
Customer Portals

Remote Store, Agent /
Employee Solution

MITEL

People Counting
Solutions

Customer
Assist
Solutions

Safety / Security
Solutions

On-line Staff &
Customer
Collaboration

Retail Point
of Sale
Phones

MARCH networks

Public Safety:
Emergency Response
Event Notification
Solutions

Centralized Video
Management

POS Monitoring
Solutions

The Next Step in Customer Driven Stores
Inventory Links

- **Enter the product code and press the start key**
- **Application interrogates the retail stores database and then displays the relevant information**
  - **… in this instance the price…**
  - **… or product quantity**
- **Press the right scroll key to display the product description.**
- **Pre defined alert text messages…**
  - **"Please meet customer at back door for pick up"**
  - **"Please authorise a transaction"**
  - **"Please provide change at cash position 8"**
  - **"Emergency door opened in zone 3"**
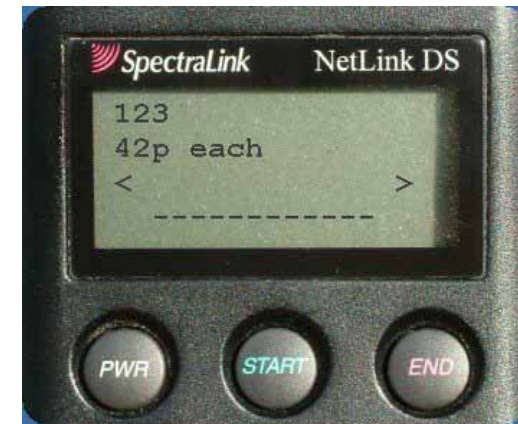
Price

Product Description

In-Store Customer Solution

ConnexAssist Pager

Sporting
Goods
Aisle 8
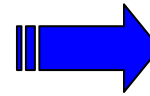
Retail POS Phone

- **Small footprint, low cost IP phone, developed for Retail POS**

A Security Alarm

Automated POS Assistant

Jack for the POS

Financial Solutions

MITEL

$ Financial Solutions
Investigating leading edge communications solutions?
Mitel is a safe investment.

MITEL | it's about YOU

Mitel IP Trading Turret

- **Specialised developed to address the gap in the market for a light IP trading appliance**
  - **Turret can operate in single or dual phone mode**
  - **No hook switch**
  - **Left / Right handset keys**
  - **common dial control**
  - **44 physical buttons, of which 32 are Programmable Keys**
  - **96 assignable keys**
  - **Rugged aluminum enclosure**
  - **Adjustable stand**
  - **Wall mountable**

20

Business Continuity/
Disaster Recovery
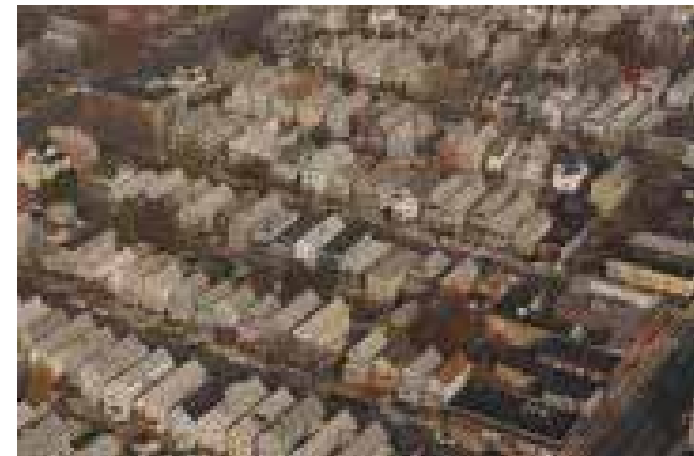
Tomorrow's enterprise skyline
will look much different during an
emergency. Are you already there?

Business Continuity Teleworking

- The same phone you use every day.

