

With brilliant simplicity,
communication is set free.



 **GENERAL**
COMMUNICATIONS
Since 1979

 **ShoreTel**
Authorized
Champion Partner

With brilliant simplicity,
communication is set free.

Unified Communications: the power
to choose, and to collaborate.



ShoreTel's Unified Communications (UC) capabilities are changing the way people work by integrating communications tasks currently performed with separate tools. Built on the powerful voice capabilities of our IP phone system, ShoreTel simplifies communication with fully integrated video, instant messaging, video conferencing, advanced mobility, presence and collaboration capabilities. Now on-site and remote users alike can see who is available, and choose how best to reach them. With less time spent playing phone tag, everyone has more time for the real business at hand.

Built for IP. Designed for end-user ease.

The ShoreTel unified communications system is designed from the ground up to bring multimedia communications, enterprise applications, and personal information into one seamless and integrated environment. End users easily master the built-in unified communications tools; at the touch of a button, the intuitive desktop application turns voice calls into multimedia collaboration sessions.

Easy on IT resources, too.

The ingenious purpose-built IP architecture makes the system look and behave like **a single, unified platform**. It distributes the system's intelligence across the communications environment so the system scales and grows as needed, across sites, or even countries. With ShoreTel Director, an intuitive browser-based administrative interface, IT staff can maintain the system from anywhere on the network. 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're plugged in, to the online directory that updates dynamically.

99.999% availability for 100% peace of mind.

The system's distributed architecture and applications, and its N+1 redundancy help provide five-nines availability for mission-critical business continuity. The switch-based hardware platform helps ensure that in the event of a WAN failure, the phone system continues to place and receive calls on the Public Switched Telephone Network (PSTN).

The lowest TCO in the industry.

Our total cost of ownership (TCO) analysis tool can show you why ShoreTel is the lowest for TCO in the industry. Many customers report a return of investment within a year. Over the long term, ShoreTel helps reduce costs company-wide with unified communication tools that streamline business processes, putting critical information within reach, and eliminating both missed calls and the need for expensive third-party conference services.

ShoreTel Voice Switches are key building blocks of the ShoreTel Unified Communications (UC) system and deliver UC to organizations of every size—from large enterprises to small and medium businesses. Highly reliable and intelligent, these switches unify communications across multiple enterprise locations, supporting IP phones, analog devices, and a variety of trunk interfaces. ShoreTel Voice Switches manage ShoreTel IP Phones and analog lines, as well as PSTN and ITSP trunks.

ShoreTel IP Phones feature crystal-clear audio quality, and offer seven full octaves of sound, while many phones only offer three. In addition, ShoreTel's high-fidelity, full-duplex speakerphones deliver exceptionally clear audio and enable hands-free conversation. All phones also support multiple languages and have an elegant, ergonomic design. The user friendly display allows for easy management of communication tasks including call transfer, conferencing, call parking and intercom. The interactive display screen shows caller ID, call history including missed calls and messages, and integrates a complete company directory and personal speed dial. All phones feature an integrated Ethernet switch that allows a network drop to be shared with a desktop PC.

