



INTELLIGENT PHONE SYSTEMS™

## Driving innovation in enterprise IP telephony

ShoreTel, Inc (formerly Shoreline Communications, Inc.) is a privately held debt-free company that has supplied quality IP telephony systems to the enterprise since 1998. The company is solely dedicated to designing and delivering enterprise communication systems. Our core corporate value is integrity – of our products, employees, customer service and partner relationships.



## The ShoreTel Smart Advantage

With a ShoreTel Smart™ system, you get the best reliability, flexibility and manageability in the industry, resulting in a low cost of ownership and dramatically improved organizational communications.

ShoreTel systems are renowned for:

- **Distributed Reliability** – ShoreTel IP phone systems are built on a distributed, embedded hardware platform with no single point of failure. IP phone and PSTN failover further ensure 99.999% reliability.
- **Best-in-Class Management** – Ideal for multi-site companies, a single-view interface enables a global, multi-site IP phone system to be managed from anywhere with very little effort. Moves, adds and changes can be implemented in just a few keystrokes.
- **Unmatched Productivity** – From unified messaging to converged conferencing, distributed customer care to seamless telecommuting, ShoreTel systems let users choose from more than 400 features they can customize with point-and-click simplicity.
- **Ease of Use** – An intuitive interface gives users control over complex system functions. ShoreTel systems break the common 80-20 rule, enabling 80% of users to leverage 80% of system features.
- **Phenomenal Clarity** – ShoreTel leverages IP to deliver superior system and IP phone sound quality – often better than is possible over traditional landlines.
- **Data-network Independence** – ShoreTel systems integrate with switches and routers from all the leading data vendors, without forcing customers into costly network upgrades commonly mandated by proprietary vendors.
- **Simple Expansion Capability** – The ShoreTel IP phone system can be easily expanded, enabling quick rollout to new locations – whether a single branch office or a global enterprise network. In-house IT professionals can add phones, change extensions, alter voice mail and reconfigure options with ease.
- **Smooth Migration Path** – The ShoreTel system can easily integrate with existing legacy phones systems, such as PBXes or voice mail, making migration easy.

ShoreTel's innovative IP phone system, combined with the company's six-year track record of delivering outstanding customer satisfaction, make ShoreTel the smart choice to help your enterprise leverage the power of VoIP today and into the future.

## A smarter phone system actually makes a difference

Reliable, easy-to-use systems that turbo charge productivity and customer satisfaction

ShoreTel Smart™ systems are designed to help make business smarter. Our award-winning systems are easy to use, simple to manage, incredibly flexible and reliable. So smart they almost take care of themselves. Imagine a phone system that actually anticipates your needs and fits into your infrastructure seamlessly. That's ShoreTel Smart technology.

ShoreTel's constant innovation has led to numerous industry firsts. At the core of this innovation is ShoreTel's distributed systems architecture and intuitive user interface, which facilitates ease-of-use across your IP network. This unique architecture sets the standard for reliability, scalability and flexibility. Voice services can be distributed and shared across a multi-site enterprise, while new users can be instantly added. ShoreTel switches can be deployed when and where you need them – anywhere on the IP network.

## Intelligent phone systems just got smarter

### Scalability as you grow

ShoreTel Smart systems can be easily integrated with existing communications infrastructure, making migration a breeze. Our inherently scalable architecture allows a network to be expanded at your speed – whether ShoreTel technology is initially implemented at a single site or across a global enterprise. Regardless of the number of supported locations, the ShoreTel solution functions as one integrated system with no single point of failure. And your employees will rave about its ease-of-use. No wonder you can absolutely count on ShoreTel to deliver your next generation IP voice communications system.



### Powerful desktop productivity tools

The award-winning ShoreTel family of desktop applications brings the power of IP telephony to the individual's desktop – while setting a new standard for enterprise productivity. Building on the voice and data convergence supplied by your ShoreTel IP network,

ShoreTel desktop applications lower the barrier imposed by traditional telephony solutions while giving your workers the tools they need to be successful. ShoreTel Personal Call Manager™ gives enterprise users the equivalent of a desktop PBX – a powerful, all-purpose tool for managing voice communications. For example, employees can quickly browse contacts and make calls from local directories or from Microsoft Outlook.

## World-class customer service and support

Because ShoreTel Smart systems are designed for total simplicity, you will avoid the costly installation, service, support and maintenance typically associated with competitive legacy-based IP PBX systems. Relax knowing you've selected an IP telephony system with unmatched reliability and a proven track record since 1998. When you do require support, the ShoreCare™ service and support suite provides the help you need, when you need it.

## Crystal-clear voice quality

In independent rankings, ShoreTel consistently gets top marks for superior call quality. The low latency and toll-quality voice delivered by ShoreGear switches are the result of ShoreTel's technology innovation and leadership in dynamic echo cancellation and jitter buffering, as well as lost-packet handling.

## Engineered to perfection – The ShoreTel Smart System

### Unique distributed architecture

The ShoreTel system makes it simple and painless to deploy IP voice communications. At the heart of the inherently scalable system is a call control architecture that distributes call management functions to intelligent gateways – called voice switches – anywhere on the IP network. ShoreTel architecture allocates voice applications – including voicemail and automated attendant – to servers across locations, rather than centralizing applications at the network core. The result is a solution that provides a single image system for all locations and voice applications. With ShoreTel's best-in-class architecture, the days of multiple PBXs, voicemail systems, auto attendants and ACD systems – all with unique management interfaces – are over.

