NEWS RELEASE

Mitel Extends Partner First Commitment with Enhanced Global Partner Program

4/29/2021

New go-to-market models and resources further empower partners to own the customer communications lifecycle and support acceleration of cloud adoption

DALLAS, TX — Mitel®, a global leader in business communications, has deepened its unique commitment to a 'partner-first' go-to-market approach with the launch of its enhanced Global Partner Program. Developed from extensive partner engagement and feedback, the 2021 Program recognizes and rewards the critical role partners play in the customer communications lifecycle by introducing new resources, training, tools, and incentives that reflect the accelerated market demand for cloud and fuel partners' ability to capitalize on it.

"The way the world works shifted dramatically last year and our partners were on the front lines of that transition, ensuring business continuity for countless customers through their deep knowledge of each customer's business and with the help of Mitel technology," said Lana King, VP Partner Programs, Training & Enablement at Mitel. "As the definition of the workplace becomes more unique to each organization, the expertise and insight our partner community brings will be more critical than ever to customer success. With the continued investments we're making to expand the value of our Global Partner Program, Mitel's goal is to help partners further strengthen those relationships while also making it easier for them to maximize revenue and grow their business."

Central to this year's program enhancements is clear recognition and reward for partners who demonstrate a commitment to owning their customers' full communications lifecycle. Mitel has long recognized the value that partners highly skilled in sales and technical capabilities bring to customers, with training certifications serving as a central requirement since the program's inception. New in 2021, Mitel is introducing enhanced program points and recognition for partners who go above and beyond minimum certification criteria to achieve advanced sales and technical competencies.

Among the opportunities partners will have to strengthen their expertise will be a new Customer Lifecycle Engagement Certification designed to support partners in their overall management of customers throughout the customer lifecycle. The certification focuses on software assurance renewals, retention efforts, and supporting customers in their technology modernization initiatives from ensuring organizations are leveraging the latest release and features to guiding their migration to cloud or subscription offerings. Availability is planned for the latter half of the year.

"As customers move through various stages of their technology acquisition and ownership journey, our goal is to ensure they not only stay connected and productive but also become better able to meet the changing needs of today's workplace as a result of engaging with Mitel and our partners," said King.

With the pandemic driving an accelerated shift toward cloud technologies, Mitel is also announcing new performance points that will reward partners for accelerating cloud sales and new subscription services. Mitel **recently announced its MiCloud Connect Partner Managed model** which empowers partners to own the relationship with their UCaaS customers from sale to ongoing support and customer success. The model has already exceeded initial projections for partner demand as well as generated positive feedback from customers, affirming the value partners bring to organizations throughout their communications experience. Mitel plans to expand Partner Managed as into a wholesale model in multiple countries later this year.

"Mitel's continued commitment to supporting partners and customers throughout the communications lifecycle with tangible programs and resources is why we continue to grow with them as a 30+ year Mitel partner," Jeff Lowdermilk, President of TSAChoice, a Mitel Gold partner. "Partner Managed has completely changed how we think about the role cloud can play for our business because it allows us to keep full control of the customer experience and still offer the value-added services that our customers count on. Knowing that Mitel will be enabling and rewarding our success with the model through this year's additions to the Mitel partner program just further reinforces our ability to deliver a winning solution not only for our customers but also for our team and our business."

Over the course of 2021, Mitel has continued investments planned to support the overall program experience,

including streamlined quoting tools, extensions of Mitel's global Partner Interaction Center and program support teams, as well as unique new marketing programs that are slated for release this summer.

For more information on the Mitel Global Partner Program, partners are encouraged to contact their Mitel channel account manager. Details on how to join the partner program can be found on the Mitel partner page, **here**.

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).
- CRN® recognized Mitel with a **5-Star rating in its 2020 Partner Program Guide**.
- Mitel recently launched its **MiCloud Connect Partner Managed model** in North America, giving partners more control over how they deliver and manage cloud services