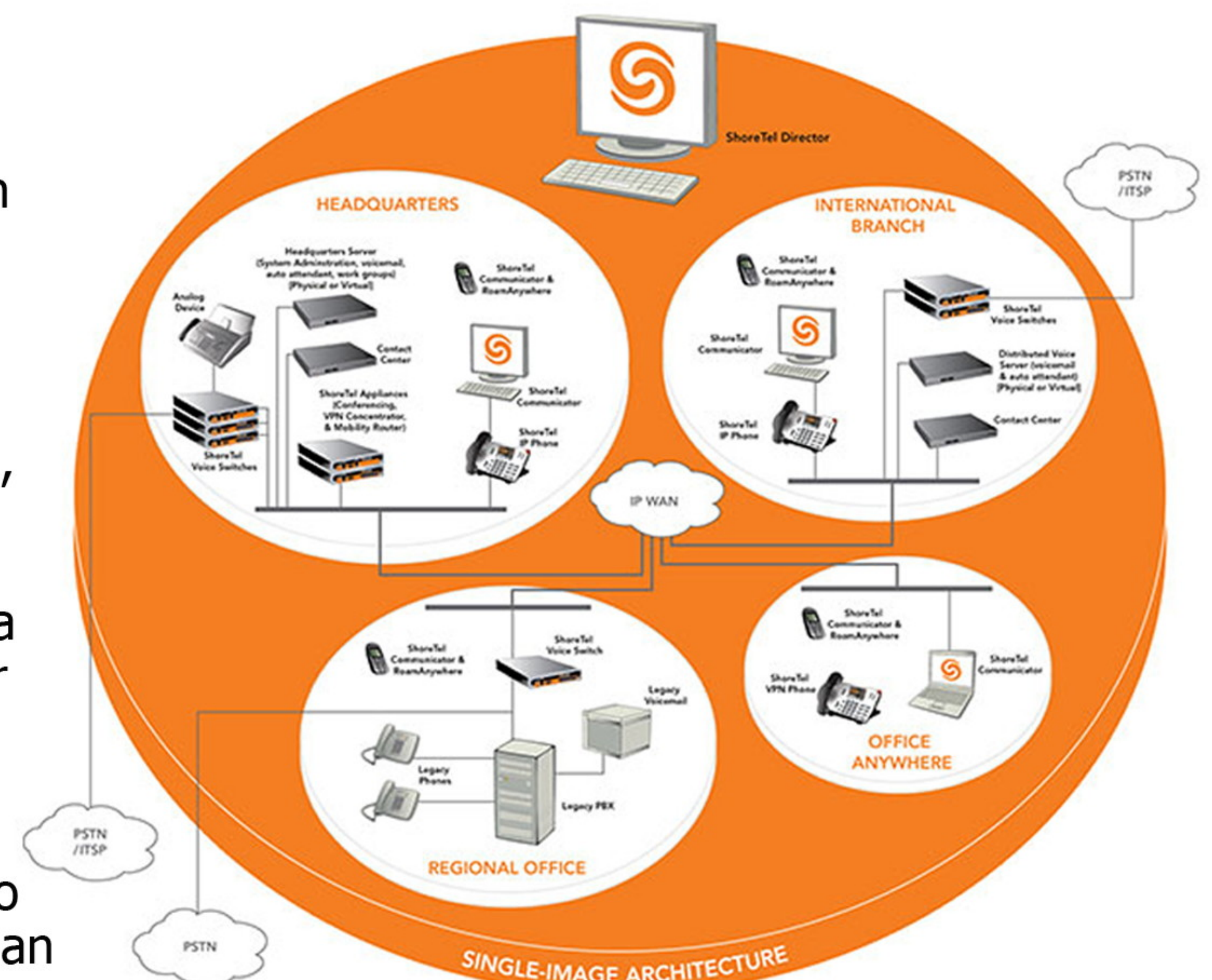
All ShoreTel phones interoperate with **ShoreTel Communicator** (formerly ShoreTel Call Manager), so settings, call handling rules, presence information, automatic directory updates and other features can be managed according to users' preferences. For instance, users can extend the power of their phone far beyond their desks with **ShoreTel Office Anywhere**, which allows them to assign their extension to any phone, including a mobile phone or home phone.

Designed for the distributed enterprise. Select ShoreTel phones can easily be deployed remotely utilizing the built-in VPN client providing the full ShoreTel experience in the remote or home office.

Contact Centers

Transform your contact center into a revenue center.

