NEWS RELEASE

Mitel Honored With 5-Star Rating in the 2021 CRN® Partner Program Guide

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Mitel, a global leader in business communications, has been recognized by **CRN**, a brand of **The Channel Company**, in its 2021 Partner Program Guide. This annual guide provides a conclusive list of the most distinguished partner programs from leading technology companies that provide products and services through the IT Channel. The 5-Star rating is awarded to an exclusive group of companies that offer solution providers the best of the best, going above and beyond in their partner programs.

Given the importance of IT vendor channel programs, each year CRN develops its Partner Program Guide to provide the channel community with a detailed look at the partner programs offered by IT manufacturers, software developers, service companies, and distributors. Vendors are scored based on investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support, and communication. Based on that assessment, Mitel's global partner program has been recognized as one of the elite among IT vendors for providing maximum value, resources and opportunities to solution providers.

The Mitel Global Partner Program provides partners worldwide with the tools, resources, training and diverse

solution portfolio they need to create new revenue streams and deepen customer relationships. Over the past year, Mitel further strengthened its program capabilities with the introduction of new cloud and technical training programs, revenue-boosting incentives, an enhanced partner portal, and its recently announced Partner Managed model, which empowers partners to have more control over customer relationships and service delivery as customers transition to the cloud.

The channel community has been a long-standing pillar of Mitel's go-to-market strategy so it's an honor to be recognized for that commitment with this prestigious award," said Lana King, VP, Partner Programs, Training & Enablement at Mitel. "As organizations continue adapting to the demands of the new hybrid workplace, the role partners play in helping customers achieve a modern communications approach is more critical than ever. Our goal with the program is to support partners in that process by continually seeking ways to deliver greater value and new opportunities to maximize growth.

As innovation continues to fuel the speed and intricacy of technology, solution providers need partners that can keep up and support their developing business." said Blaine Raddon, CEO of The Channel Company. "CRN's 2021 Partner Program Guide gives insight into the strengths of each organization's program to recognize those that continually support and push positive change inside the IT channel.

The 2021 Partner Program Guide will be featured in the April 2021 issue of CRN and online at **www.CRN.com/PPG**.

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®, a brand of The Channel Company, gives Mitel a **5-Star rating in its 2020 Partner Program Guide**
- Mitel's **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 for more information.

About The Channel Company

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education, and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers and end users. Backed by nearly 40 years of unequalled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. **www.thechannelcompany.com**

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