



Who Is Mitel?

- **Founded:** 1972
- **Headquarters:** Ottawa, Canada
- **Stock symbol:** Not applicable
- **Privately owned company**
- **Revenue (year ending 2003):** Estimated US\$350M
- **Employees:** Approximately 2000
- **Markets:** United States, Canada, Western Europe
- **Sales strategy:** Channel partners
- **Targets:** Healthcare, education, retail, hospitality, and government
- **Support:** Sprint OEMs product and pushes it through its large web of resellers
- **Product portfolio:** Mitel 3300 Integrated Communications Platform (30 to 60,000 users) for medium-sized to large enterprises; Mitel SX-200 Integrated Communications Platform (10 to 192 IP users and/or 672 TDM users) for small to medium-sized businesses; Mitel 3340 Branch Office Solution (fewer than 200 users) for branch-office users; Mitel 3100 Integrated Communications Platform (fewer than 50 users) office-in-a-box to fit small businesses; Mitel 5200 Series IP Phones; Mitel 5055 SIP Phone, 5550 IP Console, 5303 Conference Phone, and 5310 IP Conference Unit; Mitel 4000 Series, 4150, 1000, and 2000 digital phones and peripherals; call recording solutions, contact center solutions, enterprise management tools, unified messaging, and SpectraLink wireless solutions (i640, e340, and SVP wireless server)

Questions Customers Should Ask of Mitel

- Who do you call for support?
- What is the process and pricing structure for expanding up to 1000 users and beyond on the 3300 Integrated Communications Platform (ICP)?
- What is the process and cost of linking my old private branch exchange (PBX) system into the 3300 ICP?
- How exactly is SIP implemented in your system, and what is your roadmap for incorporating this technology systemwide?
- Can you explain the process and pricing structure for providing for resiliency? What exactly does this mean?
- What are your plans for your Wi-Fi phones and your roadmap going forward?

Mitel Weaknesses

- **Remote-site failover mechanism**—Not available for the Mitel 3300 ICP.
- **Scalability**—Mitel 3300 ICP scales up to only 700 users.
- **Java-based management application**—No Web-based management console for Mitel 3300 ICP.
- **Cost**—Solution gets expensive as TDM ports are added.
- **Limitations**—Mitel 3300 ICP does not support POP3 or IMAP4 e-mail clients, limiting integration with third-party messaging software.
- **Management**—Only 1 VLAN for data and voice.
- **Redundancy**—Single chassis for the Mitel 3300 ICP offers no redundancy.
- **End-to-end security and quality of service (QoS)**—Not offered.

- **Cost of upgrade for existing customers**—Expensive.
- **Existing digital phone support**—Not available.
- **Real-time monitoring and troubleshooting**—Limited.
- **Available R&D, technical support, and partner training funding**—Unknown

Mitel Strengths

- **Operating system**—Embedded VxWorks (known for robustness and reliability)
- **Wide variety of handsets**—21 models, including wireless, conference phones, soft phones, digital phones, and IP phones
- **Support with Norstar endpoints**—Can add a gateway from Citel for support
- **Resiliency**—IP endpoints reregister to a remote 3300 PBX in the event the local 3300 or 3340 branch office system fails
- **Good reputation for contact center applications**—Partners with PrairieFyre Software; Mitel is listed on Gartner's Magic Quadrant for Contact Center Solution
- **Easy configuration and setup**—Also automatically checks the Mitel Website for software updates when installed
- **Target market applications on core platform**—Healthcare, education, retail, government, and hotel applications integrate with major property management systems
- **Single-box solution**—Provides integrated call processing, embedded voicemail/automated attendant, unified messaging, and Web-based network management



How Mitel Sells Against Cisco

- **Evolutionary approach**—Focuses on turning over installed base or risk-averse customers
- **LAN**—Does not view itself as providing added value in the LAN area with PC and server products, because other firms already have these pieces
- **ICP as intermediary**—Positions the ICP as the piece that provides IP connectivity to the business
- **Positioning**—Positions its products as having the capability to tie other essential appliances to the network, such as applications, wireless phones, and personal digital assistants (PDAs).

How to Respond to Mitel’s Claims

- **Market leader**—Cisco® has gained widespread recognition as a leader in the IP telephony market. Cisco offers a proven, industry-leading foundation for wired and wireless voice, video, and data communications.
- **Complete solution**—Cisco Unified Communications is a comprehensive, secure IP communications solution that includes voice, video, data, and mobility products and applications as well as financing and lifecycle support from Cisco and partners. Cisco is the only vendor that offers a complete solution for small and medium-sized business (SMB) customers.
- **Flexible deployment options**—Cisco Unified Communications can be purchased and deployed from Cisco channel partners with a structured roadmap approach that works with an organization’s existing network and business needs. Single-site call processing, centralized call processing, and Cisco Unified Survivable Remote Site Telephony (SRST) help ensure that branch offices remain operable during a failure; distributed call processing with Cisco Unified Communications Manager Express, and other mobility options such as Cisco

Unified CallConnector Mobility, allow for user and administrator flexibility.