ShoreTel Contact Center is an all-in-one contact center solution that provides complete multimedia and outbound capabilities. By leveraging ShoreTel's unified communications solutions, contact center agents can work anywhere—in one location, across multiple sites, or at home. The routing engine routes calls to the right agent based on specific criteria, such as need, status, service level, location, and wait-time. An integrated powerful graphical scripting engine provides a customized call experience and self-service automation. When agents receive a new contact, they also receive key information about the caller that helps them to deliver the best customer experience. If expert advice is required, the agent's desktop application indicates exactly who is available at that moment for consultation. Finally, supervisors have all the tools they need to view the center's historic and real-time performance, so they can manage with maximum efficiency.



ShoreTel Contact Center applications run on the ShoreTel UC system, without specialized computer telephone integration (CTI) platforms. Supervisors and agents are connected to the server via intuitive user interfaces that provide the tools they need to deliver superior customer service.

Workgroups deliver a practical solution for small, informal Automatic Call Distributor (ACD) groups, providing easy-to-use desktop tools, including queue and agent monitoring, and basic reporting.

Contact Center is ideal for medium-sized inbound call centers, supporting larger agent groups with standard features including inbound routing rules and time reporting. This application supports scheduled and abandoned callbacks for improving customer satisfaction and recovering potentially lost revenue, and provides single level overflow and interflow for routing flexibility.

Enterprise Contact Center is ShoreTel's most powerful call center solution, meeting the requirements of advanced multimedia contact centers. It includes universal queuing and enterprise resource matching. It also offers optimized call routing by service level, skill matching, priority, customer identity, schedules and caller location. Enterprise Contact Center also supports e-mail and Web contacts, and outbound calling as service options.

ShoreTel System Management

ShoreTel Director is a browser-based network management tool that provides a single management interface for voice applications across all locations. Instead of using separate management systems for multiple PBX, voicemail and automated attendant systems, ShoreTel Director makes it extremely easy and intuitive with its all-in-one approach. Its single interface is extremely easy to learn, improving efficiency without requiring complex programming skills. As a result, the system's total cost of ownership is reduced, and IT resources are free to work on other projects.

Plug and play deployment; easy scalability. ShoreTel Director recognizes all active IP phones on the network and configures them automatically. As new users are created, they are automatically assigned an extension, mailbox, and auto-attendant profile.

Performance status at-a-glance. A single-screen view of the entire enterprise system shows the performance status and health of all key components, at all times.

Online documentation. Searchable online documentation provides quick and easy answers.

Integrated software distribution. Integrated software distribution for voice switches, IP phones, and desktop applications helps to reduce support overhead and ensure system optimization.

Call Detail Reporting (CDR). The ShoreTel CDR service incorporates call records for all locations into a single, unified database on the ShoreTel server. The service also aggregates call records into a text file for use by third-party call accounting packages.

Comprehensive Reports. Bundled with ShoreTel Director is a comprehensive set of predefined reports to use in determining system utilization and optimizing performance, such as WAN bandwidth utilization.

Contact Center Director. Additional management tools for contact center capabilities, with the ability to build intuitive, business-driving contact flows for voice, text, and email interactions. Users can easily manage call flows, scripting, and agent skill-mixes, to deliver exceptional customer service.

Skills and call flow management. A simple, graphical interface allows administrators to set and manage the capabilities rankings of agents, and to match them to the flow of inbound contacts. It is easy to view and manage call flows and to adjust routing based on the caller's identity, source of origin, or other factors.

Custom scripting. Contact Center Director features a graphical and intuitive call flow builder. With a simple drag-and-drop interface, users can select from an array of interactions with their callers and simply drop them into the call from for a custom script. As scripts are saved, they instantly become live in the current system.

Manage network usage and basic ACD performance

Centralized call detail reporting (CDR) is integrated into the system. Built-in tools measure trunk utilization to reduce service provider costs, track network performance across WAN links, and provide details on end user's activities. In addition, built-in reports show performance information about basic ACD groups. Users can get detailed information with optional enhanced ACD reports from ShoreTel or leverage the system's text file interface with third-party call accounting packages.

