

# MiCloud Office Overview

Born in the cloud and designed for today's mobile workforce, MiCloud Office is a game-changing communications solution built to deliver measurable business impact.



## The Rise of the Mobile Business

The rise of the mobile business has called into question the perceptions of what an office environment should be. Gone are the large spaces filled with wall-to-wall cube farms, and instead replaced with functional work spaces where people collaborate and feel most productive.



Nearly **70%**  
of employees use  
their personal  
tablet for email



**26%**  
of employees feel  
productive while outside  
the office and home



**36%**  
of employees use up  
to 3 mobile devices  
to do their work

However you compare with today's forward-looking mobile organizations, you understand that your business is fluid. Work is done in the car, while you're walking to lunch, or sitting at the airport. Your employees work remotely, blasting emails and texts out at all hours of the day while your IT team struggles to keep an aging communications system connected.

When speaking with growing business owners, we frequently hear them say:

“I want to give my customers the perception that they're working with a Fortune 500 enterprise.”

“I want to depend on the same communications solution now AND five years from now.”

“I want all of this capability for what I'm willing to pay and not for a price I'm unable to afford.”

“I want to give IT a short mental vacation and focus them on other key business priorities.”

It's time for you to consider MiCloud Office.



# Business Should Start Where You Do – Mobile First

The industry's first solution that is designed to be mobile first, cloud-enabled, and millennial focused, MiCloud Office solves the challenges business owners and IT managers face in today's fast-paced, collaborative working environment.

So what does it mean to be mobile first?



## Mobile First

Your day starts and ends on your mobile device. You take it everywhere with you, blending your professional and personal life. That's why MiCloud Office is built around the mobile device so you can optimize the one tool you depend on to stay connected with your business and customers.



## Cloud-Enabled

Premises-based phone systems are large, expensive, pieces of infrastructure that take up vital real estate, are difficult to maintain, and don't scale with your growing business. MiCloud Office contains all the features you need to remain competitive, is easy to deploy and maintain, and costs a fraction of the price business phone systems do.



## Millennial Focused

According to the Pew Research Center, Millennials, those born after 1980, represent the largest segment of our workforce. They grew up with the Internet, live their lives out on mobile devices, and own a library of applications that is fully-integrated into their days. MiCloud Office keeps your business productive by supporting the variety of ways you, and the digital natives you employ, work.

## Every Problem Has a Solution

Growing businesses have to face the struggle between expanding needs and limited resources. Regardless of organizational size, scope, and number of employees, how to do more with less is a universal business problem.



### BUSINESS OWNERS

“Money doesn't grow on trees, I need a way to communicate internally and externally, but I can't keep having to choose between my technology and hiring people to use it.”



### IT MANAGERS

“My team is stretched thin supporting phone systems that can't do what the business needs them to do, and the budget to fix solve the problems keeps going to hiring more sales staff.”



## What's Keeping You Up at Night?

**EXPENSE MANAGEMENT** - This can make or break a business. Constantly eating at your profits, constraining cash flow, and limiting your ability to hire talent to grow your business, you can't compete if large portions of your budget are dedicated to maintaining an aging system.

**RELIABILITY** - Every call, every interaction, every deal is important. It's never acceptable to lose a customer, but it's worse to lose it because of your phone system. MiCloud Office is backed by a 99.99% SLA and located in geo-redundant, tier 4 data centers to ensure business continuity. This battle-tested solution is reliable through and through to keep you connected to your business and customers at all times.

**CUSTOMER EXPERIENCE** - The only thing better than a new customer is a returning customer evangelizing how great it is to work with you. Well, the opposite applies if they have a negative experience. You can't afford for the difference between a great experience and a poor experience to be your phone system.

**MEASURABLE BUSINESS IMPACT** - A phone system that just answers calls is not sufficient. Your investment into a business communications solution should be a game-changer, providing a return on investment as well as a competitive advantage. MiCloud Office ensures calls are routed to the right person with the right information the first time. Real-time call analytics provide key business insight to the ebbs and flows of the business. MiTeam knocks down silos and opens new lines of communications with remote employees, partners, and customers.

### THIS IS NOT A DRILL.

The office was a ghost town the Friday before the 4th of July weekend, but that's when the biggest lead of the quarter came in.

Right before the sales representative was about to call it a day, her screen popped with an opportunity who had previously been considered lost.

A competitor had made a catastrophic mistake on a job, and their account representative was unable to get everyone on the phone at the same time.

She mobilized her team:

- The operations manager who was standing at the grill in his back yard.
- The product manager who was stuck in traffic with a minivan full of children.
- An on-call engineer who logged in from his home office.

Together, they developed a plan to get the customer through the long weekend and displaced a competitor at the same time.

## What About Your IT Manager?

**RESOURCE PLANNING** - Finances aren't the only constraint. If your IT staff is focused on keeping existing systems working, they're not building new systems that increase productivity and efficiency. That makes the business less agile long term.

