



NEWS RELEASE

Mitel Introduces Amplify & Velocity Programs for Partners

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New cloud specialization programs offer maximum flexibility for partners as demand for UCaaS accelerates

DALLAS — Mitel®, a global leader in business communications, continues to deepen its 'partner-first' approach with the introduction of two new cloud-centric programs for partners. The Mitel Amplify and Velocity programs offer a new level of choice and flexibility for partners, giving them the ability to align cloud opportunities with their preferred business model in a way that optimizes revenue potential and strengthens customer relationships.

"As businesses begin to come out of pandemic mode and turn their attention toward growth, demand for cloud communications has exploded and with it, created a huge opportunity for partners to support customers in new ways as they transition to the cloud or look to optimize the power of an existing cloud solution," said Lana King, Vice President, Partner Programs, Training & Enablement for Mitel. "But while we're seeing the opportunities expand and evolve, the market has not kept up in terms of offering dedicated cloud programs that support the different skills and range of the channel community. We created Mitel's Amplify and Velocity programs to close that gap and enable each partner to deliver cloud solutions in a way that best fits their business model."

Designed specifically for the Agent Advisor community, Mitel's Amplify program offers competitive benefits and centralized cloud resources to help agents win share and close deals faster. As an Amplify partner, Agent Advisors

benefit from free sales and technical enablement certifications, a dedicated account manager, specialized sales, marketing and technical support throughout the deal process, and competitive commissions, incentives and promotions. The program also provides deal support through Mitel's FastTrack opportunity registration model as well as an agent-focused online resource center and exclusive communications.

"The past year reinforced the critical role partners play in helping organizations leverage cloud technologies to not only adapt to the needs of today's workplace but to accelerate growth as well," said Blake Darling, President of Complete Communications. "Mitel's deep understanding of the channel is evident in the fact that they've taken the time to create a program that champions the unique perspectives and cloud focus of the agent community."

Mitel Velocity encompasses the company's partner-led cloud go-to-market models, including MiCloud Connect Partner Managed, which has seen significant interest from partners since its launch in February. Velocity expands the resource, reward and recognition benefits for partners who seek to play a deeper role in cloud service delivery and customer engagement. As a specialized track within Mitel's award-winning Global Partner Program, certified Velocity Partners receive dedicated business planning, executive support and premier recognition of having achieved the top level of cloud certification in sales, technical training and overall customer engagement. Velocity is currently available for Partner Managed partners with plans to extend program coverage to include additional partner delivered models for MiCloud Connect and Mitel's private cloud offering, MiCloud Flex.

"Mitel Velocity recognizes and rewards the investments CRI has made in developing a deep level of cloud expertise through the MiCloud Connect Partner Managed model," said Alan Burdine, President and Chief Operation Officer for CRI. "With our nationwide reach and over 40 years of experience supporting business communications solutions, MiCloud Connect Partner Managed further extends our ability to serve as our customers trusted advisor and single point of contact for all of their cloud communications needs, greatly enhancing the additional value and services we provide for our customers."

Partners interested in learning more can visit www.mitel.com/amplify or www.mitel.com/velocity.

Additional Facts

- [MiCloud Connect recently named "Business Phone System of the Year"](#) by the RemoteTech Breakthrough awards
- Mitel launched its [MiCloud Connect Partner Managed model](#) earlier this year which gives partners more control over how they deliver and manage cloud services
- CRN® recognized Mitel with a [5-Star rating in its 2020 Partner Program Guide](#).