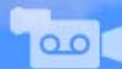


MITEL

Discovery Series



Mitel Discovery Series

Office of the Future with Mitel and BlackBerry

June 28, 2011

Arnaud Bellens

Business Development and Strategic
Alliances, Mitel

Sean McManus

Director, Enterprise Product
Advocates, Research in Motion



Agenda

- **Mitel's Freedom Architecture Applied to Mobility**
- **Mitel and BlackBerry Alliance**
- **The Mobile Office of the Future**



Mitel and BlackBerry Alliance

Driving Uniqueness

Enterprise Alliance

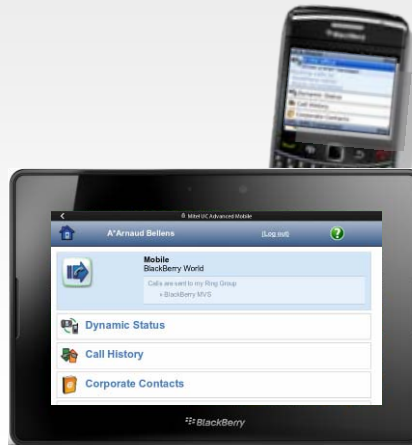
BlackBerry MVS

→ Access Mitel PBX on your smartphone over WIFI or cellular



Mitel UC Advanced

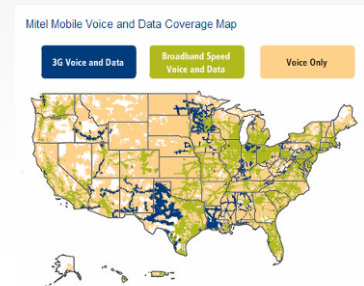
→ Access Mitel UC settings anywhere



Carrier Alliance

Mitel Mobile

→ Offer full range of Mitel applications for mobile workers and BlackBerry solutions



Office of the Future with Mitel and BlackBerry

Sean McManus

Director, Enterprise Product Advocates

Research In Motion



Office of the Future with Mitel and BlackBerry



Abstract:

Convergence of voice and data is causing a re-evaluation of devices and their relevance in the office.

The use of laptops, tablets, desk phones, and smartphones are blurring as the capabilities of these technologies evolve and collaboration becomes more seamless.

Mobility is where collaboration comes together in the "new office" and where traditional office tools such as the laptop and desk phone can ultimately be replaced.

Join us in this Discovery Series to hear how Mitel and BlackBerry combine to deliver your office experience from anywhere.



Today's Business Challenges Looking Back

- Traditional Office
 - Fixed work space
 - Fixed communication tools
 - Fixed working hours
- Challenges
 - Productivity constrained by time & place
 - Collaboration restricted by walled communication



