

SOLUTION BRIEF

ShoreTel Unified Communications Platform

UNIQUE ARCHITECTURE DISTRIBUTES INTELLIGENCE THROUGHOUT THE SYSTEM FOR SUPERIOR RELIABILITY, FLEXIBILITY AND EASE

BENEFITS

- Designed to be adaptable, flexible, and easy to deploy use and manage
- Highly reliable with 99.999% (five-nines) availability for enterprise-class performance
- Based on open standards to fully integrate rich communications capabilities while providing a single image of the system
- Flexible platform for growth offers modular scalability

ShoreTel is the leading provider of brilliantly simple Unified Communications (UC) solutions, including VoIP PBX and business phone systems, enterprise contact centers, collaboration tools and mobile UC solutions.

At the core of ShoreTel's IP business phone solution is our signature Unified Communications (UC) Platform—a unique modular architecture that distributes intelligence across all system to deliver 99.999 percent (five-nines) availability and brilliantly simple system management. Purpose-built for IP, this open, highly resilient UC Platform fits right in with your existing infrastructure, integrates seamlessly with your business applications and processes, and makes unified business communication easy to deploy, manage and scale.

The net result? A superior communications solution that increases enterprise productivity and reduces operational complexity and expense—no matter what size your business.

Single image architecture—the foundation of ShoreTel's success

Reliability

The ShoreTel UC Platform is the heart of every ShoreTel system, and the platform's unique single image architecture sets us apart from other business communications providers. While all ShoreTel components operate together as a single system, the system's intelligence is distributed across all of these components. As a result, in the event of a WAN outage each site can function independently, and in the event of a hardware failure phones will register

to a spare voice switch anywhere in the network so that not a single call is dropped.

Flexibility

This modular approach allows ShoreTel to offer ultimate flexibility in implementation strategies and control. Customers can choose to deploy any combination of our purpose-built, solid-state physical appliances, or virtual appliances installed on industry-standard x86 servers. This innovative design means that ShoreTel UC systems scale easily and are ideally suited for multi-site companies—no matter how geographically diverse or varied in size.

Ease

Perhaps the most appreciated benefit of ShoreTel's single image architecture is its impact on system management. Unlike other UC system providers (whose solutions require disparate interfaces to manage UC features, applications and branch locations) ShoreTel presents a single interface to system administrators and end users alike. Our ShoreTel Director system administration software and ShoreTel Communicator client UI software dramatically reduce training, configuration and maintenance hours and dramatically increase end-user adoption rates. The benefits? Lowered costs, less time wasted, and better connected employees who can put more focus on taking care of your business.

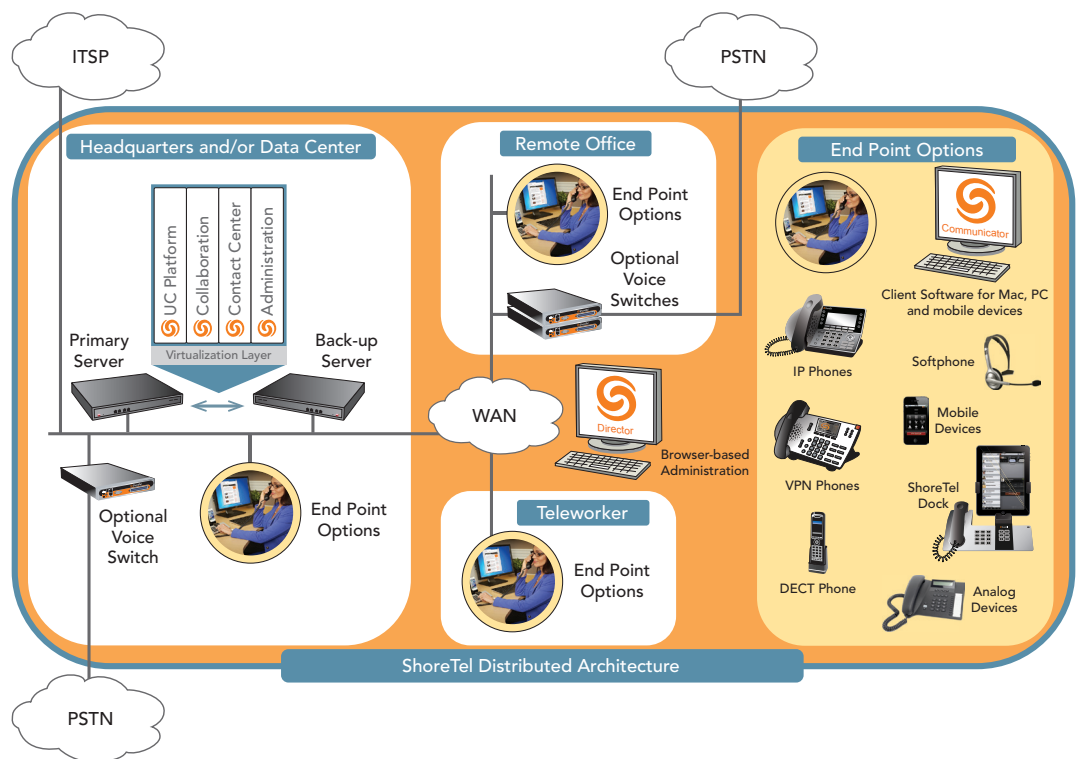
Call control

Call control is the foundation of our UC Platform core software and is the flagship of the ShoreTel IP Telephony architecture. Call control is available either embedded in our highly reliable, solid-state ShoreTel Voice Switch or in our ShoreTel Virtual Voice Switch for deployment on industry-standard x86 servers. Whatever deployment strategy

meets your needs, each switch works with all other voice switches to create a single, transparent, easily managed Unified Communications solution.