**SCALABILITY** - There are only so many ports on a switch and bandwidth can only support so much data. If you're a growing business, you'll eventually have to make substantial investments in infrastructure for one more port. Or, if it's a lean time, having all that expensive equipment sitting dormant is infuriating.

**CHANGE MANAGEMENT** - A critical component of a healthy IT department is conducting upgrades and patches. As phone systems become more complex, making changes to the system become more difficult and higher risk, which extends technology projects and threatens reliability.

**REMOTE ADMINISTRATION** - Travel time to the data center to work on the system only becomes an issue when something goes wrong, then 30 minute travel time means there's 30 additional minutes added to problem resolution.



# Don't Just Make Calls — Communicate.

A phone on every desk philosophy is so fifteen years ago. You're a vibrant business that isn't limited to just a desk phone, so why buy a business phone system? Get a communication solution that models the way your business operates. Mobile first, remember?

**FLEXIBILITY** - Empower your employees to stay connected and work with confidence from any mobile device.

**ENTERPRISE STYLE FEATURES** - Access the rich feature set you need to look like a Fortune 500 company wherever you are without needing a Fortune 500 budget.

**COLLABORATION** - Eliminate silos with extensive collaboration tools for mobile or desktop that connects team members from both inside and outside of your company.

**BUSINESS APPLICATION INTEGRATION** - Sell and service easily with key applications that are tightly integrated into the sales and support process.

**CUSTOMER EXPERIENCE TOOLS** - Enhance your customers' experience with value-added customer engagement tools and tracking.

**REAL-TIME BUSINESS ANALYTICS** - Make smarter business decisions with key metrics and analytics.

**REDUNDANCY** - Ensure business continuity with geo-redundant voice and applications.



## SHOULD IT STAY OR SHOULD IT GO NOW?

Business was good. Growth in revenue and employee base are key indicators of a healthy business, but also alarms for IT.

The phone system was now becoming a liability more than an asset. Continued ad hoc customizations were unstable, demands for application integration from Sales and Support were iffy at best, and updates and support from the primary manufacturer were a distant dream.

As more users were added to the system, a key decision had to be made whether to support the rickety foundation and give it another year on life support,

or move to a new solution that would provide the scalability and flexibility demanded by the business.

After assessing the requirements from each division and finalizing the budget, the decision was made to move to a low cost, fixed cloud based phone system that met the requirements of the business today and in the future.

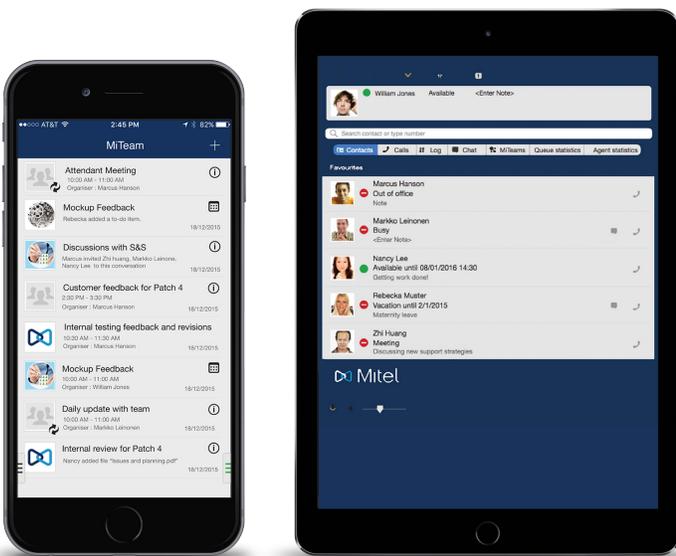
IT was able to add new users on the fly, upgrades were seamless, and management was as simple as opening a mobile app. IT was able to take a mental break for at least an hour before having to reset the newbies passwords yet again.

# MiTeam: Unifying Work Streams

Work, and especially team-based activity, is not static, but a continuous process that involves collaborating to solve a problem, measuring results and improving the output, whether it be speed to market, quality of service, or return on investments.

That workflow is a steady stream with faster currents in some portions of the project and slower demands in others. Like a stream, it meanders its way with an inconsistent ebb and flow of people, conversations, collaboration, and content.

MiTeam embraces this natural workflow continuity and provides a single, unified experience with rich collaboration and real-time communications to support how real team-work is achieved today.



- By keeping pervasive chats, collaboration, and content (presentations, pdfs, etc.) new teamwork members can be caught up in a matter of minutes.
- Keep up with projects, stay connected with colleagues and clients, and eliminate cumbersome emails with powerful layers of embedded collaboration within a single, shared application.
- Consolidate teamwork capabilities into a single window pane, centralizing chats, content sharing, collaborative whiteboard sessions, pictures, videos, presentations, and add rich graphic and vocal annotations.

