



Unified communications uniquely built  
to meet the needs of today's always-on,  
dynamic workplace.





# Tools for today's dynamic workplace

The world of work is evolving rapidly. A steady convergence of innovations – from the Internet, to smart-phones and tablets, to the cloud – has yielded a workplace no longer confined to an office, and the hours of nine to five. With the falling away of traditional constraints come great opportunities; the business that can harness the full potential of this dynamic environment stands to reap huge rewards.

The key is to put into the hands of the workforce the tools that give them the best possible chance to leverage – and to take control of – this unpredictable world. But too often, the very unified communications solutions meant to enable this create more problems than they solve. Many UC providers apply technology in a vacuum, offering tools that look good on a spec sheet, but which overlook the realities of a 24/7, collaborative workplace. By failing to address the nuances and challenges of this new landscape, such solutions function at the expense of an organization, not to its benefit.

Some providers of UC technology dismiss this as “the price of doing business.” Unwilling to disrupt their customary approach to their technology, they prefer their own status quo, one that requires users to adapt to their solutions as they add more and more capabilities.

But not ShoreTel.

ShoreTel is unique in the way it addresses the complexities of the evolving workplace. By addressing the needs of the entire organization – knowledge workers, IT pros, and management alike – ShoreTel tackles the issues others shrug off. With ShoreTel, workers enjoy the freedom and self-reliance to take control, to access data and resources at will, and to create a unique work rhythm that generates real results.

ShoreTel's UC solutions deliver a brilliantly simple user experience. And with that, organizations enjoy a very pleasant surprise: accomplishing more than they ever imagined they could.

## ShoreTel: simple by design, not by accident

ShoreTel was founded in 1996 with the goal of creating communications solutions that eliminate the barriers to business productivity. And from this clean sheet, ShoreTel sought to address the problem from all angles. The result? Open, intuitive, and adaptive tools – including hosted cloud services – that succeed by putting the needs of customers above all else.

The proof is in solutions that receive high marks from customers and industry analysts alike, that grow in market share, that work seamlessly with other leading applications, and that help businesses to move forward – all without burdening IT or end-users with unnecessary complexity.

**“No one wants to feel tethered to the office, just to stay in contact with customers or each other. We wanted to be more effective with VoIP, get more out of what was already working for us, and meet the growing mobility needs of our workforce.”**

**- Bakari Taylor, Systems Manager, Current TV**

# A brilliantly simple mission

ShoreTel's commitment is to create user-focused unified communications tools that support an entire organization, across the board. By taking into account everyone's needs – for self-reliance, freedom, or control – ShoreTel removes barriers to progress, making way for businesses to realize the benefits, and rewards, of this new and dynamic workplace.

Truly great things happen when unified communications tools bend to support the workforce instead of demanding the opposite. Knowledge workers – and today that's everyone whose job puts them in contact with vital business intelligence – can collaborate at will, as needed, without assistance or outside intervention. IT pros, freed from handholding and troubleshooting duties, can direct their expertise to strategic goals. And the business overall, having invested in scalable, flexible solutions, can put productivity tools into the hands of the workforce with no fear of penalty for growth and change.

## 360° of Brilliantly Simple Communications

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**Freedom of flexibility and control**

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**Freedom of simplicity**

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**Freedom of UC platform options**

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**Freedom of knowledge worker self-reliance**

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**Freedom of at-will business**

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**Freedom of agile and productive workforce**

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**Freedom of fast response**



# A choice of platforms and solutions, delivering one great experience

ShoreTel's unified communications solutions support the needs of the workforce, IT pros, and the business alike. So where other providers hamper and complicate an organization's response to growth and change, ShoreTel allows it to invest in as much UC technology as needed at any given moment.

ShoreTel offers a flexible choice of platform options: an award-winning, premise-based solution as well as subscription-based hosted cloud services. Combined with a platform-agnostic mobility solution that works seamlessly with both – and with other leading IP PBXs as well – ShoreTel puts productivity tools into the hands of the workforce at all times.

ShoreTel's brilliantly simple UC-without-compromise delivers organizations the essentials for addressing the challenges, and reaping the benefits, of today's dynamic workplace: freedom and user self-reliance. ShoreTel customers can choose from a premise-based or hosted cloud platform, so they enjoy the flexibility to respond easily to growth and change. And for maximum agility in a 24/7/365 work world, ShoreTel Mobility extends powerful UC capabilities to all mobile users across both platforms.

## On-Premise Solution ShoreTel

Leveraging the power of ShoreTel's award-winning, all-in-one, appliance-based IP phone system, this easy-to-scale and use UC solution has contact center capabilities built in. With a unique open architecture, it works seamlessly with homegrown applications and leading business intelligence applications. Providing the easiest system management in the industry, it is simple enough for non-technical staff to master, freeing valuable IT resources for more critical tasks.