Landscape

Market and Technology Drivers

New Device
Form Factors

Virtualization /
Cloud
Computing

Technology

Hoteling
Stations

Home Offices

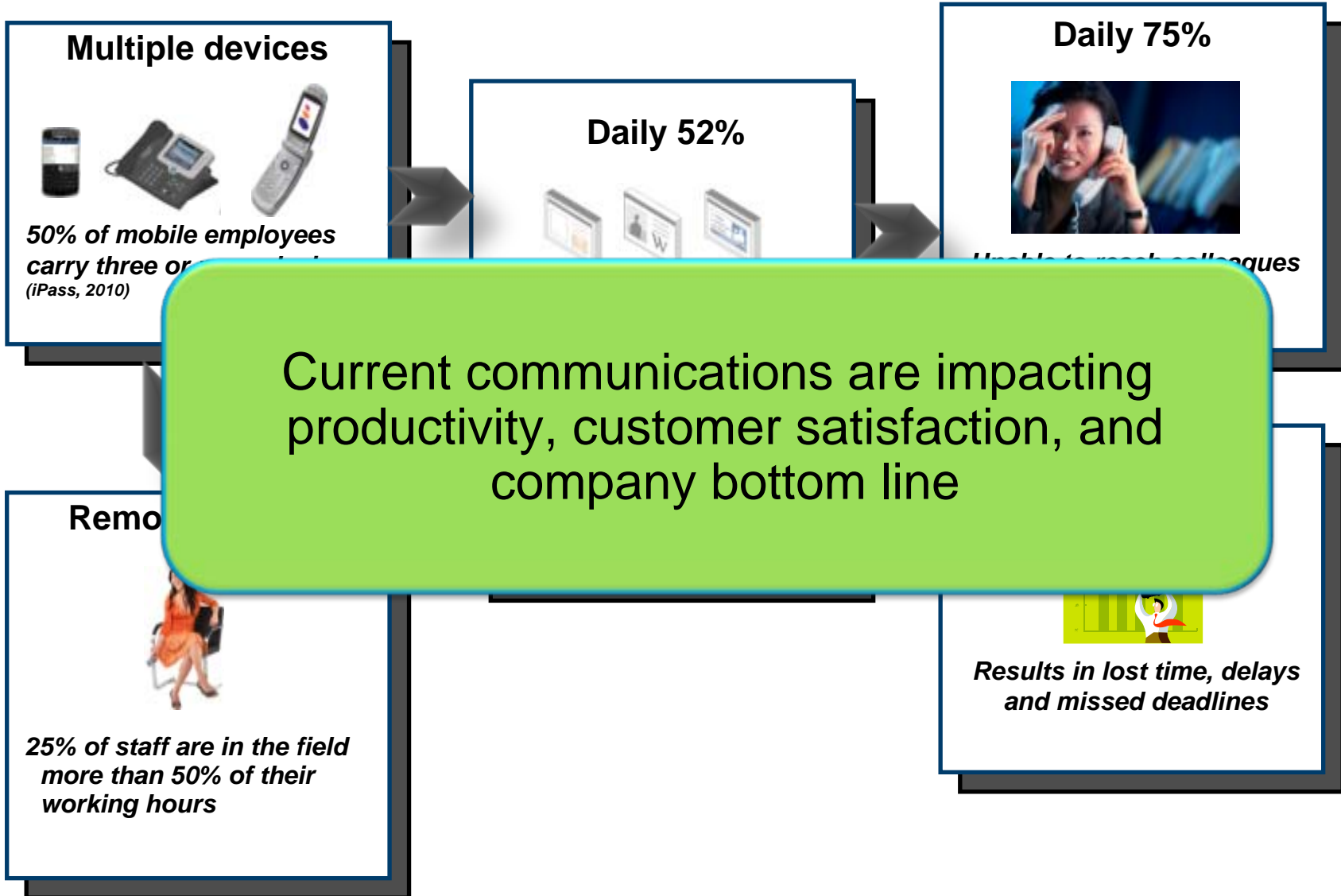
Environment

Corporate
Liability vs.
Individual Liability

Convergence
and Cost

Market

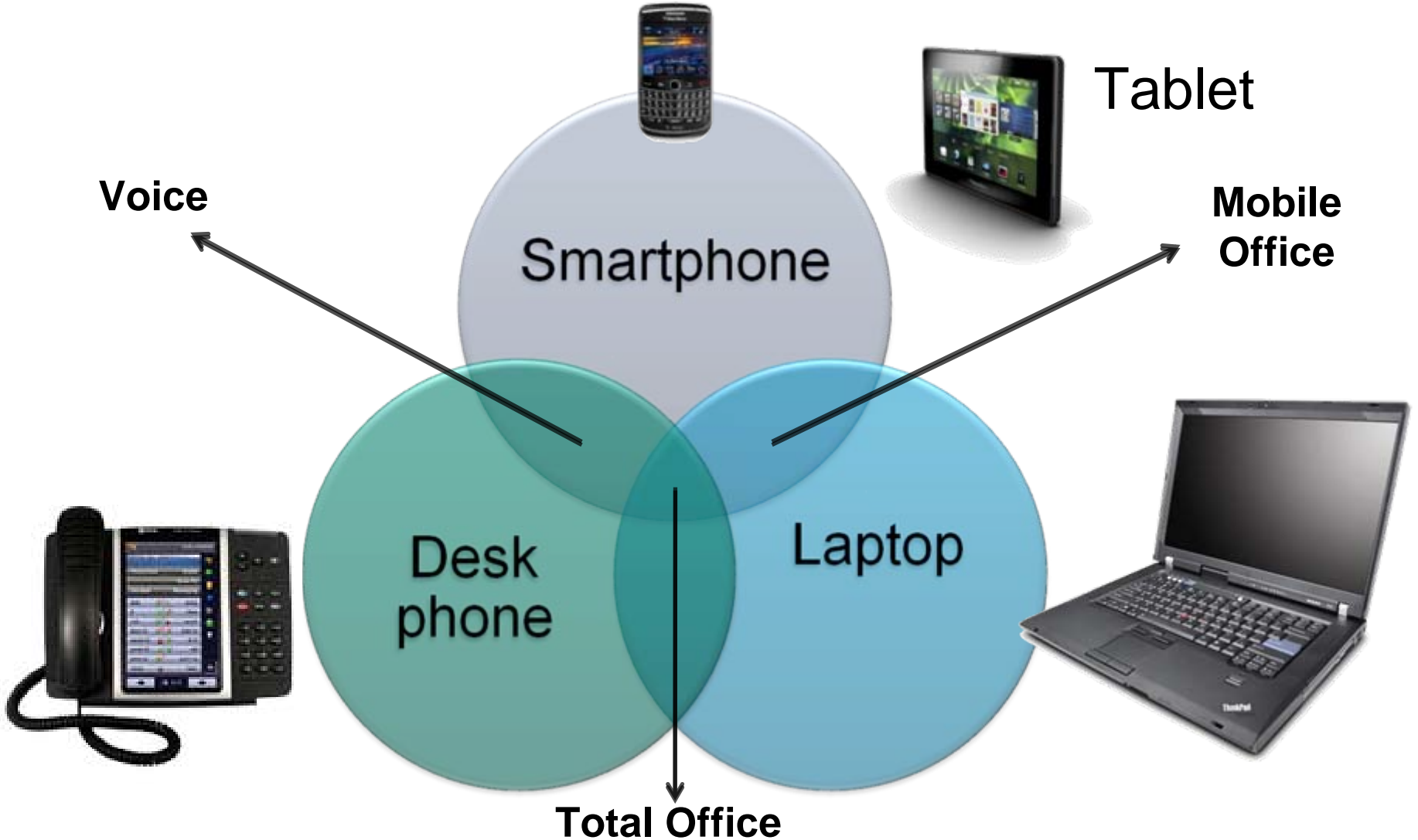
Today's Business Challenges



Problems set to increase with growing trend for flexible working

- Raise in remote working
 - ▶ 25% of staff in the field more than 50% of working hours
 - ▶ 25% of staff travel at least once a week
 - ▶ 26% of companies have part-time telecommuters
 - ▶ 10% of companies have full-time telecommuters





Landscape

Technology for the Task



Concept: The Office Anywhere

(including Devices, Backend integration & Peripherals)



At the Desktop (Office or Home)