- **Reliability**—By consolidating data and voice communications using an integrated Cisco Unified Communications solution, companies can reduce the number of devices they need to maintain and manage, resulting in greater reliability. The solution offers primary, secondary, and tertiary Cisco Unified Communications Manager groups for redundancy; redundancy in gateways and SRST; and hardware platform options that include mirrored disks and redundant power supplies.
- **Security**—Cisco Unified Communications provides end-to-end security that starts in the network itself and extends all the way to call control, endpoints, and applications, using industry standard technologies.
- **Tailored technical support and service for SMB customers**—The Cisco Lifecycle Services approach accelerates successful deployment with proven, award-winning methodologies for planning, designing, operating, and optimizing Cisco Unified Communications.
- **Flexible finance options**—A variety of financing and leasing options from Cisco Capital® give SMB customers the financial choice and flexibility they need to easily evolve and grow the business as technology needs change.

Mitel 3300 ICP Single Site

Table 1 shows the features of a Mitel 3300 ICP single-site configuration.

Table 1. Mitel 3300 ICP Single Site

Maximum number of digital trunks	8
Maximum number of analog trunks	16
Call processor operating system	Embedded VxWorks
Centralized or distributed call processor	Distributed
Maximum number of simultaneous calls	445
Switch interfaces supported	IP, TDM
QoS protocols supported	802.1p/q RTP and proprietary
Number of voice mailboxes	Up to 750
Follow-me forwarding (e-mail, pager, cellular)	Yes
Unified messaging platform support	Yes
E-mail product support	None
Automatic call distribution (ACD) platform	Yes
Maximum number of participants per conference call	8
Automated backup/client log-on	Yes
Call-detail recording	Yes
Accounting/billing platform support	Yes

Mitel 6100 Contact Center Solutions

- Combine platforms, ACD, and a suite of Web-based applications that support universal access and enable supervisors to monitor, manage, and control contact centers
- Offer a choice of 10 different applications and solutions



Call Accounting

- Monitors, tracks, and reports call patterns for departments and workgroups

Enterprise Manager

- Management tool to control and manage products centrally

7100 Management Access Point

- Gateway for remotely administering, monitoring, and servicing Mitel ICP and PBX systems

NetAlly

- Performs network assessment of LAN/WAN capabilities to handle VoIP traffic and isolate network performance problems

Messaging Server Solution

- Automated attendant; integrated and unified messaging; Audio Messaging Interchange Specification (AMIS)/Voice Profile for Internet Mail (VPIM) compliant; integration of wireless devices, including PDAs

Speech Server

- Unified messaging solution that uses natural speech to access and modify Exchange 2000 and Outlook

NuPoint Messenger IP

- Voice messaging for Mitel IP or traditional TDM environments and non-Mitel TDM platforms

Your Assistant and Your Assistant Soft Phone

- Desktop application; places and answers calls with audio and videoconferencing

5700 Voice First Solution

- User begins with IP phone and can switch to a video, audio, or Web collaboration

5310 IP Conference Unit

- Connects to the 5220 IP phone; instant sessions in audio, video, or Web-based format

Mitel 3300 ICP (40 to 700 IP Users)

- Motorola processor that converts IP to TDM
- Maximum 96 analog extensions, 1500 digital extensions, 16 PRI or T1
- Built-in EtherSwitch, voicemail software, automated attendant, and 802.1b gateway; 802.3af PoE compliance; Web-based user interface
- No support for POP3 or IMAP4

Mitel SX-200 ICP (10 to 192 IP Users)

- Motorola processor for remote locations, teleworker, and mobile employees
- 672 TDM users, 4 voicemail ports (upgrade to 24), up to 750 voice mailboxes, 8 PRI or T1
- Built-in voicemail software and 802.1b gateway
- Mitel 3340 Branch Office Solution (Fewer than 200 IP Users)
- Consolidates voice and data traffic for branch-office users
- Unified messaging, automated attendant, ACD, and 802.1b gateway; integrated routing and switching
- Rerouting of calls if LAN/WAN connections are unavailable

Mitel 5240 IP Phone

- 6 direct keys
- HTML browsing and PDA integration; speech-enabled applications and XML support; conference call and voicemail access; ACD agent
- 802.3af compliant

Mitel 5230 IP Phone

- 2 lines
- Soft keys for customization; transfer from PDA; synch with contacts, calendar, and e-mail
- 802.3af compliant

Mitel 5220 IP Phone

- 2 lines
- Support for PDA application; voicemail access and ACD agent and supervisor support

SpectraLink NetLink i640

- Designed for industrial environments
- 2-line display; 802.1b compliant
- Push-to-talk

SpectraLink NetLink e340

- Designed for enterprise environments
- 2-line display; 802.1b compliant
- Push-to-talk