

# Making Communications and Collaboration Seamless

## The CIO's Playbook



Dear reader,

This is an exciting time to work in information technology, especially with the positive impact that technology has on the way we work and communicate every day. Whether it's mobile devices, real-time analytics or the cloud, today's technology can be beautifully aligned with business goals to improve productivity, reduce costs and improve customer service.

**This digitalization era is redefining our roles as company leaders going forward.**

It's becoming increasingly important to develop a solid foundation for simple and seamless communications and collaboration. This foundation is fundamental to bigger picture items, such as:

- Engineering the business transformation and digitalization that come along with Big Data and its analytics.
- Empowering employees to be able to choose their own work locations and business devices so they can collaborate seamlessly.
- Implementing business applications and process automation residing in multiple clouds with no IT oversight.

Navigating these sweeping industry changes requires teamwork with dedicated, experienced partners who can enhance the functionality and maximize the return from your existing equipment, protecting your investment and minimizing cost and disruption.

Company visions for the future vary and are not one and the same. Your vision may include upgrading your on-premises equipment, moving everything into the cloud as a managed service, or a hybrid approach that phases applications into the cloud over time.

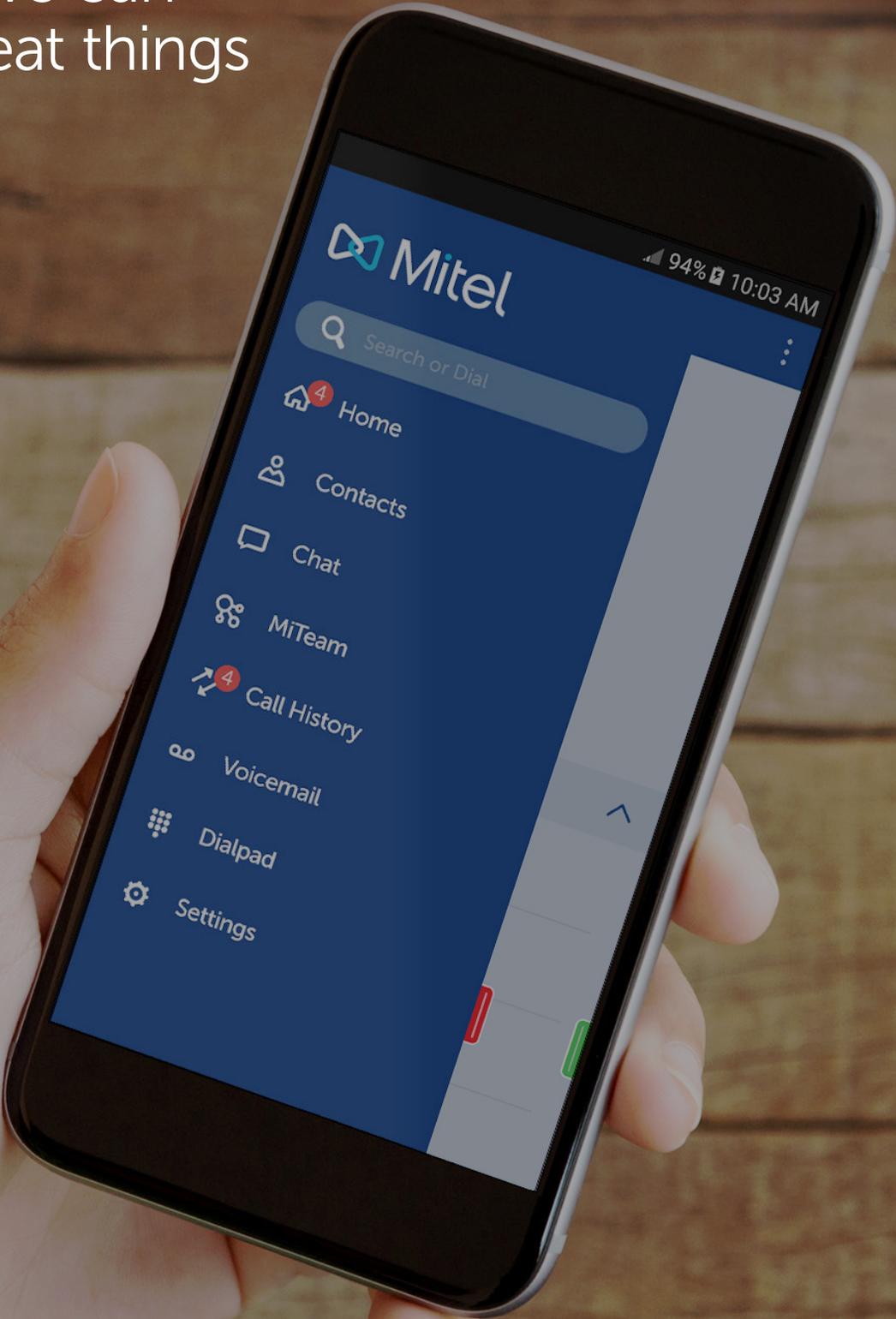
As a CIO, I know how important it is to work with technology partners that understand my challenges and listen to my company's needs. That's the kind of partner we strive to be every day at Mitel. Together, we can achieve great things.