- Plug and Work into any network connection

- All the same features and controls you use every day

- Secure – 128 bit AES encrypted connection
  to the Teleworker server

- Scalable and resilient

Hospitality

Hospitality Solutions

1

Guestroom

- Low cost IP set - In Room Butler

2

Front Desk Administration

- PMS Integration

- Virtual Concierge

3

General Administration/ Operations

- Wireless Access Points Across the Property

4

Cruise Line Applications

TeleMatrix 3000IP

Set accommodates hotel branding

Line 1 & Line 2 Keys

2nd IP Port

Programmable Keys

Message key

Volume Up and Down keys

Speaker key

Mute key

Transfer/Conference key

Cancel key

Hold key
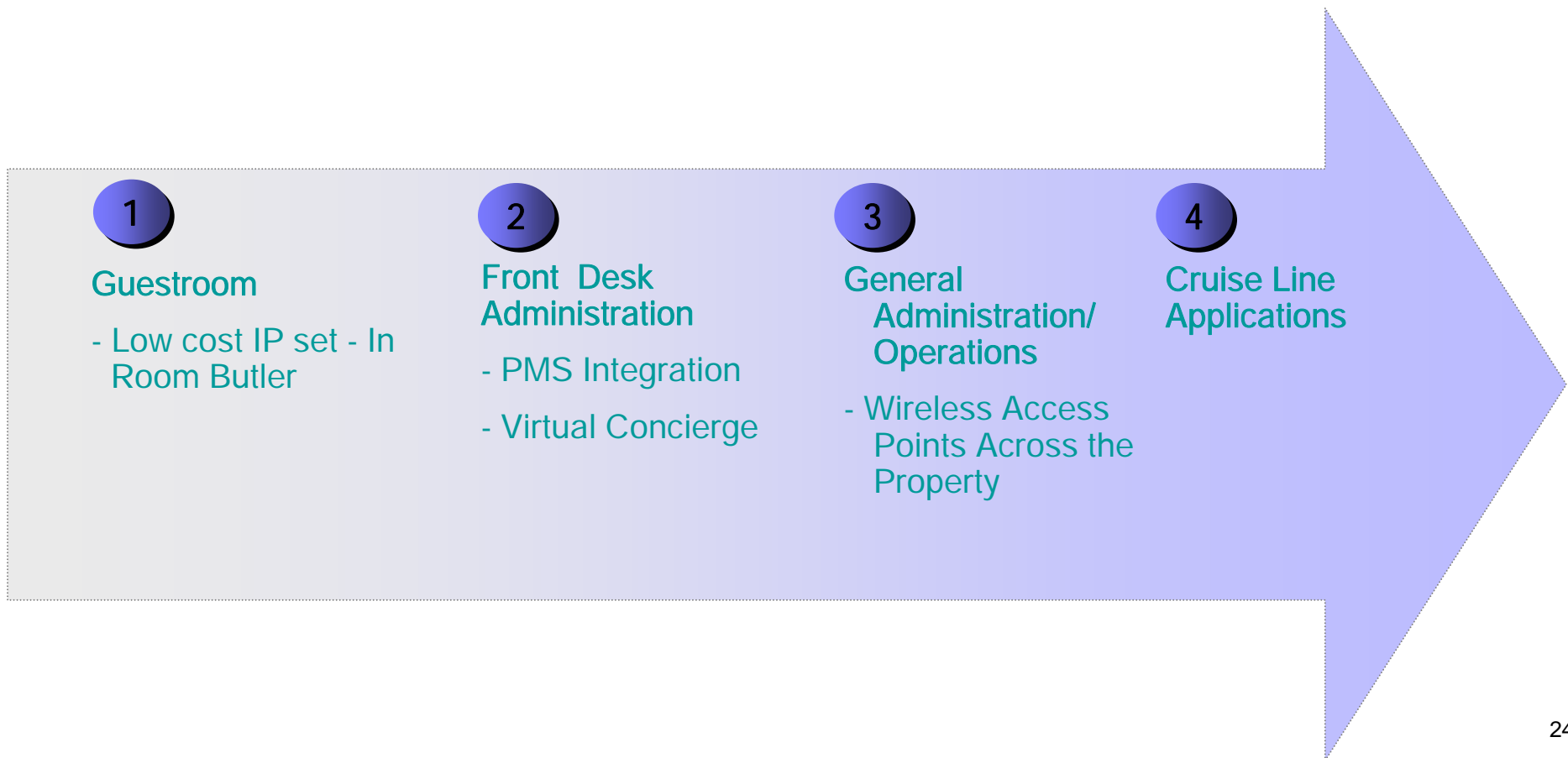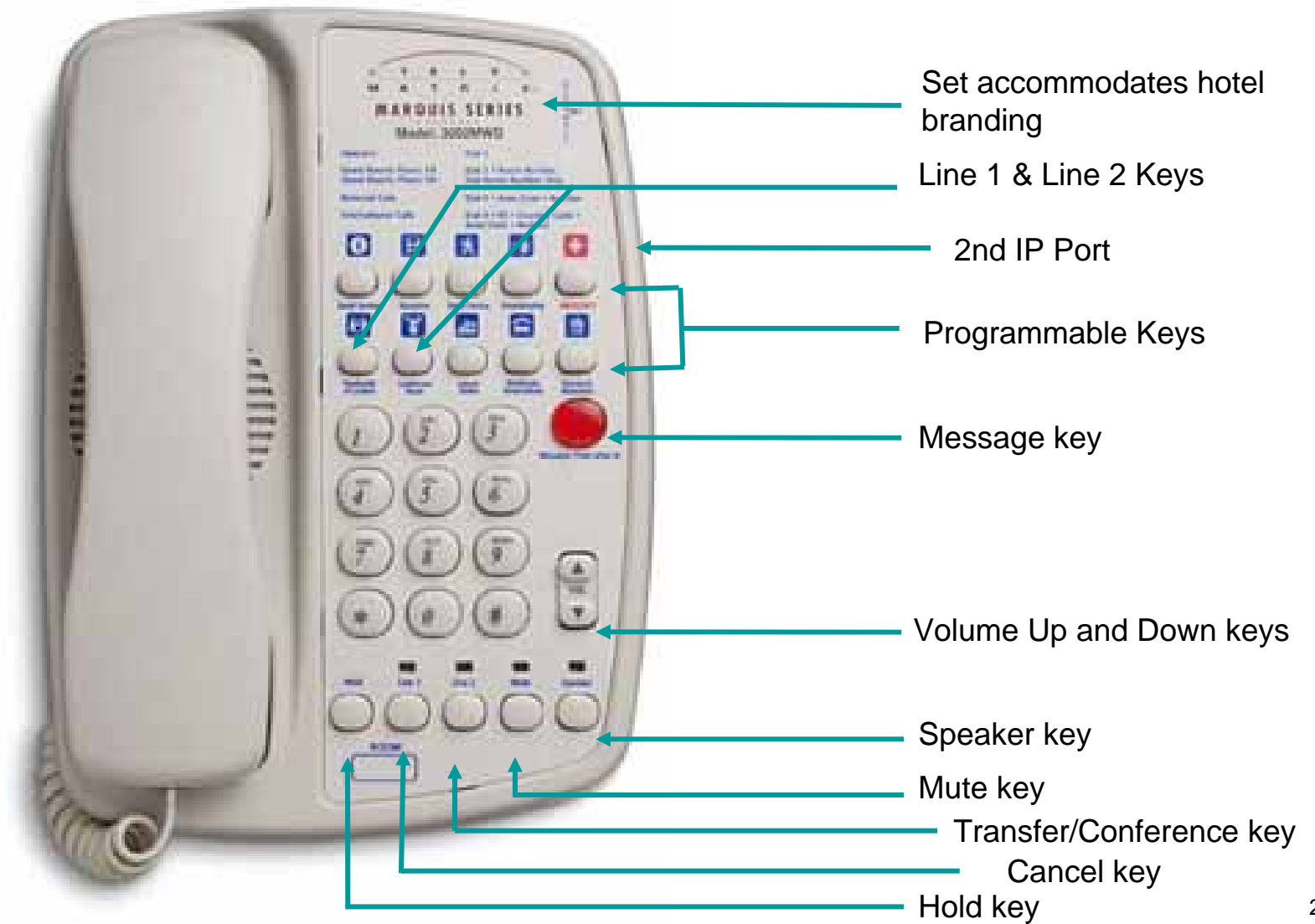
Viewing Services Hotel Differently

