

Mitel MiCloud Partner Program

The Simplest Path to Selling More Cloud Services



A true partnership from the very beginning

Behind every great partnership is a commitment to achieve more than you could on your own, yet still be true to yourself. It's captured in those moments when "me" becomes "we" and something better emerges as the outcome. At Mitel, we're committed to building better outcomes with our partners.

It's a group effort, and Mitel wants to help make it a successful venture for everyone. Our Mitel Partner Program offers a breadth of resources and support for everything from marketing and sales to ground-up technical development.

It takes two to make a cloud go right

You don't become the world's fastest-growing unified communications (UC) provider without learning a thing or two about teamwork. As a MiCloud partner, you're more than just another voice in the cloud. Our go-to-market strategy is built entirely on a foundation of empowered partners given the resources and the flexibility to succeed in a competitive cloud market. The success of that model is reflected in our market leadership:

- *#1 vendor in cloud business communications worldwide*
- *Twice as many cloud communications subscribers as our next nearest competitor*
- *3X higher contact center sales than the industry average*

Now, more than ever, the ability to deliver communications in the cloud is critical to your success. As a MiCloud partner, you bring to market a best-in-class cloud experience that puts mobility first, supports simple cloud enablement and integration, and meets the evolving needs of a millennial workforce. Behind that technology is the support of Mitel's worldwide organization, providing the expertise, experience and insight you need to succeed in the market.

Rev up your revenue

The bottom line is, after all, the bottom line. As a MiCloud partner, you'll be part of a winning team that not only increases your visibility in the market, but drives the profitability of your business. We offer a wide range of incentive-driven programs and sales support to help you succeed in the competitive cloud space, including:

- *Residual revenue opportunities*
- *Aggressive margins*
- *Sales performance incentive funds*
- *Customer promotions*
- *Lead generation*

"Renowned for keeping businesses connected, Mitel is committed to helping channel partners capture the growing sales and service opportunities that cloud computing delivers."

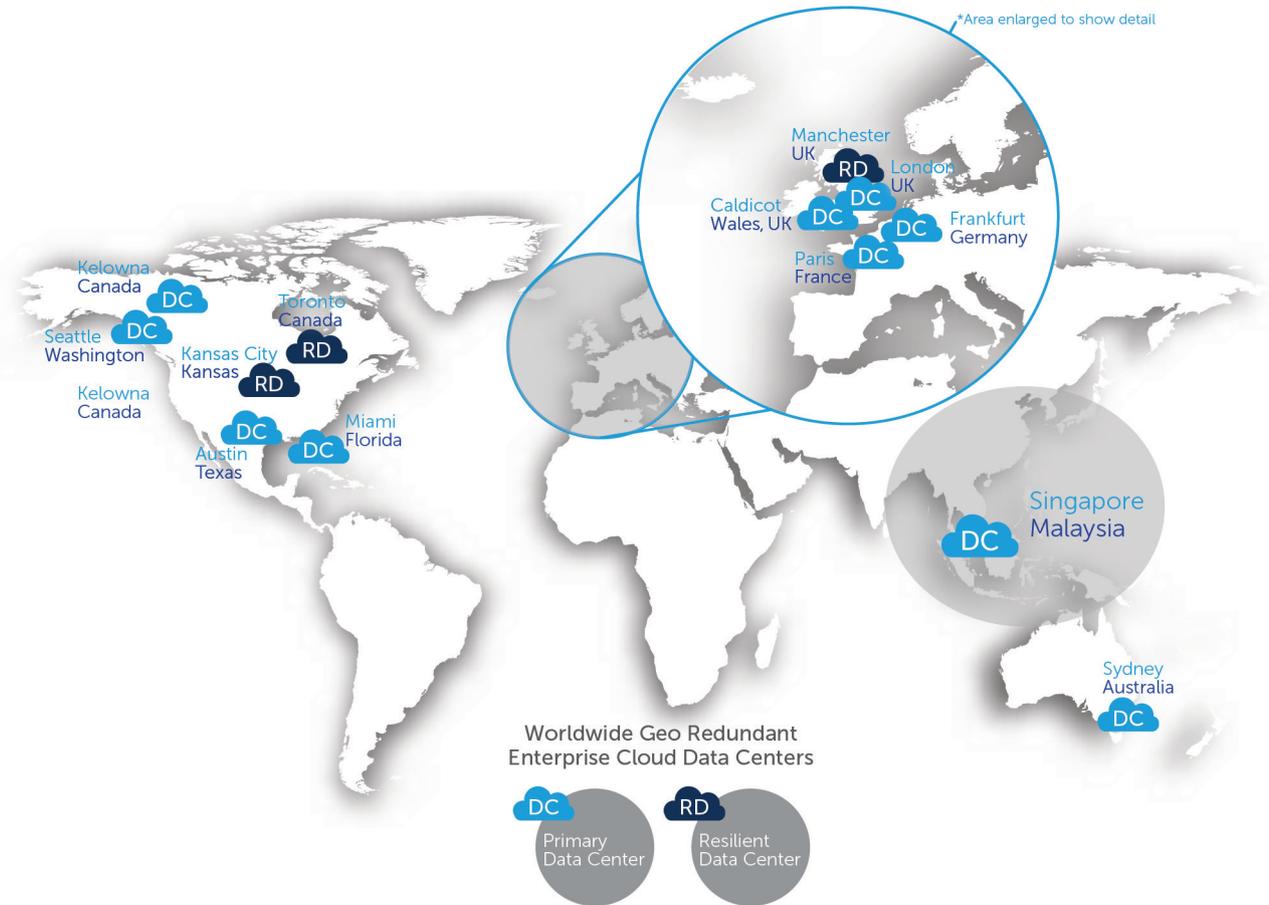
Ted Schuman, Founder and CEO
PlanetOne



Success begins with a better cloud

What do your customers expect from the cloud? Reliability, scalability, cost efficiency, innovative features? You'll find all of that and more in the Mitel cloud. Over the last two years, we've invested more than \$1 billion to build a world-class cloud data center that extends around the globe. So wherever you do business, and wherever your customers do business, MiCloud is there to support you.