## Hosted Solution ShoreTel Sky

Offering the ultimate in flexibility, ShoreTel's cloud phone system and unified communication applications let organizations add capabilities as needed, choose operational expenditures over capital expenditures, and dedicate internal resources to strategic initiatives. The solution is backed by dedicated teams of cloud telephony experts who manage the entire experience—from the move to the cloud, to ongoing upgrades and maintenance, to support for users.

## Mobility Solution ShoreTel Mobility

Simply and cost-effectively extending full-featured UC onto leading smartphones and tablets, this platform-agnostic solution works with ShoreTel's on-premise and hosted options. ShoreTel Mobility puts all the UC features of a deskphone onto the user's mobile device of choice – all while leveraging the native UI they already know and love. Delivering all of the benefits of BYOD without creating hassle for IT staff, it also integrates with other leading IP PBXs, including Cisco and Avaya.

# Makes end-users more productive with each and every contact

Unified communications seek to eliminate boundaries between people and information, enabling a flow of information that speeds decision-making, encourages the exchange of ideas, and makes collaboration second-nature.

Far beyond just offering end-users a variety of communication modes or devices, ShoreTel makes it easy for them to access the resources they need at any given moment, and to choose how – and when – to connect and interact with colleagues and customers. They enjoy:

## The freedom to move, and to thrive, at will

Smartphones and tablets are an essential – and much-loved – element of the always-on workplace. And yet, unless those devices integrate fully and seamlessly, they create havoc for users. ShoreTel Mobility delivers business data and UC applications in a familiar interface, so end-users may have their choice of device at any given moment, never forced to sacrifice staying in control for staying in the loop.

## The freedom to be self-reliant, and to see the results

ShoreTel's intuitive user communication tools help entire teams to work together more effectively. Able to access information – and each other – self-reliantly and at will makes way for more meaningful collaboration and a richer exchange of ideas. The creation of tangibly better outcomes has a powerful halo effect on the whole team, building confidence, and encouraging everyone to go the extra mile.

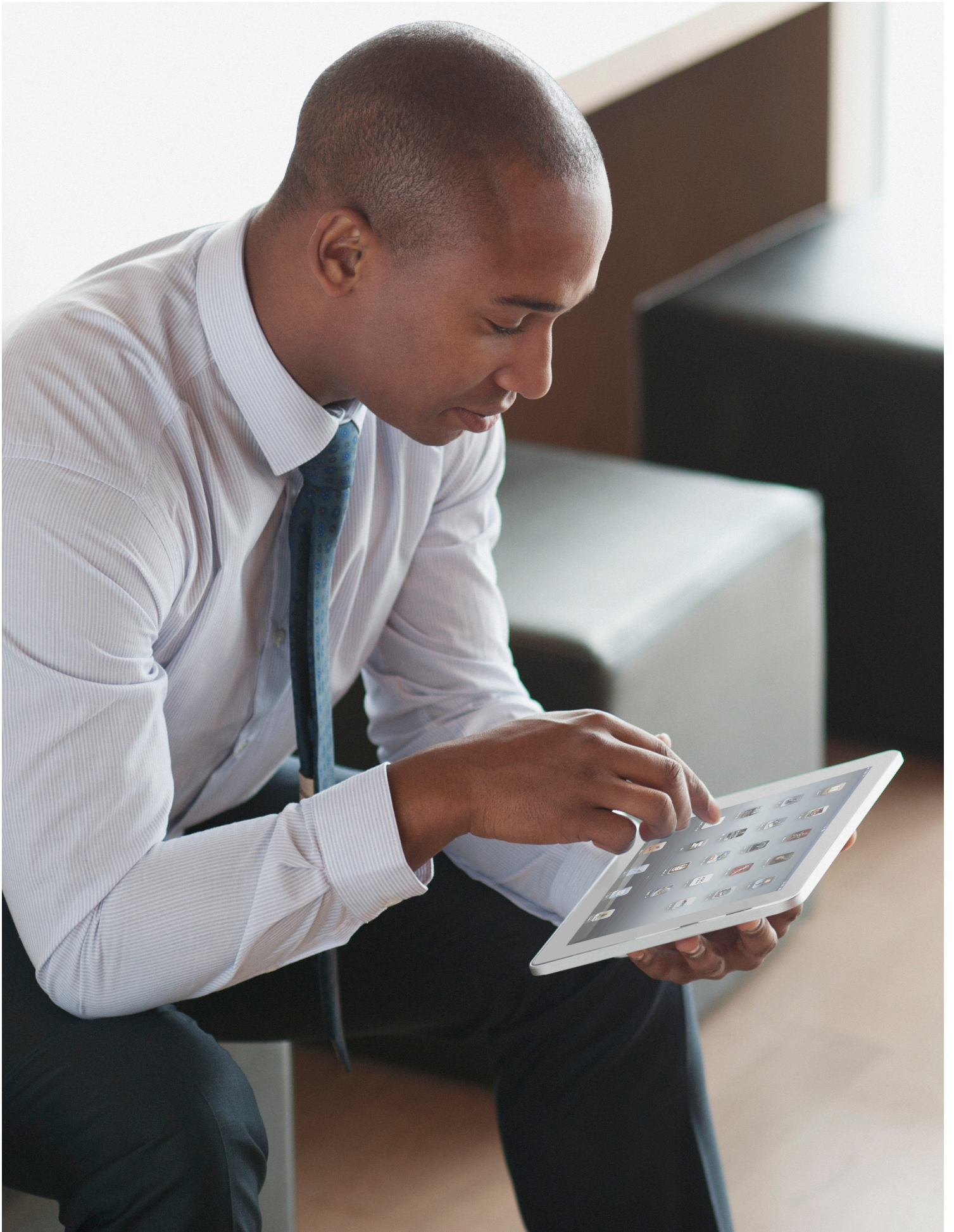
## The freedom to serve customers better

