

SOLUTION BRIEF

ShoreTel Unified Communications Platform

UNIQUE ARCHITECTURE DISTRIBUTES INTELLIGENCE THROUGHOUT THE SYSTEM AND OFFERS MODULAR SCALABILITY

At the core of ShoreTel's Unified Communications (UC) solution is a unique distributed platform that provides the system's core communications capabilities. Purpose-built for IP, this open, highly reliable platform, fits right in with your existing infrastructure, works seamlessly with your business applications and processes, and makes integrated business communication easy to deploy and manage.

The ShoreTel UC system scales easily and is ideal for multisite companies because it behaves and appears as a single, unified system with full PBX, voicemail, and automated attendant functions.

BENEFITS

- Designed for the IP age to be 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

A distributed communications solution

The UC platform integrates multiple facets of communications into a single distributed architecture to provide a range of rich capabilities.

- Call Control is the foundation of the platform and the flagship of the ShoreTel architecture. Embedded in the highly reliable ShoreTel Voice Switches, ShoreTel's call control is provided as a true distributed application. Each voice switch hosts the application, services all of its associated users and network interfaces, and works with all other voice switches to create the complete solution.
- Applications including unified messaging, account codes, and others, are integrated into the core platform and deployed at either a central location or distributed to all sites.
- 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.
- Audio and web conferencing as well as Instant Messaging are services fully managed and deployed through the ShoreTel UC System.
- Features on the ShoreTel platform are easily accessed through ShoreTel IP Phones and the ShoreTel Communicator application suite, which includes full mobility capabilities. Since the platform is based on open standards, additional popular solutions, including Microsoft Outlook email, interactive voice response systems, voicemail-to-text and leading CRM solutions easily integrate to meet any business requirement.

Leading technology

In independent rankings¹, ShoreTel consistently earns top marks for superior IP telephony technology. ShoreTel's technology leadership in dynamic echo cancellation, jitter buffering, lost packet handling, and wideband audio codecs result in exceptional voice quality that satisfies the most demanding business user.

Designed for power efficiency and independently tested², ShoreTel Voice Switches also help lower energy consumption, one of the key drivers of ShoreTel's low total cost of ownership.

¹ PilotHouse Awards: Top Providers, IP Telephony, Nemertes Research, Fall 2009

² ShoreTel, Inc. Unified Communications Systems Evaluation of Power Consumption vs. Cisco Unified Communications Systems, The Tolly Group, October 2008

Distributed call control

The ShoreTel distributed software architecture deploys core voice communications capabilities at each site. This architecture means a single system can serve multiple locations while providing for stand-alone reliability at every site in the event of a wide area network (WAN) failure.

The result is a single-image system that scales easily, distributes to all geographies, delivers feature transparency to all users and delivers rock-solid reliability.

Distributed voice applications

Voice applications, including voicemail, auto-attendant, and basic ACD are similarly distributed through the enterprise as integral components of the UC platform.

- The ShoreTel UC platform unified messaging features can be either centralized at the HQ location or distributed across a network on standard servers or inside ShoreTel Voice Switches. As a stand-alone system, ShoreTel provides a feature-rich voicemail solution for all enterprises as well as advanced call routing rules that let workers customize how their callers are handled. When combined with ShoreTel 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.
- The ShoreTel UC platform includes an embedded auto-attendant that 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 have their own menus with unique greetings and options.
- Basic ACD is native to the ShoreTel UC platform. ShoreTel's basic ACD or "workgroup" solution provides basic call center functionality to enhance customer experience and report on

agent or customer behaviors. The integrated experience through the ShoreTel Communicator boosts agent and supervisor productivity and allows them to monitor real-time queue or agent activity. Distributed workgroup functionality further enhances the customer experience by ensuring that agents in remote sites or branches are available independent of any network outages.