GUEST

Dr. Steven Beamish
Resort member

Mitel Corporation
Sales Director
350 Legget Dr.
Kanata
Ontario
Canada
K2K 2W7

Office 613 592 2122
Mobile 613 765 8765
Fax 613 592 2122

3 New Voicemail
4 New Email
4 People Online
    Wake-up Call 6:30 am
    Twinning to Mobile

Sign-Out

MITEL | NAVIGATOR

Welcome
Dr. Steven Beamish

Work

Brookstreet Resort is located in the heart of Silicon Valley North—Ottawa's thriving high-tech community. This pre-eminent boutique hotel, business destination and resort features 16,000 square feet of elegant meeting space, as well as high-speed Internet access in every room.

Play

Brookstreet Resort overlooks cycling and jogging paths, cross-country ski trails, not to mention The Marshes Golf Club—a Robert Trent Jones II design, and one of the nation's finest golf destinations. For those who prefer to play indoors, the hotel's recreational facilities include two swimming pools, Au Naturel Wellness & Medical Spa and Flex Fitness Studio.

Getaway

For romantic and family retreats alike, Brookstreet Resort 's 276 rooms—including 35 suites—are individually climate controlled and appointed with stunning and sophisticated original works by past and present students of Ottawa's Canterbury Arts High School.