Wishing you a productive year,

A handwritten signature in black ink, appearing to be 'JR' with a stylized flourish.

Jamshid Rezaei  
CIO, Mitel Networks

Together, we can  
achieve great things



# Today's Workforce Is More Mobile Than Ever Before

For most of us, our mobile devices are the first things we look at in the morning and the last things we look at before going to bed. And, through the Internet of Things, our devices can continue communicating without our lifting a finger – all with the goal of delivering proactive and personalized service to make our lives easier no matter where we go.

With our world's digital transformation well underway, it's no wonder the mobile devices and applications we rely on in our personal lives have completely changed the way we work and the customer service we expect.



**Millennials**  
use mobile devices  
for everything



By **2020**  
customers will  
manage 85% of  
B2C relationships  
without human  
interaction



**70%**  
of professionals  
will do business on  
mobile devices  
by 2018



# With Any Challenge Comes Great Opportunity

Not only is today's workforce (and customer) always on the go, but business has never been so global, fast paced and always on. With employees across the globe, road warriors and time zones to contend with, collaboration is rarely contained in a single boardroom anymore. So how can you keep workers connected anywhere, any time, no matter what device they're using? How do you reduce the travel and operational costs associated with in-person meetings and collaboration sessions? Most importantly, how can you filter out the noise and focus on what matters: your customers and your bottom line?

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Team collaboration applications designed with mobility in mind can give you a powerful edge on your competitors:

- Better financial results
- Higher employee performance
- Increased employee loyalty
- Higher levels of innovation

Today's leading businesses know the importance of equipping their teams with the tools they need to foster better team collaboration. Whether you're a growing business hoping to compete with the household names in your industry or a large enterprise looking for the agility of a smaller shop, Mitel has the team collaboration and communications solution to help you achieve your goals.

## Brand Loyalty's Not Dead

Your customers' expectations have never been so demanding – they want to communicate with you instantly, conveniently, at any time of day, on any device they choose. And, with the prevalence of smartphones and social media, their reach has never been wider – meaning any slip in service can be broadcast to the world with the tap of a finger. That's why Mitel's customer engagement solutions bring together voice, SMS, email, live chat and social media so you can deliver a consistent and satisfying customer experience every time.

## Your Needs ≠ One Size Fits All

Your specialized industry requires specialized solutions to work with the systems and processes you rely on daily. Mitel works with organizations in industries such as healthcare, hospitality, education, government and financial services to bring next-level collaboration and customer experience where it matters most.



# Finding a Better Path Forward

Technology is aligning to not only support a workforce on the go, but also enhance the way we communicate and inspire next-level innovation. Connecting international offices, remote employees, road warriors and field staff as your business grows is no longer a communications challenge, but an opportunity for powerful collaboration. No matter what tomorrow brings, here's how to ensure a better path forward for your business.

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## Keep your communications seamless

The mobile workforce is not a trend you can expect to fade away anytime soon – in fact, prepare yourself for the opposite. By 2018, it's expected that 70% of mobile professionals will do business on mobile devices. But mobility should never hinder productivity. Your communications and collaboration tools should be designed with mobile in mind so you can have an in-office experience that's consistent across all your mobile devices, no matter where you are in the world.



## Boost your bottom line with significant cost savings

Improving your mobile collaboration strategy now can save you big bucks year after year. In fact, the average cost a company faces for a bad or non-existent mobile strategy is \$36 million per year! Working with a vendor with a mobile-first vision can transform your business into a mobile enterprise and improve your profit margin without a sales miracle.