### Intelligent drivers – ShoreGear voice switches

The basic building blocks of the ShoreTel system are ShoreGear voice switches, intelligent devices that provide both gateway and call management functionality. ShoreGear voice switches are purpose-built devices that run an embedded, real-time

operating system, which delivers 99.999% reliability – ensuring dial tone for your critical business applications.

## ShorePhone™ telephones – designed for the way you work

The growth of the VoIP industry has led to many telephony choices. The ShoreTel system supports a family of standards-based IP and analog telephones as well as a soft phone. ShoreTel phones are ergonomically and visually extraordinary, designed for optimal business solutions. IP telephones plug into the Ethernet network and communicate to the call management software on a ShoreGear voice switch using the Media Gateway Control Protocol (MGCP). Analog telephones plug into a ShoreGear voice switch and communicate directly to the call management software on the associated desktop.

The beauty of standards-based telephones is better industry pricing, quality and choice. Highly functional ShoreTel phones are available in a wide array of choices and options, as well as two colors. Caller ID, message waiting and speakerphone functionality are supported, as is a suite of telephony services including call, transfer, conference, pick up, park, intercom and multiple-line appearance.

When no telephone is available, the softphone on your computer can fulfill all the capabilities of your desktop extension – even over wireless networks! Employees can easily join the corporate telephony network from home offices or satellite branches.

*"The ShoreTel system clearly was designed by people who understand phones and the issues that go with them – reliability, availability and ease of use"*

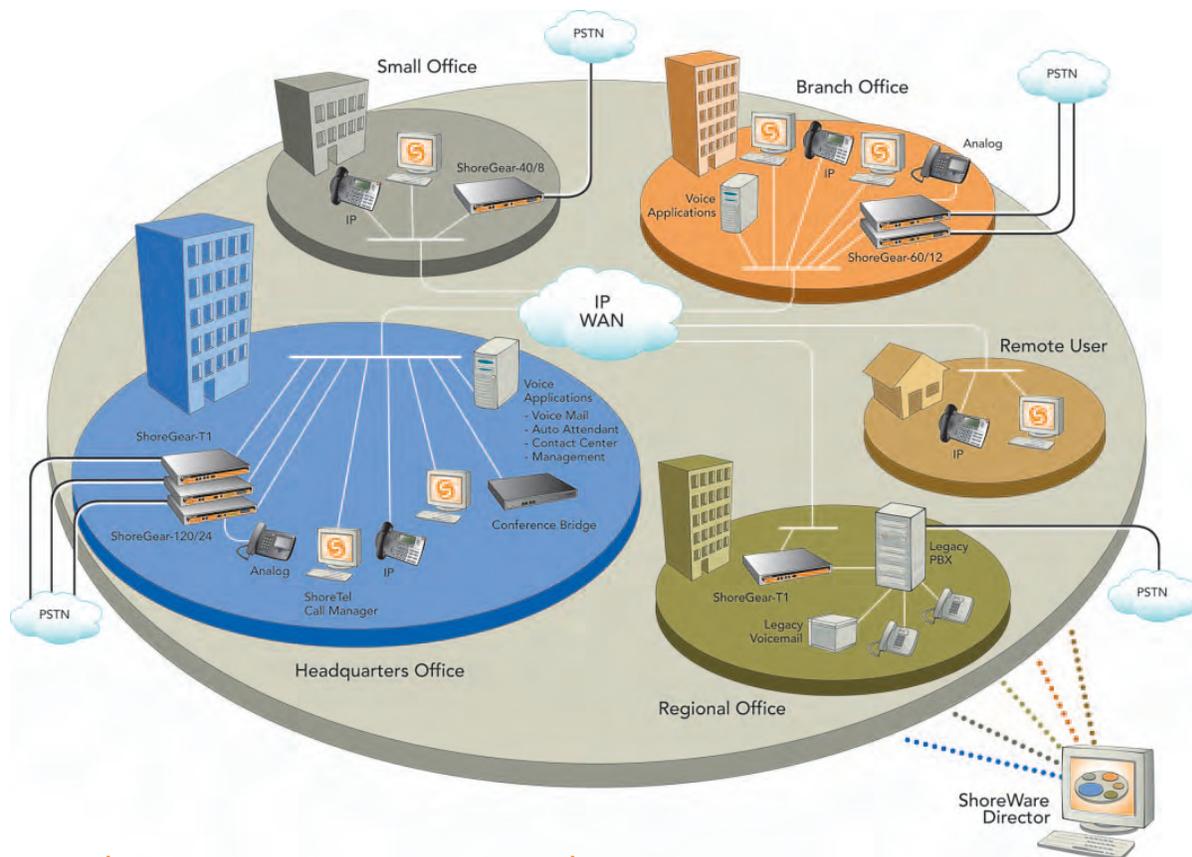
Scott Schweitzer, chief architect  
Old Republic Title



# ShoreTel – the logical choice for enterprise IP telephony systems

With an intelligent ShoreTel phone system, every worker can dramatically improve day-to-day productivity – including your IT staff, knowledge workers, operators and executive assistants. By enhancing your internal and external

communications, you will do a superior job satisfying customers and winning new business. In short, your company will have the tools to reach its full potential.



## A complete contact center solution

Whether you support small ad hoc groups or large formal call centers, ShoreTel Contact Center dramatically improves your service offerings and responsiveness. No extra agents or substantial investments are needed. ShoreTel Contact Center integrates with your existing business processes to take you to the next level of

enterprise intelligence. By connecting Contact Center data streams to your business applications, you facilitate a higher level of business knowledge. ShoreTel Contact Center is easy to set up and use, flexible, information-rich and available in many varieties to meet your needs.

For more about ShoreTel and ShoreTel Smart Systems, visit [www.shoretel.com](http://www.shoretel.com)



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