NEWS RELEASE

Mitel Empowers Partners by Giving Them More Control Over How They Deliver and Manage Cloud Services

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Launches new MiCloud Connect go-to-market model for partners in U.S. and Canada

DALLAS, Feb. 24, 2021 — Mitel®, a global leader in business communications, today announced the launch of the MiCloud Connect Partner Managed model, an expansion of its **flagship public cloud solution**, which gives certified partners more control over service delivery and management, while enabling them to deepen customer relationships and more easily transition organizations to the cloud.

Unique to the unified communications-as-a-service (UCaaS) market, which typically operates in a traditional retail model, the MiCloud Connect Partner Managed model puts partners in the driver's seat, empowering them to own the customer relationship and further extends their ability to provide professional, value-added services. With higher level access to Mitel's delivery and service tools and the MiCloud Connect Account Console's robust customer management capabilities, the model enables partners to not only own the marketing, sales, onboarding, and support for MiCloud Connect, but also the ongoing customer success experience.

The new model was designed with extensive feedback and pilot testing from Mitel partners, providing a seamless, predictable path to the cloud and recurring revenue, regardless of whether the partner is activating new customers or transitioning their existing customer base. Partners can also continue to add value through the full customer

lifecycle experience with professional services, systems integration, and their own unique brand of local, highly personalized support. The Partner Managed model additionally offers enhanced commissions and partners can enlist assistance from Mitel when needed.

“The MiCloud Connect Partner Managed program is a natural fit for us because it perfectly aligns with our business model,” said Scott Marks, Owner, **Connecticut Communications**. “Through this new go-to-market model, we can continue to serve as the trusted advisor for our customers and have more control over the customer relationship from quoting to support to renewals. Mitel’s approach also gives us greater flexibility and speed to market, allowing us to position our maintenance services to customers, which provides us with a clear competitive advantage.”

“Relationships matter. In a transactional and highly digitized world, building long-term, trusting relationships is a key to differentiation and driving business outcomes,” said Scott Peterson, Chief Revenue Officer, Mitel. “The MiCloud Connect Partner Managed offering is designed to help partners further strengthen their customer connections while affording them more opportunities to grow their own businesses, even as they work to help customers modernize and leverage the cloud to communicate and collaborate in new and different ways.”

MiCloud Connect is an easy-to-use, all-in-one cloud communications, collaboration, and contact center service for organizations of all sizes. In addition to the new Partner Managed model, Mitel will continue to offer MiCloud Connect through its successful Partner Retail model, which also offers robust partner enablement tools. For more information on MiCloud Connect and the new MiCloud Connect Partner Managed model, now available in the United States and Canada, partners are encouraged to contact their Mitel channel account manager.

Additional Facts

• Mitel is a leading provider of cloud communications, enabling more than 5 million users, including 1.5 million UCaaS customers (Source: Synergy Research Group).

• Eastern Management ranks Mitel **best in value for UCaaS and hosted PBX solutions**.

• CRN®, a brand of The Channel Company, gives Mitel a **5-Star rating in its 2020 Partner Program Guide**.