Business-critical reliability

The ShoreTel distributed architecture provides highly reliable and brilliantly simple UC capabilities across multiple enterprise locations. ShoreTel software is hosted on embedded voice switch appliances to extend the overall system's reliability. ShoreTel Voice Switches exceed today's most stringent enterprise IT requirements, delivering 99.999 percent (five-nines) availability with:

- N+1 redundancy that helps ensure that if a ShoreTel Voice Switch fails or is isolated by a network fault, the phones supported by that switch automatically fail over to another voice switch – either at that site or a shared resource at the HQ location.
- Processors that do not require or use mechanical disk drives, eliminating the single most common point of system failure.
- An embedded, real-time operating system and unique call control architecture, enabling them to communicate with each other and distribute call processing in the network.



ShoreTel Communicator is a powerful unified communications (UC) application for users across an organization, whether an operator, a contact center agent, a knowledge worker or a road warrior. Available on multiple operating systems, ShoreTel Communicator makes it easy for people to communicate however they choose: by video, voice (wired or wireless), instant messaging (IM), and more. Outlook integration, visual/unified voicemail, instant messaging, softphone, personalized call handling, high quality video, work-groups, call center applications, supervisor applications and advanced reporting are just a few of the many features available.

Workgroup Agent Access enables call center agents to perform automatic call distribution (ACD) functions such as viewing calls in queue, log into queue and accessing team mailboxes.

Workgroup Supervisor Access helps call center supervisors monitor all their agent and queue activity. Supervisors can also monitor, coach, and barge into call center sessions.

Operator Access helps provide callers with a high level of personalized service with features such as busy call appearance and call pick up for operators, executive administrators and receptionists.

Mobile Access offers mobile users access to familiar functions such as ShoreTel QuickDialer, access to corporate and address book contacts, and visual voicemail. Users can make their mobile phone the enterprise extension on the fly and easily change their presence.

ShoreTel Communicator has a unique blend of **phone and IM presence**. Users can add a contact and see their phone and IM status immediately so they can decide the best way to reach them. For group interactions, users can access the optional **ShoreTel Converged Conferencing** console and instantly initiate a collaboration session.

Add intelligence to your calls. With ShoreTel Communicator, users define how they would like to have incoming calls routed based on who is calling, when they're calling, and their active call-handling mode. Calls can be sent to voicemail, another phone number, and play specific ringtones based on caller.

Turn PCs into telephones. With ShoreTel Communicator, any Microsoft Windows PC can be turned into a phone to be used at the home office, or on the road. The fully integrated interface eliminates the need for additional training.

Empower your operators or executive assistants. ShoreTel Communicator facilitates accurate and rapid call routing for frontline business professionals, such as operators and executive assistants. Users simply drag and drop to quickly transfer calls to the relevant parties. They can see whether or not the manager is in or out of the office or send an IM to see if the current call can be "broken through." They also can add notes to the calls to flag important callers. ShoreTel Communicator's versatile interface can be customized to the way the operator wants to multitask. An expanded, full blown view or a space efficient, compact view are both easy options.

Turn any phone call into a Web conference

ShoreTel Communicator simplifies operations by efficiently connecting people and information. Users easily can turn a phone call into a Web-sharing session on the fly to work on a document with the caller and speed collaboration. The optional Conference Console also simplifies communications by unifying audio conferencing controls, presentation sharing, presentation recording, document file cabinet and application sharing windows.

Reduce travel with video. ShoreTel Communicator streamlines video calling in just one click to improve collaboration and teamwork. When combined with affordable off-the-shelf webcams, placing high-quality person-to-person video calls is as easy as a phone call.

Meeting the needs of mobile employees. ShoreTel Communicator with Mobile Access keeps on-the-go users constantly connected via light-weight application on their smartphones, whether it is a BlackBerry, iPhone or Nokia. This application improves mobile phone users' productivity with seamless remote access to voicemail, corporate directories and address books, call history, extension assignment settings, and call routing logic. Mobile workers can instantly switch their extension to a mobile phone, depending on their activity and location.