ShoreTel integrates with leading CRM and business intelligence applications, including Salesforce.com and Microsoft Dynamics. By seeding business intelligence into every call, ShoreTel gives contact center agents the tools and information to take action and resolve issues on the spot.

**"For us, it's all about being able to readily communicate with customers and each other, from any device, from any location, at any time. ShoreTel helps us do this."**

**- Angelo Fraioli, Vice President and Controller, AP&M**











# Transforms IT professionals into business-builders

The evolving communications landscape, with its many modes, devices, end-points, and variables, offers boundless possibility. And yet, many UC solutions fail to take into consideration the unstructured nature of the dynamic workplace. As a result, the burden falls on IT professionals to keep this anywhere-anytime realm functioning from one unanticipated change to the next.

By streamlining the UC experience from end to end, ShoreTel frees IT professionals from the task of shepherding users through an unpredictable environment and maintaining order under chaotic conditions. With ShoreTel, IT professionals become facilitators and productivity engineers, thanks to:

## The freedom of flexibility and control

Offering both premise-based and hosted business communication solutions, ShoreTel gives IT pros the option of being as hands-on – or hands-off – as they need to be. So whether an organization elects to use one platform or the other, ShoreTel drives down the high human cost of serving end-users.

## The freedom of simplicity

ShoreTel's brilliantly simple vision eliminates the obstructions and bottlenecks common to those solutions that fail to put user needs first. From encouraging a self-reliance in end-users that minimizes demands on support, to simplifying licensing and subscriptions, to offering a choice of platforms, ShoreTel defeats complexity wherever it exists.

## The freedom to gain a competitive edge

With less time spent performing the roles of gatekeepers and firefighters, IT professionals have the ability to focus their energy and expertise on what's critical: strategic, business-building initiatives.

**"Only ShoreTel was able to give us open APIs for flexible integration, which was a big deal because we have so many custom-built applications and need to ensure flawless integration."**

**- Dan Lyddy, Vice President of Information Systems, DART**

# Frees management to make the best choice

Because staying competitive in today's market is impossible without a unified communications solution, choosing the right one is critical. Sadly, the approach of many providers can hold an organization hostage. If the communication and collaboration tools essential to the anywhere-anytime world of work do not address the needs of the entire workforce, including those of IT professionals, then realizing their productivity benefits is impossible.

ShoreTel's flexible and adaptable solutions, however, enable where others hamper. They deliver:

## The freedom from risk

When businesses can choose the solution that best meets their needs at any given moment, the risks of underinvesting – or overinvesting – in technology evaporate. ShoreTel gives businesses two options: the low TCO and modular scalability of a premise-based system, or the dynamic subscribe-to-what-you-need-as-you-need-it hosted cloud solution.

## The freedom of an agile and productive workforce

Putting powerful business communication and collaboration tools in the hands of the entire workforce does more than just streamline workflow. ShoreTel gives end-users the capabilities and flexibility to work– and to thrive – all while ensuring that they have the freedom and self-determination essential to retaining control of their work-life balance in an always-on world.

## The freedom to keep pace with costs

In offering both premise-based and hosted cloud solutions, ShoreTel delivers more than just a choice of platforms. Businesses enjoy the choice of how best to allocate their resources, and whether to make capital or operating expenditures.

**ShoreTel Sky performs exactly as they said they would and exactly as we hoped. Voice is central to Aquent's success and we believe we have a partner that can support and facilitate our ongoing growth.**

**- Larry Bolick, CIO, Aquent**









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