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Mitel Awarded Top Honor With Five-Star Rating in CRN Magazine's Partner Program Guide

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CRN Magazine has given Mitel (Nasdaq:MITL) (TSX:MNW) its five-star rating -- the publication's highest honor - in the latest Partner Program Guide. The award validates Mitel's focus on operational excellence and close collaboration with its partner network for the North American partner program.

"Finally a partner program that makes sense, is fair to all partners and provides incentives for us to improve our organization. We especially like how Mitel's partner program is aligned with our core business values. Through an easily accessible dashboard, Mitel provides key metrics that help us with customer service initiatives, help desk and installation efficiencies as well as ongoing knowledge base growth. Better yet, it also rewards us for our efforts to improve in all these areas," said David Finch, president and CEO of ATCOM Business Technology Solutions.

The new program was developed through extensive one-on-one interviews with more than 50 partners to understand priorities, requirements and incentives first hand. That outcome led to a program that rewards Mitel partners based on purchase volume, certification credentials and specializations (Contact Center, Cloud and Hospitality). To measure performance, the Mitel program introduced the Partner Performance Index (PPI), a unique success metric that evaluates a partner's operational and installation experience.

"While partner satisfaction is very important, we wanted to implement a program that would ultimately drive partner growth - operationally and in new practice areas. The program's merit-based incentives allow Mitel to prescriptively help each partner improve their efficiencies and grow their business within select areas. In the end, this increases partner and end customer satisfaction," said Sandy Janes, director channel strategy and partner

program, Mitel.

"Our partners have embraced our program and feedback shows they are pleased with our direction. We are having more meaningful conversations with partners and work closer than ever to help them sell more Mitel solutions and grow their business," said Sandra Hill, vice president, distribution and sales strategies for Mitel.

CRN's Partner Program Guide attracts various solution providers looking for a resource to discover, research and evaluate vendor partner programs. The ratings weigh and compare benefits and incentives for organizations to decide how to make their vendor selections. CRN sees partner programs as an integral part of the overall value a solution provider will look for in a vendor.

The 5-Star rating is bestowed on programs whose overall rating is among the elite segmented by company size - Enterprise, Midsize, Small and Emerging companies.