- Integrate and embed more than 40 external services – such as DropBox, Salesforce.com, Evernote, and Google Drive – directly into your MiTeam experience to automate alerts, seamlessly import content and annotate files, all within the same application.
- Expand teams past the physical confines of your own organization to include remote employees, contractors, and even partner or customer contacts, anywhere around the globe and on any device.

## Make Sure You're Connected

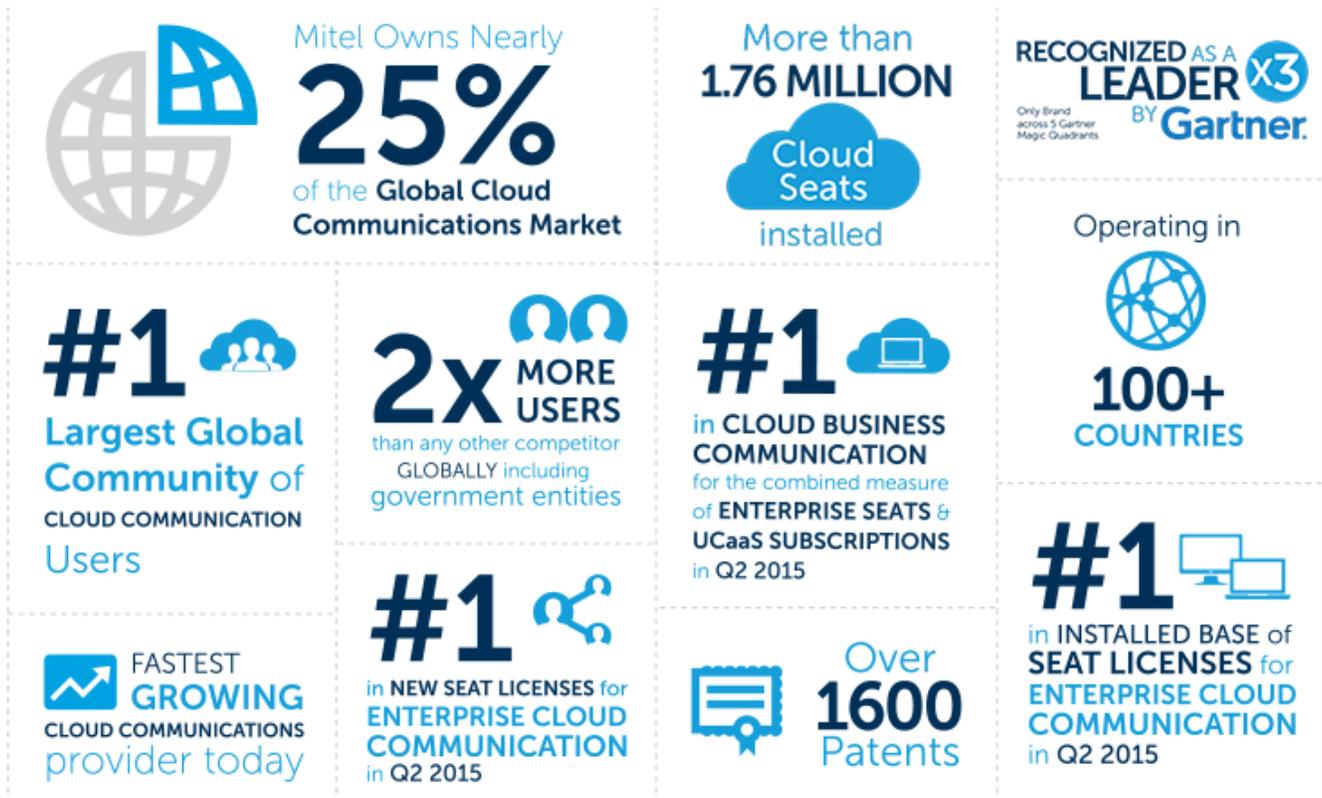
Business application integration is critical to make sure that your systems are talking to one another. Having to switch between screens that require different passwords slow businesses down and destroys productivity. In addition to seamless integration with Microsoft Exchange, MiCloud Office connects to more than 40 business applications that are vital to your daily operations.

# One Size Does Not Fit All.

Business phone systems don't distinguish well between different types of users. They can't differentiate between an employee who sits at a reception desk routing calls and an executive who collaborates with suppliers across the country. Instead of locking your entire organization to one standard license, you can tailor your communication system to the specific need of each employee and scale features up and down as needed. Mix and match licenses as you need to. Only MiCloud Office can give you that level of flexibility.

## Why Mitel?

With over 40 years of experience in the telecommunications industry, Mitel is the #1 provider of cloud technology and solutions worldwide. Since 2008, Mitel has become the fastest growing cloud communications provider powering connections with nearly 2 million users, more than twice as many as any other competitor.



Visit [mitel.com/micloud-office](http://mitel.com/micloud-office) or call (888) 545-1708 to learn more about how MiCloud Office will make a difference for you.