

NEWS RELEASE

Mitel Builds Strategic Momentum Heading into 2025 Fueled by Growing Demand for Hybrid Communications Solutions and Exciting AI-first Partnerships

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Zoom partnership, Integrated hybrid communications portfolio, expanded AI ecosystem, and significant industry recognition position the UC leader for further success

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Mitel, a global leader in business communications, enters 2025 ideally positioned to capitalize on growing market demand for flexible and secure hybrid cloud deployment models, especially in enterprise business communications.

With a global customer base of more than 70 million users following its acquisition of Unify, the company has celebrated several significant milestones over the past year. This includes the rollout of a combined portfolio strategy and the launch of Mitel's Common Communications Framework, which together provide a blueprint for organizations who need to maintain a consistent communications experience regardless of the deployment model while taking advantage of vertically integrated and multimodal unified communications (UC) solutions. The framework aligns with new research that shows 91% of enterprises prioritize a hybrid approach to meet their evolving business objectives and positions Mitel as a top contender to dominate the largest segment of the business communications market for years ahead.*

This year, Mitel also announced a series of strategic partnerships that bolstered its AI Ecosystem. In September, the

company announced it would work with Zoom to deliver an AI-first hybrid communications and collaboration solution. Plans were also announced to fully integrate new AI-powered capabilities into Mitel's contact center solutions, including Mitel CX, a new AI-powered customer experience platform to be released in early 2025. These powerful, purpose-built innovations enhance situational awareness through advanced analytics and productivity built around leading GenAI tools, ultimately improving customer experience.

"Together with our partners and employees, Mitel has accomplished an incredible amount this year," said Mitel president and CEO Tarun Loomba. "As we prepare for 2025, I am excited by the significant opportunities before us, particularly the surge in demand for hybrid communications solutions. We are playing from a position of strength with a portfolio designed to provide the flexibility and choice required to support workers on the frontline and into the office, meeting the demands of enterprise organizations globally. Our partnership with Zoom and the launch of Mitel CX also demonstrates our capability to deliver innovative solutions that drive value for our customers and partners while further propelling us toward our goal to be the global leader in UC."

"As outlined in the 2025 Aragon Research Globe™ for Intelligent Unified Communications & Collaboration and the Aragon Research Globe™ for the Intelligent Contact Center, Mitel has shown it can deliver reliable voice, communications, collaboration, and contact center platforms particularly in high consequence industries," said Jim Lundy, Aragon Research, CEO & Lead Analyst. "Through its ongoing commitment to innovation and the integration of flexible, hybrid solutions, Mitel aims to empower organizations to improve both internal collaboration and customer engagement."

"Hybrid UC serves as Mitel's strategic differentiation and is the backbone of its global go-to-market strategy," said Dave Michels, Founder and Principal Analyst at TalkingPointz. "By combining a deep understanding of modern businesses' diverse needs with a commitment to flexible solutions, Mitel positions itself as a provider of comprehensive, tailored offerings that meet the evolving demands of today's dynamic business landscape."

Mitel 2024 Business Highlights

- In April, Mitel reaffirmed its commitment to the UC market when it released its **combined portfolio strategy**, introducing a comprehensive suite of solutions focused on hybrid cloud, deep vertical integrations, and multimodal solutions supporting the entire workforce.
- Mitel launched a **new AI-powered customer experience platform**, Mitel CX, designed to help organizations enhance customer engagement processes, drive employee efficiency, and exceed the growing expectations of today's consumers.
- Mitel announced a **strategic partnership with Zoom** to jointly develop an exclusive cloud solution with bi-directional capabilities between Zoom Workplace and Mitel communications platforms.
- Mitel **expanded the availability** of its rich telehealth communication platform, Virtual Care Collaboration

Service (VCCS), which enhances the journey for patients, providers, and their staff while addressing key security, patient confidentiality, and scheduling challenges.

- In September, Mitel **strengthened its hybrid UC portfolio** with the Mitel Common Communications Framework and announced its new Mitel Secure Cloud offering for enterprises in highly regulated industries in the UK and Germany, with plans for global expansion.
- Mitel **launched Mitel Interaction Recording (MIR) Insights AI**. This advanced AI-powered analytics solution analyzes valuable customer communication data to unlock deep insights that enhance the customer experience and boost quality management and compliance.
- Mitel added a **Critical Event Management (CEM) solution** to its portfolio, consolidating critical event management tools into a single platform, enhancing emergency response preparedness and recovery.
- Mitel strengthened its partnership with AI customer services solutions provider Talkative to **integrate leading generative AI (GenAI) tools** into Mitel's contact center solutions.
- Mitel added several new leaders to its executive team in 2024:
 - David Petts was **appointed Chief Sales Officer (CSO)**, responsible for Mitel's global revenue strategy, execution, and operations.
 - Experienced technology executive Eric Hanson was **named Chief Marketing Officer (CMO)** in February and tasked with driving the company's marketing strategy to accelerate growth.
 - Bill Dunnion, a highly respected cybersecurity and compliance expert, joined Mitel as **Chief Information Security Officer** in April.
- Other key hires included transformative industry leaders:
 - Jonathan Buckle, as the **VP of Sales for the Americas**
 - Bart de Vries as the Group Vice President of Revenue Operations

Mitel 2024 Awards & Recognition

- In February, CRN honored two Mitel leaders as **2024 CRN® Channel Chiefs**.
- Also in February, Mitel received the **Unified Communications Vendor of the Year Award** from Tahawultech in the Middle East.
- In March, Mitel's Global Partner Program received a 5-star rating from CRN in its **2024 Partner Program Guide**.
- In May, CRN named nine Mitel leaders to its **2024 Women of the Channel List**.
- Also in May, TMC named MiVoice Business a **2024 Unified Communications Product of the Year Award** winner.
- In June, Mitel's Virtual Care Collaboration Service won the **2024 Virtual Workspace Platform of The Year Award** From RemoteTech Breakthrough.
- In November, Mitel's UC and Contact Center solutions were **positioned for the first time** as a Leader in

Aragon Research Globe™ Reports for 2025

- Also in November, Steve Loebrich was named to **Channel Futures' Top 20 UC/CC Channel Leaders** List.

* According to a June 2024 global survey of 1,954 organizations conducted by Mitel and Techaisle

About Mitel

A global market leader in business communications powering more than two billion business connections, Mitel helps businesses and service providers connect, collaborate, and provide innovative services to their customers. Our innovation and communications experts serve business users in more than 100 countries. For more information, go to **www.mitel.com** and follow us on **LinkedIn** and X **@Mitel**.

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