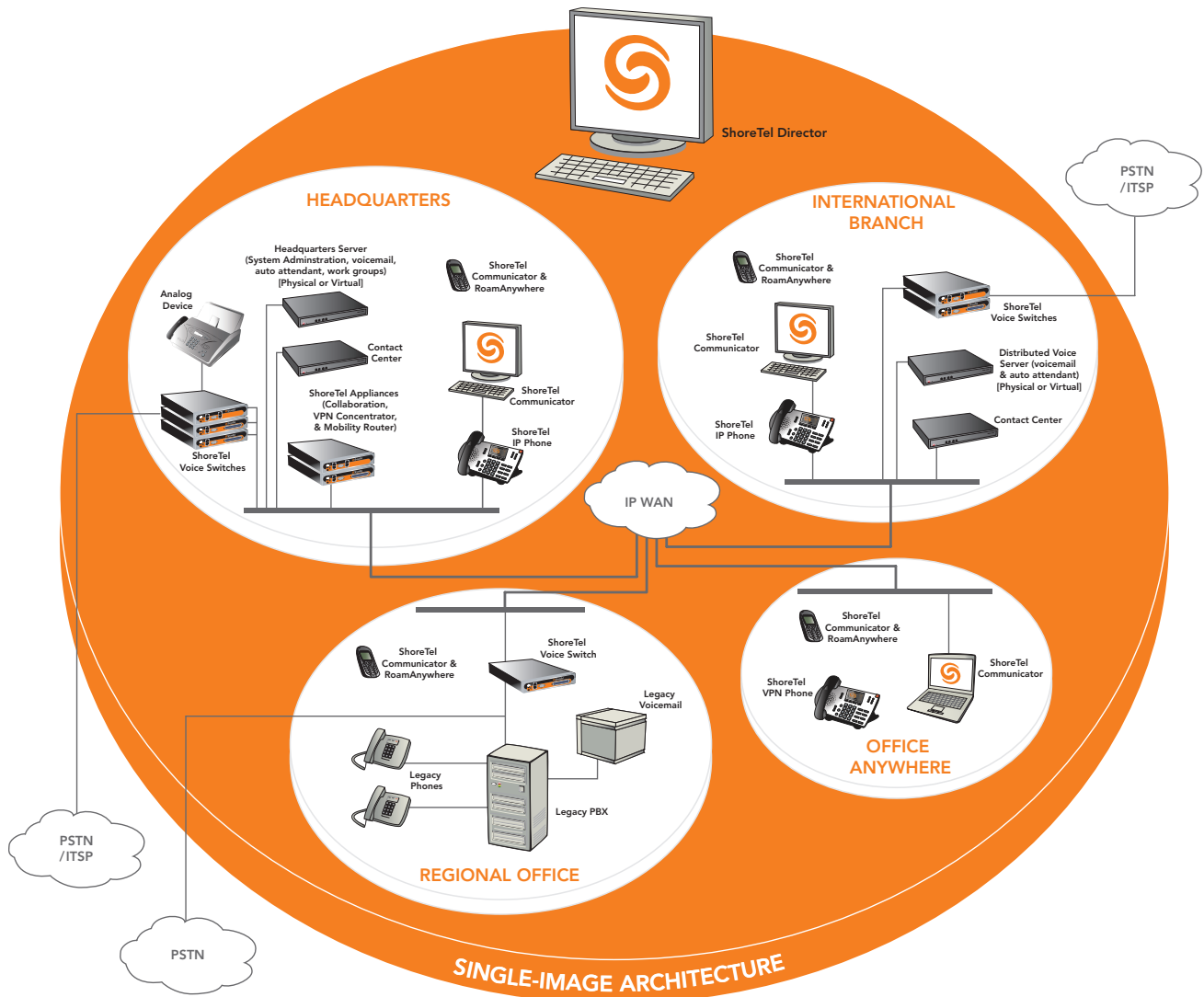
- The UC platform also includes an integrated call detail reporting (CDR) and call accounting system. With CDR, the system tracks the calls for users, trunks, and workgroups. The integrated call accounting system goes further in helping you manage communications costs by associating customer or project accounts to all calls or by enabling password access to advanced calling permissions.

ShoreTel Voice Switches and Appliances

ShoreTel Voice Switches host ShoreTel's distributed call control software and support ShoreTel IP Phones, SIP devices or combinations of analog devices. They are available in a range of sizes for enterprise headquarters, 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.

ShoreTel 50V, ShoreTel 90V, and ShoreTel 90BRIV Voice Switches feature an embedded voicemail and auto-attendant functionality providing distributed and survivable service attendant features at a remote office or site.

ShoreTel's VPN Concentrator and InGate SIParator are key components of the UC platform that provide a secure solution for connecting to end-user telephones or service providers over the IP network. The ShoreTel VPN Concentrator enables secure and remote deployment of ShoreTel IP Phones in the user's house, customer's location, or in the enterprise's smaller locations. The InGate SIParator provides secure connectivity to network-based service providers for both inbound and outbound calling.



Business-critical reliability

The ShoreTel distributed architecture provides highly reliable and brilliantly simple UC capabilities across multiple enterprise locations. ShoreTel software is hosted on embedded voice switch appliances to extend the overall system's reliability.

ShoreTel Voice Switches 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 fail over to another voice switch – either at that site or a shared resource at the HQ location.

- 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 them to communicate with each other and distribute call processing in 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.
- **Zero-touch web conferencing:** Users on both PCs and Macs can share their desktops to collaborate on documents with their team. They can manage their documents in their own personal libraries or using the public one. Participation for attendees is simplified, as well: with a simple click on web link – and no download – attendees can see the shared desktop within seconds.
- **Self-service scheduling:** Without IT supervision or assistance, users can schedule or create spontaneous conferencing, or even reservation-less conferences using an intuitive Web interface. For Outlook users, scheduling a conference has never been simpler: simply pressing the “Conference” button in the Outlook ribbon automatically associates a ShoreTel Conference with the meeting, including all information required for the host and participants to join.
- **Instant recording:** The Instant Recording feature gives users more options for the storage and distribution of the recording of the conference and its accompanying Web presentation, including keeping an archive of the event or enabling the distribution of the information to a broad audience.

Integrated collaboration

ShoreTel Conferencing and Instant Messaging make conferencing universally accessible – well beyond traditional users, such as Sales. It empowers all users with real-time collaboration tools, including those who have only occasional need for them.

- **Dial-in, high-definition conferencing:** Whether it’s a one-time conference or an always-on conference, users can invite their colleagues, partners, or customers to dial into the audio conference services in a single step. Because participants can be dialed in directly, the dead-time associated with waiting for them to join the conference is eliminated. ShoreTel Conferencing offers support for wide-band codecs, providing a higher level of listening comfort, making everyone – regardless of their location – feel more immersed in, and closer to, the conversation.

About ShoreTel

ShoreTel is the provider of brilliantly simple Unified Communication (UC) solutions based on its award-winning IP business phone system. We offer organizations of all sizes integrated, voice, video, data, and mobile communications on an open, distributed IP architecture that helps significantly reduce the complexity and costs typically associated with other solutions. The feature-rich ShoreTel UC system offers the lowest total cost of ownership (TCO) and the highest customer satisfaction in the industry, in part because it is easy to deploy, manage, scale and use. Increasingly, companies around the world are finding a competitive edge by replacing business-as-usual with new thinking, and choosing ShoreTel to handle their integrated business communication. ShoreTel is based in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit shoretel.com.

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