In a Meeting



On the Go



- **For End Users...**

- ▶ **Increases Convenience**

- Always on, Always connected
- All-in-one solution
- Optimal ergonomics

- ▶ **Reduces Complexity**

- Less devices to manage
- Consistent user experience

- ▶ **Allows Customization**

- Balance lifestyle
- Multiple usage environments



- **For Decision Makers...**

- ▶ **Controls Costs**

- Consolidate redundant devices
- Leverage existing investments

- ▶ **Maintains Security**

- Trusted BlackBerry security

- ▶ **Eases Management**

- Leverage robust IT policies and control
- Less devices to manage



- **Cost Considerations**

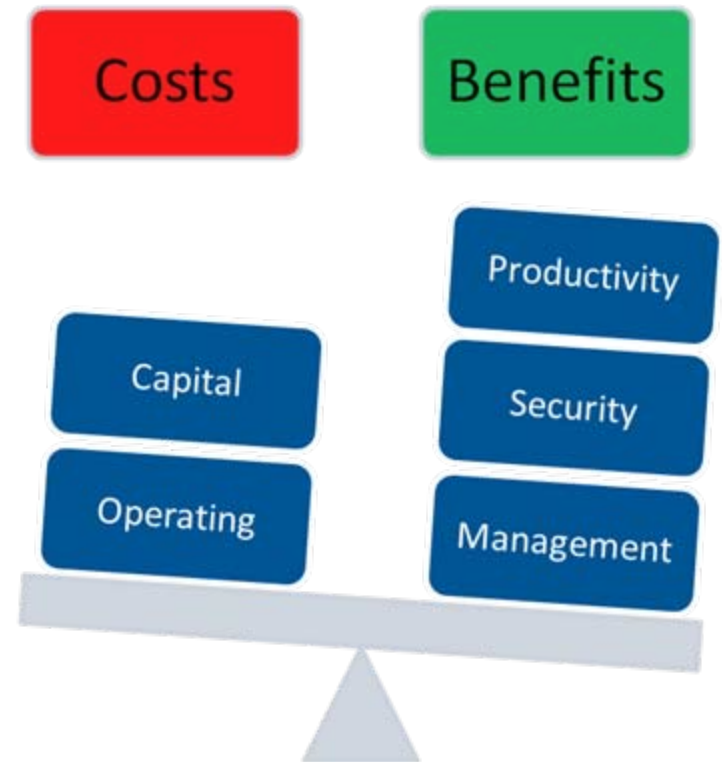
- ▶ **Capital Costs**

- Device hardware and peripherals
- Software
- Physical infrastructure and network environment
- Office Space / Real Estate