Mitel's Global Cloud Data Center Footprint



Your customers can do more with MiCloud, leading to more satisfied customers and more revenue opportunities for you. Today, we offer enterprise-class voice systems, rich collaboration tools, scalable contact center solutions and more in the cloud. Yet we understand that building a better cloud doesn't mean working in a vacuum. MiCloud is designed to integrate seamlessly with today's complex business IT framework to ensure that the user experience builds on your customer's existing strengths, skills and investments.

Make MiCloud your cloud

The MiCloud Partner Program is designed to give your business the support it needs to succeed. What we've learned is that when we focus on running the cloud, and you focus on running your business, the result is a better customer experience. We offer multiple levels of partner engagement to ensure that our partnership is aligned with the core values and strengths of your business.

3 Pronged Channel Strategy



As a **MiCloud Agent Partner**, you can count on Mitel for full support including porting and configuration, quality assurance, customer support, billing inquiries and more. You maintain the relationship and we maintain the technology. It's the fastest and simplest way to deliver cloud-based communications to your customers.

As a **UCaaS Partner**, you assume more control over pricing, service customization and customer support. As the single point of contact for the customer, you can also market the cloud offering under your own brand. Mitel provides the turn-up of services and manages Tier 3 support issues as needed. This is a good option for larger partners with an established solution portfolio already in place.

With a **Partner Built** solution, Mitel delivers a solid foundation allowing service providers to reach their target market with cloud communication services. Partners provide billing, configuration, customization, technical support and complete brand control. This is the best fit for the partner that wants complete customization and 100% control of the customer experience.

"Mitel has an excellent reputation for supporting its partners and working with sales teams to capture and convert the growing sales and service opportunities that cloud communications is creating."

John Whitty, CEO
Solar

Mitel MiCloud Partner Program

MiCloud Partner Designations	RETAIL MiCLOUD AGENT/ CHANNEL LED	WHOLESALE MITEL BUILT & PARTNER MANAGED	MANAGED SERVICE PROVIDER PARTNER BUILT
Program Models	MiCloud Office, MiCloud Business and MiCloud Enterprise	MiCloud Business Wholesale or UCaaS	OPEX or CAPEX MiCD or UCaaS
Partner Responsibilities			
Lead Generation	Partner	Partner	Partner
Sales and Customer Interface	Partner	Partner	Partner
Quoting/Ordering	Mitel	Partner	Partner
Branding	Mitel	Partner	Partner
Customer Contract	Mitel	Partner	Partner
Customer Configuration	Mitel	Variable	Partner
Installation	Optional	Partner	Partner
Service Platform Management (Data Center)	Mitel	Mitel	Partner
Hardware Supplied	Varies	Yes	Yes
Customer Support	Mitel	Tier 1/2	Partner
Customer Billing	Mitel	Partner	Partner
Life Cycle Management	Mitel	Partner	Partner
Partner Program Requirements			
Authorized Partner	Agent: No Channel Led: Yes	Yes	Yes
Mitel Partner Training Requirements	Retail Agent: MiCloud Sales Professional Certification Channel Led: MiCloud Sales Professional Training, ORIA and Wholesale Porting Training	Mitel Sales Professional Certification Mitel Wholesale Platform Certifications/Learning Maps	Mitel Sales Professional Certification Mitel Wholesale Platform Certifications/Learning Maps
Partner Pricing Models	Agent: Channel Led:	Discounts Software & Hardware Platform Pricing Schedule	Tiered Level Pricing & Hardware Discounts
Contract Requirements	2	8	16
Partner Compensation Model	Agent: Residual MRC Recurring Commissions SPIFFs Channel Led: Additional Points, Revenue Contribution, Installation, Programs, Margins on Devices MSP PB: Top-Line Revenue and Maximum Margins	Agent: Residual MRC Recurring Commissions SPIFFs Channel Led: Additional Points, Revenue Contribution, Installation, Programs, Margins on Devices MSP PB: Top-Line Revenue and Maximum Margins	Agent: Residual MRC Recurring Commissions SPIFFs Channel Led: Additional Points, Revenue Contribution, Installation, Programs, Margins on Devices MSP PB: Top-Line Revenue and Maximum Margins

Together, we're unbeatable

To learn more about the MiCloud Partner Program, contact us at www.mitel.com/micloudmsp. Together, we can take our customers into the cloud and beyond.

Key Features

- Pre & Post Sales Support
- Customer Offers & Promotions
- Marketing Support
- Sales Incentives

Operating in



100+
COUNTRIES



Over
\$1.2 BILLION
in **REVENUE**

More than
2 MILLION



installed



60
MILLION
End-User
Customers



2500
Channel
PARTNERS



#1
MARKET
SHARE
in Europe
(Total PBX / IP-PBX)



BROADEST
PORTFOLIO
in the Industry



Over
1600
Patents

POWERING
2 BILLION
BUSINESS
CONNECTIONS
every day



EN ROUTE TO
POWERING
3 BILLION
MOBILE
SUBSCRIBERS
every day

4500
EMPLOYEES
Worldwide

