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NEWS RELEASE

Mitel Announces Enhanced Global Partner Program to Drive Shared Success in the Hybrid Communications Era

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New unified program builds on 2025 partner experience enhancements, reflecting partner feedback and aligning the channel to accelerate hybrid market demand

OTTAWA, Ontario--(BUSINESS WIRE)-- **Mitel**, a global leader in business communications, today introduced its enhanced Global Partner Program, marking the next major milestone in the company's strategy to deliver a new global partner experience that recognizes partner business momentum and advanced expertise as Mitel continues to address the increasing demand for integrated hybrid communications with its more than 6,000 partners, globally.

The program introduces a harmonized global structure, progressive benefits, performance-based incentives, and launches a new recognition and marketing promotion program for partners investing in specialization in verticals and emerging technology such as AI. These program elements provide partners clarity and consistency in how they do business with Mitel while also rewarding momentum and helping them stand out among their peers in the market. Expanding on the **enhanced global partner experience introduced in June 2025**, the program delivers a streamlined, unified framework aligned with the outcomes partners consider most important.

Customers are prioritizing hybrid, flexibility, and trust

With increasing demand for cloud flexibility balanced with resiliency, security, sovereignty, and control over the

adoption of emerging technology like AI, organizations are rethinking how they manage business continuity risks and maintain communications and collaboration across their diverse workforce and with customers.

This context is creating new opportunities for channel partners to guide organisations through modernisation with clarity, control, and long-term continuity.

"More than 68% of businesses have used their current communication systems for over seven years, 60% will refresh those solutions within the next three years, and 92% of modernising organisations are choosing hybrid approaches," said Eric Hanson, Chief Marketing Officer, Mitel. "Mitel's enhanced Global Partner Program is designed to capitalize on these emerging trends in the market, strengthening the way we succeed together. It is shaped by partner and customer feedback, focusing on long-term customer value, clear program expectations, meaningful rewards, and support that fosters long-term success. This next phase streamlines engagement and reinforces partner profitability."

A simplified, unified global program strengthening how Mitel and partners work together

The Global Partner Program empowers partners to retain customers and grow more efficiently through a streamlined framework that drives measurable outcomes. By introducing a modern, points-based system that recognises contributions across revenue, specialization, training, and customer success, the program reinforces a shared commitment to helping customers meet the dynamics of their communications needs today and prepare for the opportunities of tomorrow. Entering 2026, partners benefit from a clearer path to success, enhanced competitiveness, and long-term growth.

Key program enhancements include:

- A points-based framework: reflects partner value in driving customer success across sales, services, and their trusted expertise.
- Higher discounts and expanded earning potential: a simplified global discount design provides a more predictable and consistent experience across regions and opportunities
- New customer retention incentives: designed to support better customer engagement, higher renewals, and increased sustainable recurring revenue for partners.
- Stronger differentiation in the market through specializations & recognition: previously available in North America only, Mitel will now globally recognize partners' excellence and highlight their advanced expertise and leadership in the market across healthcare, hospitality, finance, public sector, contact center, enterprise, and AI. Specialized partners will receive enhanced visibility, helping them differentiate and inspire customer confidence.

"The market is entering one of the biggest refresh cycles in a decade, as organisations prepare to replace their communications systems and shift to integrated hybrid and multi-cloud solutions," said Zeus Kerravala, Principal Analyst, ZK Research. "Mitel's new Global Partner Program arrives at exactly the right time. By unifying the framework globally and aligning to market opportunities, Mitel is creating a partner ecosystem built to thrive in the next phase of UC growth."

"Our focus is clear: enabling partners to grow, compete, and succeed," added Hanson. "This unified program builds on the foundation established last June, strengthening consistency across our global ecosystem. When partners succeed, customers benefit, we create shared value, and Mitel grows stronger. Together, we are driving sustainable, long-term outcomes for organisations worldwide."

For more information about Mitel's partner program, please visit www.mitel.com/partners

About Mitel

Mitel is a global leader in business communications, providing businesses with advanced communication, collaboration, and contact center solutions. With more than 70 million users across over 100 countries, Mitel empowers organizations to connect, communicate, and collaborate seamlessly, with the flexibility and choice they need to thrive, both now and for the future. Through proven experience and innovative solutions, Mitel delivers communications without compromise. For more information, go to www.mitel.com and follow us on [LinkedIn](#).

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