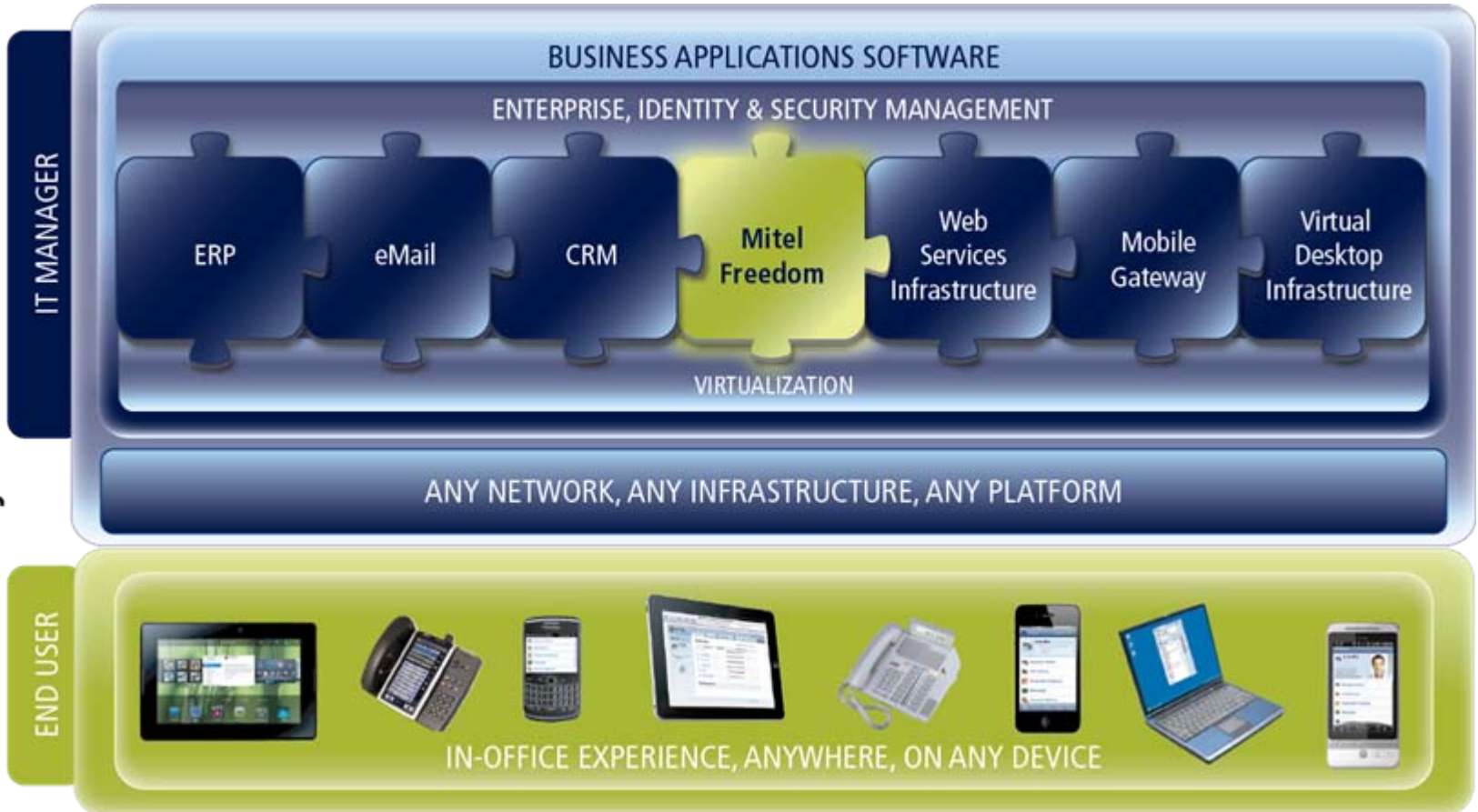
- ▶ **Operating Costs**

- Wireless bills (voice and data plans)
- Service fees
- Licensing
- IT support
- Maintenance and upgrades

Eliminate costs of unnecessary devices



Fit My World



Delivering Mitel UC to your Mobile Device

UC Advanced Mobile for BlackBerry



- Access All your Business Communications Settings from a Single Interface
 - ▶ Initiate corporate phone calls from any device – including BlackBerry PlayBook
 - ▶ View corporate contact details and presence information
 - ▶ Manage your Dynamic Status
 - ▶ Access your visual voice mail messages and details
 - ▶ View your detailed call history



BlackBerry Mobile Voice System (MVS) Enterprise Grade FMC



BlackBerry Mobile Voice System (MVS) extends the **key office phone system calling features** to **BlackBerry smartphones** through their **native user interface** over cellular and wireless LAN.

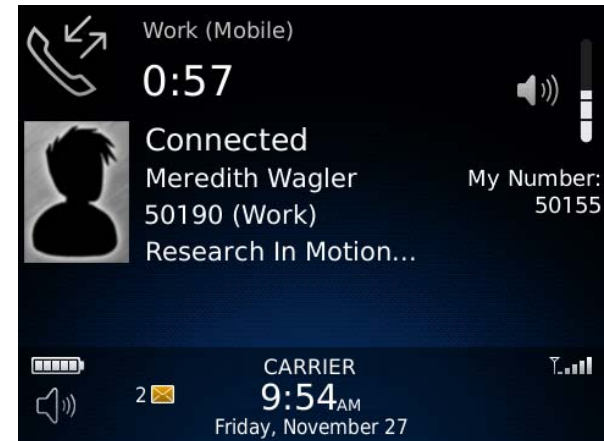


The company desk phone just became mobile

Marketing Highlights: End Users

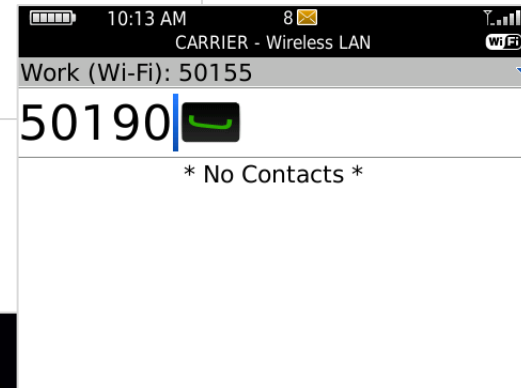
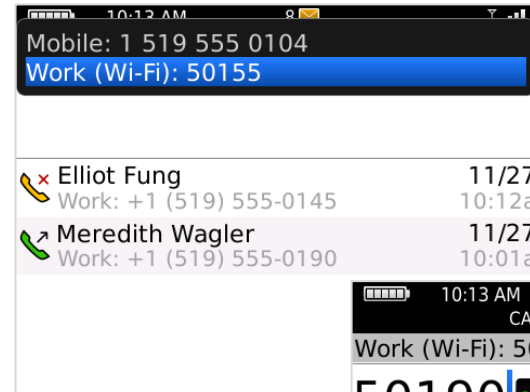
Top 5 Features:

1. Voice over Wi-Fi calling
2. Move calls (phones, networks)
3. One office identity
4. Extension dialing
5. One voicemail box

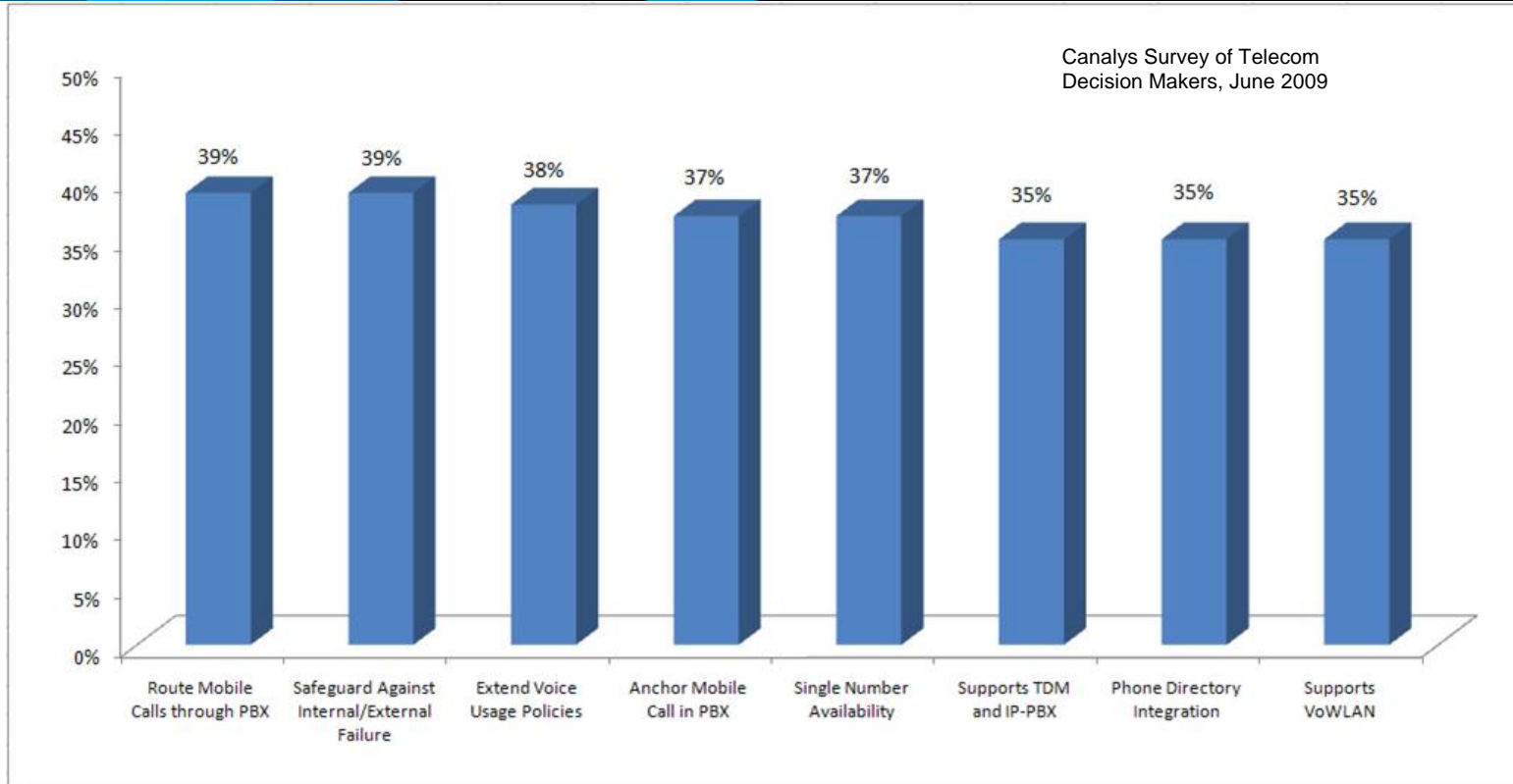


Flexibility and Ease of Use

- End Users get their office phone on their BlackBerry smartphones
 - ▶ One Office Identity, One Office Voicemail