Every voice switch hosts the call control application including IP PBX and supports ShoreTel IP Phones, SIP phones and devices, as well as analog phones and devices. They are available in a range of sizes for enterprise headquarters, data centers, regional offices, and small to midsize businesses. ShoreTel Voice Switches also provide network interfaces to bridge your communications beyond the enterprise by supporting SIP, analog and ISDN trunking.

The ShoreTel UC Platform architecture distributes core voice communications capabilities across all core system components. This architecture means a single system can serve multiple locations while providing for stand-alone survivability at every site in the event of a network or hardware failure. The result is a single image system that scales easily, distributes to all geographies, and delivers feature transparency and rock solid reliability to all users.



Voice application features

Applications including voicemail, unified messaging, auto-attendant, basic Automated Call Distribution and Call Detail Reporting are similarly distributed through the enterprise as integral components of the ShoreTel UC Platform core software. Additionally, the ShoreTel UC Platform provides the foundation for enhanced communications solution applications such as ShoreTel Collaboration, ShoreTel Enterprise Contact Center, ShoreTel Mobility, and advanced applications from ShoreTel Professional Services and third-party technology partners.

Voicemail and unified messaging

ShoreTel unified messaging features can be deployed flexibly—either centralized in a data center or distributed across the network on industry-standard servers or ShoreTel Voice Switches. As a stand-alone system, ShoreTel provides a feature-rich voicemail solution that uses advanced call routing rules to let workers customize how their callers are handled. When combined with the ShoreTel Communicator desktop and mobile user interfaces, users can take advantage of easy-to-use visual voicemail, can integrate their voicemail inside their Microsoft Outlook inbox, and can easily direct their calls based on their calendar.

Auto-attendant and Automated Call Distribution (ACD)

ShoreTel's embedded auto-attendant provides 24-hour automated call answering and routing to improve service and brand image. Outgoing prompts can be customized and linked to the time of day and/or day of the week. Individual groups can have their own custom attendant menus with unique greetings and options. ShoreTel's built-in distributed "workgroups" feature provides basic ACD functionality that is ideal for informal call centers. Simple call routing, overflows, announcements, historical reports and real-time alerts are built into the core platform software. Distributed workgroup functionality further enhances the customer experience by ensuring that agents in remote sites or branches are available independent of any network outages.

Call Detail Reporting (CDR)

Integrated Call Detail Reporting tracks all call activity for users, trunks, and workgroups. Historical logs provide a management tool for monitoring employee workflow, inbound and outbound activity and trunk utilization. The integrated call accounting system goes further in helping businesses manage communications costs by using account codes to associate customer or project accounts to all calls and by enabling password access to advanced calling permissions.

Solution and Advanced Application integration

The ShoreTel UC Platform is designed to be an end-to-end, all-in-one communication solution and additional functionality can be added easily. Sophisticated solutions such as ShoreTel Enterprise Contact Center, ShoreTel Collaboration and ShoreTel Mobility install with plug-and-play ease. These additional solutions integrate seamlessly into the ShoreTel UC Platform's single image architecture and automatically extend the functionality of ShoreTel Director and ShoreTel Communicator management and user interfaces.

Because the UC Platform is based on open standards, additional popular software solutions and business process applications can be easily deployed, with flexible licensing to add only the services you need, when you need them. ShoreTel Advanced Applications offerings include integrations with Microsoft Outlook email, Salesforce.com and other best-of-class Customer Relationship Management (CRM) applications, Interactive Voice Response (IVR) contact center tools, voicemail-to-text converters, emergency notification solutions, and an extensive list of solutions to meet many business needs.

Business-critical reliability

ShoreTel UC Platform's modular architecture with distributed system intelligence provides highly reliable and brilliantly simple UC capabilities across multiple enterprise locations. ShoreTel Voice Switch appliances 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 failover to another voice switch—either at that site or a shared resource at a data center.

Solid-state 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 all switches to communicate with each other and to distribute call processing across the network.

Additional reliability is proved by the following powerful capabilities:

PSTN failover: If the WAN is down or over-utilized for voice traffic, or if bandwidth limits extension-to-extension calls between sites, calls can automatically route over the PSTN, ensuring seamless communication.

Ethernet port failover: ShoreTel Voice Switches feature redundant network uplinks. If the upstream network device fails, voice switches automatically fail over to the redundant link, helping to ensure continuous operation.

Power failover: Every ShoreTel Voice Switch features power fail transfer. If a complete power outage exceeds reserve power duration, one analog trunk on the ShoreTel Voice Switch automatically connects to one analog telephone, providing emergency dial tone.

Virtualization: ShoreTel system can be delivered as a software-only application for installation on virtualized industry-standard servers. ShoreTel has taken the guess work out of UC virtualization; partners can integrate our applications with confidence. In this case, customers have an option to use the hardware they already own and operate and leverage existing business continuity tools, including those offered by virtualization infrastructure vendors, to further strengthen the robustness of their UC deployment.

For more information about ShoreTel Unified Communications Platform, or to find a Sales and Service Representative in your area, visit shoretel.com.

About ShoreTel

ShoreTel is a provider of business communication solutions whose brilliantly simple unified communications platforms, applications and mobile UC solutions promise a new rhythm of workforce engagement and collaboration. With costly complexity eliminated by design from its award winning, all-in-one IP phone system, UC and contact center solution, and its industry leading hosted business phone system, workers enjoy a freedom and self-reliance that other providers can't match. Users have full control to engage and collaborate, no matter the time, place or device, for the lowest cost and demand on IT resources in the industry. ShoreTel is headquartered in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit shoretel.com or shoretelsky.com



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