### Engage the best talent, anywhere in the world

Did you know 36% of employees would choose flexible working options over a pay raise? Not only can a mobile collaboration strategy improve employee morale, but it creates meaningful connections with employees on the road and in remote offices, creating a truly collaborative environment.



### Build customer loyalty in a changing consumer market

Your workforce isn't the only thing that's mobile. Today's customer is no longer content to wait in line or hang on hold for even a few minutes. Instead, your customers want to connect with you through their favorite media – SMS, web chat, social media and video – and they want to do so instantly. To gain a competitive edge, ask your technology partner about multimedia options for customer engagement.



### Protect your investment as your business grows and needs change

Partnering with the right vendor provides the flexibility to grow at your own pace. Whether you're on-premises today, diving into cloud or testing the waters with a hybrid model, your environment should easily scale as your business expands. And don't let your vendor tie you down – choose from best of breed solutions by working with a partner that offers CRM, Microsoft and VMware integrations.



### Trust a partner that delivers all this and more

From how your employees innovate to how you engage with your customers, your communications are critical. Take your team collaboration and customer experience to the next level by partnering with a vendor that can support you today and tomorrow, no matter what the future brings.





# Protecting Your Investments 101

## Communications + Integrations

Today's most commonly used applications, such as customer relationship management (CRM) and instant messaging (IM) tools, have changed the way we work. For better, they enable us to collaborate, manage information and provide excellent service to our customers. For worse, they can make it easy to suffer from application overload. Truth is, bringing your applications together can not only enable seamless communication, but also enhance their individual functionalities. Here are some of the best integrations to get the most out of your technology investments.

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### Mitel + Microsoft

Microsoft products are an integral part of many businesses. If you're using Microsoft Lync/Skype for Business as your presence and IM platform, you can access Mitel's UCC capabilities directly from your Lync/Skype application for enhanced functionality, such as:

- Call control features, such as click-to-call, incoming call device selection and ability to move calls between devices
- In-call features like hold, forward, transfer, escalation and embedded conferencing
- Dynamic call routing to deskphone, softphone or mobile device
- Individual presence information for IM, voice and video call, which can be tailored based on personal preferences (e.g., unavailable by video when out of office)

For organizations that use Microsoft's Active Directory (AD), Mitel's UCC solutions link seamlessly with AD to provide one-touch provisioning and a single screen to manage your MACs (moves, adds and changes). And when you choose Mitel's contact center solutions, you stay connected to all of your Microsoft back-office applications to deliver real-time reporting, advanced IVR capabilities and more.

## Mitel + Salesforce and CRM

Mitel applications leverage your CRM tools to put important information and functionality right at your fingertips. Calls can be made directly from your Salesforce screen using embedded click-to-call functionality. Streamline your call management by easily documenting calls in the CRM database, generating follow-up tasks (e.g., “Call again in two weeks”) and setting CRM information to appear on screen automatically when a customer calls you. Stop juggling multiple applications and enjoy the simplicity of true CRM integration.

## Mitel + VMware

Mitel solutions can be deployed on-premises or in the cloud, but the flexibility doesn't stop there. You can deploy Mitel applications on the same virtual machines (VMs) running your other business applications, and manage them all in your VMware environment. And you don't have to worry about latency or voice quality issues; Mitel and VMware have collaborated to “crack the code” on delivering a superior UC experience in a virtualized environment. For organizations with a VMware-based virtual desktop environment, you can deploy the full suite of Mitel's UCC capabilities right from your desktop, including softphone features. If you're using VMware's Zimbra email platform, Mitel communications are integrated with that, too.

## Mitel + Your Customer Experience

Your social media presence and ability to communicate through SMS, email and live chat are necessary components of your customer experience. Mitel's customer engagement applications not only enable you to communicate with customers through the media of their choice, but also integrate with third-party social media monitoring solutions, such as BizVu Social, Trackur, and Imooty, and can optionally integrate with LiveLook for third-party co-browsing support so you can turn social media into a two-way customer engagement channel.

## Mitel + You

We work closely with industry-leading partners to give you the flexibility to choose the best technology for your business and maximize your investment. That's seamless communications.