 - ▶ Office extension dialing and desk phone features all accessible from BlackBerry smartphones.
 - ▶ Functions integrated into the native phone client



Marketing Highlights: Administrators



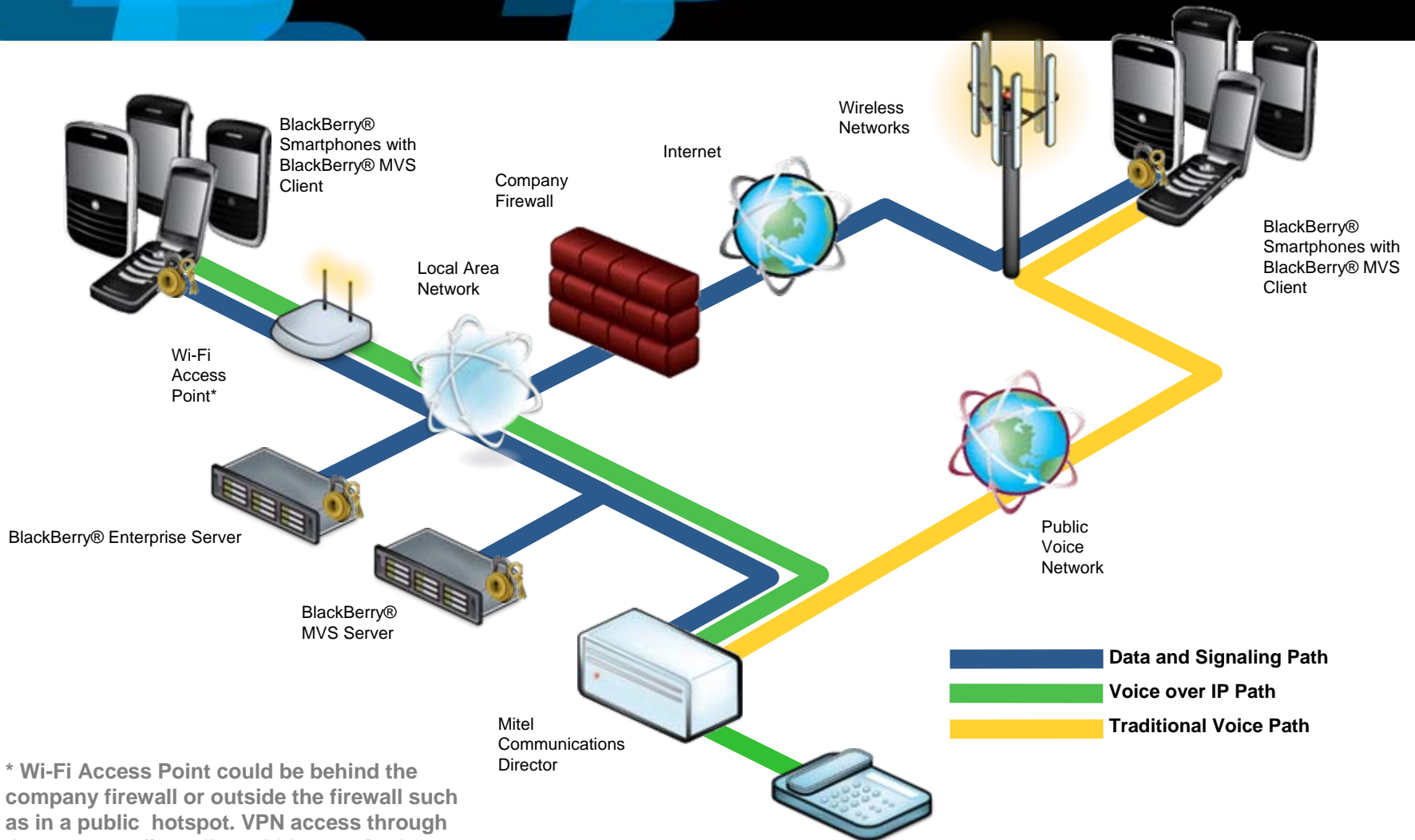
- Calls anchored on the PBX
 - Flexible call routing
 - High Availability
- BlackBerry integration
 - Voice policies