Welcome to Brookstreet Resort. Travel to Ottawa, stay in style. Proud recipient of two prestigious four diamond awards

PREFERRED HOTEL

Brookstreet Resort

525 Legget Drive
Ottawa, Ontario
K2K 2W2
Canada
(613) 271-1800
1-888-826-2220
Fax: (613) 271-1850

Room Information

Executive Suite **#1103**
Two king beds
Non-smoking room
High floor
Near Elevator
Quiet Room

| Welcome | Commun-cations | Hotel Services | Personal Prefs | Travel Prefs | Room Prefs | Hotel Tour | Call Help Desk | More >>> |

GUEST

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Office 613 592 2122
Mobile 613 765 8765
Fax 613 592 2122

3 New Voicemail
4 New Email
4 People Online
  Wake-up Call 6:30 am
  Twinning to Mobile

Sign-Out

Housekeeping Requests

Dr. Steven Beamish
Room #1103

Welcome to housekeeping requests. Use the controls below to review different services or use your mouse to access advanced controls.

Showing items **1- 8** of **14** items:

Please Clean Room	Afternoon
Privacy Please	Enabled
Pick-up Tray	No Tray
Pick-up Laundry	No Laundry
New Towels	Everyday
Extra Pillows	None
Toiletries	Not Required
Shaving Kit	Not Required

More...

▼ Show Advanced Controls

MITEL | NAVIGATOR

Welcome | Commun-cations | Hotel Services | View Options | Select Item | Dial Number | Previous Item | Next Item | Close

Healthcare

Healthcare Solutions

| Independent Living | → | Assisted Living | | Nursing Homes | → | Clinics & ambulatory centers | → | Hospitals & Hospital Sys. |

1 Improve Bedside/ Patient Care
- Patient Entertainment
- Point of Care
- Convergence at the bedside

2 Improve Business Process -
- Integration with hospital systems
- Nurse Call Integration
- Healthcare console

3 Improve Operations & Security
- Video Surveillance
- Wandering
- Presence
- Low-end Nurse call

Tele-Call

connexall
XTEND
www.xtend.com

igeacom
MARCH networks

* Partners TBD for items in gray

Education

Education Solutions

- **SOS application**
- **Allows teachers to communicate with parents**
- **Multi-channel, multi-language notification solution**
- **Policy driven message delivery capabilities**

School Closings
Child Absenteeism
Health Alerts
Homework Assignments
Class Activities
Parent Teacher Reminders

Voice Messaging

E-Mail

Internet

SMS

Wireless Mail

TechGemini

School Information Systems

Web-based Mgmt Interface
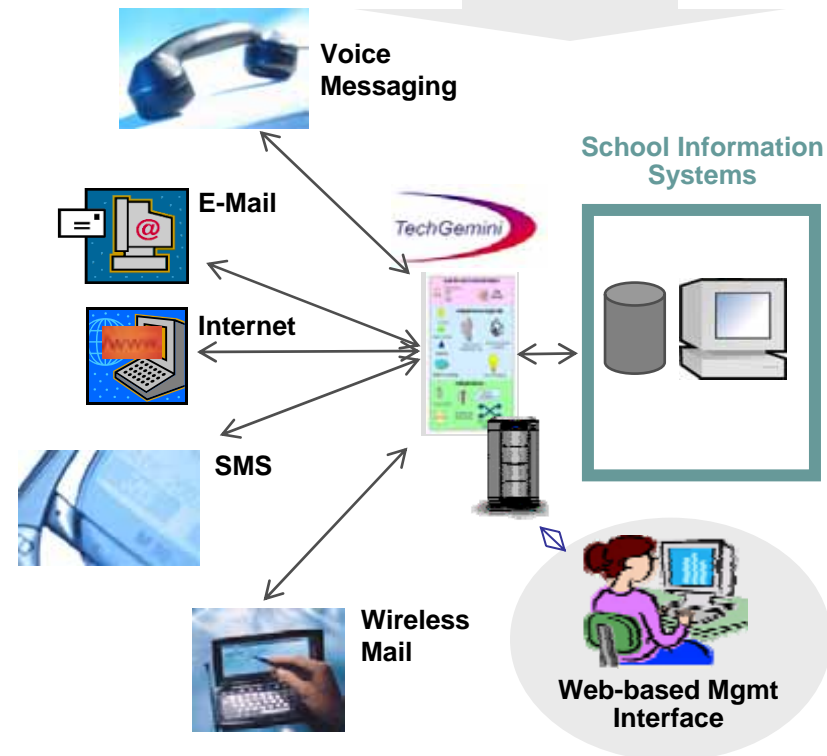
Summary

- **IP Communications is here to stay!**
  - **Proven ROI and lower TCO**
- **It is not just about voice anymore**
- **Solutions for vertical markets requires a "best of breed" approach**
- **Integration with Businesses Processes is the next step**
- **Don't forget that we are people**

Thanks…….