# How the San Diego Padres Are Leading the MLB to the Cloud

At its core, the Padres are a team on the move. Playing 162 games each year, the Padres travel across the continent from April to October – but the players aren't the only road warriors. Inside the Padres organization is a network of world travelers, including scouts that travel internationally in search of top talent, and frequent visitors to remote sites, like the spring training complex in Arizona. Recognizing the importance of keeping all members of the club connected anywhere in the world, the Padres saw a critical need for mobility.

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## AT A GLANCE:

### SITUATION:

- Critical need for mobility to keep various locations and traveling employees connected
- Changing fan experience with new standards for communicating with customers
- Technical requirements, such as the ability to scale quickly and unexpectedly, in order to host the 2016 All-Star Game

### RESULTS:

- Support for digital and mobile-first fan needs
- Enhanced mobility to keep staff connected across disparate locations with flexible, feature-rich collaboration tools
- Advanced communications services to enable Petco Park to host the 2016 Major League Baseball All-Star Game
- Agility to respond to changing requirements on the fly
- Reduced IT burden for support and maintenance

## Changing customer expectations

Mobility didn't only impact internal operations. The Padres noticed a new era of technology shaping its fan experience and a need to communicate with customers in a personalized way on the platforms of their choice.

What's more, when applying to host the All-Star Game, the Padres were faced with a set of technology requirements they would have to meet in order to be granted the prestigious honor. Key requirements included the flexibility to scale quickly and the agility to respond to changing requirements on the fly.

"As an organization, we had outgrown our previous [communications] system," explains Ray Chan, Director of Information Technology at the Padres. "We required greater agility and a system that could provide the right amount of capacity."

## Time for a technology overhaul

Evaluating their infrastructure and future needs, the Padres sought to replace their existing system and limit onsite equipment and maintenance. The Padres evaluated several major communications providers before ultimately choosing Mitel, with Ray citing Mitel's expertise in providing the best path to the cloud as a major factor in his decision.

"Since implementing mobile collaboration, our road warriors now have the same, consistent experience across all devices. Whether they're on the road or in the office, it's one and the same."

**Ray Chan, Director of Information Technology**

"Mitel's cloud solution gives us all the bells and whistles without having to maintain the infrastructure on site. The enterprise mobility aspect is equally important because it opens up a different avenue of communications that can allow our business to operate more efficiently and successfully."

"We've become a lot more mobile overnight by switching to Mitel," says Ray. Scouts, remote workers, and other road warriors are now kept connected with a full set



**The San Diego Padres Contact Center**

of collaboration and real-time communications tools directly on their smartphones, giving them an in-office experience no matter where they are in the world.

The Padres can also quickly and easily scale their communications as needed – overcoming a major limitation of their outdated premises-based system.

"This will be instrumental in hosting the All-Star Game because we can easily expand our communications across the ballpark in seconds and guarantee a seamless experience," said Ray.

## Redesigning the call center for personalized customer experiences

Thanks to CRM integration, callers into the Padres' call center are always routed to the correct representative for a consistent customer experience. Call center agents have customer information at their fingertips in order to deliver informed, personalized interactions. To ensure optimal productivity and customer service, management can easily report on call center activity, measure performance, and identify coaching opportunities or areas for improvement.

## Leading the cloud charge in the MLB

As trailblazers in the area of cloud communications, the Padres are no longer burdened with concerns of redundancy, maintenance and downtime.

"To have a partner that would be able to support my environment was really important to me," explains Ray. "Mitel was a perfect fit for this organization."

On top of a worry-free mind, Ray says his department saw significant annual cost savings in the ballpark as a result of moving their communications to the cloud with Mitel.

With other MLB teams paying close attention to the Padres' lead, it's safe to say they've knocked this one out of the park.

# Trust the Only Brand Across Five Gartner Magic Quadrant Reports for Business Communications

Powering over two billion business connections each day, Mitel has the experience and expertise to support your business needs today and tomorrow, whether on-premises, in the cloud or both.

Mitel helps business of all sizes communicate simply and more effectively by powering seamless, real-time communications and collaboration solutions.

**Mitel is the only brand across five Gartner Magic Quadrant Reports for business communications.**

- **Leader** in Magic Quadrant for Unified Communications
- **Leader** in Magic Quadrant for UC for Midsize Enterprises
- **Leader** in Magic Quadrant for Corporate Telephony
- **Visionary** in Magic Quadrant for Unified Communications as a Service
- **Challenger** in Magic Quadrant for Contact Center Infrastructure

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