- **Business Decision** Makers get cost savings and improved productivity
 - ▶ User are more reachable and more productive
 - ▶ Save money through optimized Call Routing and the use of Voice over Wi-Fi Calling*



*Voice over Wi-Fi requires BlackBerry MVS 5.1 and BlackBerry Device Software 5.0.

BlackBerry MVS Architecture



* Wi-Fi Access Point could be behind the company firewall or outside the firewall such as in a public hotspot. VPN access through the company firewall would be required.

Customer Case Study: LTT Vending Group (UK)



LTT VENDING GROUP

CELEBRATING
50 YEARS
refreshingpeople

- Objective-improve efficiency of mobile work force & project professional image to clients
- Requirements includes one number/mailbox & virtualization
- Also battery life important; has to work all day
- Solution was to replace competitor with Mitel Communications Director (MCD) 4.2 & BlackBerry MVS including Wi-Fi enabled calling
- Also leveraged new deal for landline/mobile, including free calls on net same network
- Results: 50% efficiency gain
- Reduced telecom spend from £60k to £40k (50% savings!)
 - ▶ “And if we get it really right and get deep buy in lower still!”

BlackBerry MVS 5

System Requirement and Licensing



PBX	<ul style="list-style-type: none">• Mitel Communications Director 4.2 or higher• Virtual Mitel Communications Director 4.1 or higher
BlackBerry® MVS Server	<ul style="list-style-type: none">• Intel® 2.40 GHz dual-core processor (or greater) w/4GB of RAM• Dedicated server that does not run other applications to optimize performance• Windows Server 2003 or 2008• Virtualization Platforms: VMware ESX Server V3.5, VMware ESX 4.x
BlackBerry® MVS Licensing	<ul style="list-style-type: none">• MVS Server software no cost, supports up to 10,000 users• CALs available in any size bundle• 9 pricing tiers, based on volume
BlackBerry® Enterprise Server	<ul style="list-style-type: none">• BlackBerry Enterprise Server for Microsoft® Exchange, IBM® Lotus® Domino® or GroupWise version 4.1.7, 5.0, 5.0.1, 5.0.2• Hardware consistent with BlackBerry MVS Server specifications• Database support consistent with BlackBerry Enterprise Server support for SQL versions
BlackBerry® Device	<ul style="list-style-type: none">• BlackBerry® Pearl™*, Curve™, 8800, Bold™, Tour™, Storm™, Torch™ series with BlackBerry Device Software version 4.5 or higher for GSM (4.7.1 or higher for CDMA)• BlackBerry Device Software 5.0 or higher required for Voice over Wi-Fi; other features work per above• Supported BlackBerry smartphones must be provisioned on the BlackBerry Enterprise Server

Summary

Key Takeaways

- Convergence is causing a reevaluation of devices and their relevance in the office
- Leverage BlackBerry as the primary office solution
- Optimal solution will be a combination of mobile device form factors, back-end software/services and peripherals for ergonomics
- Time and a place for new and existing technology to co-exist
- Organizations are already planning ahead for their future office requirements

The Office of Tomorrow with BlackBerry...



THANK YOU

