



NEWS RELEASE

Mitel Launches Enhanced Global Partner Experience to Fuel Hybrid Communications Growth

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New partner program and experience streamlines tools, resources, and incentives by aligning partner success with Mitel's strategy to lead in hybrid communications

OTTAWA, Ontario--(BUSINESS WIRE)-- Mitel, a global leader in business communications, today introduced a new global partner experience designed to empower partners to grow alongside Mitel as it accelerates its hybrid communications strategy. The program unifies Mitel and Unify partner ecosystems under a single, modern framework, delivering a simplified, scalable experience backed by streamlined tools, harmonized incentives, and integrated systems.

Mitel's new partner experience unifies Mitel and Unify partner ecosystems under a single, modern framework. It delivers a simplified, scalable experience backed by streamlined tools, harmonized incentives, and integrated systems.

Mitel is making strategic investments to better support how partners engage, sell, and grow as the global unified

communications (UC) and contact center markets experience rising demand for hybrid solutions. This is driven by a customer need for a better way to address the complexity of managing and controlling the adoption of emerging technologies like AI, the realities of managing data privacy and security threats, and mitigating any risk of business disruption. To help partners capitalize on this market opportunity, Mitel is improving tools, expanding marketing and demand generation programs, enhancing partner and sales enablement, and deepening customer engagement. With a strong portfolio already in place, Mitel is focused on equipping its ecosystem to execute more effectively and capture the growing opportunity in hybrid communications.



“This new global experience demonstrates our commitment to growing with our partners,” said David Petts, Chief Sales Officer at Mitel. “By simplifying how we work together and enabling greater scale across SMB, mid-market, and enterprise opportunities, we’re building a channel strategy that’s clear, focused, and built for long-term success. When our partners grow, Mitel grows, and we enable better business outcomes for our customers. Together, we’re positioned to lead in one of the most dynamic segments of business technology.”

Complexity is Driving Demand for Hybrid Communications

Business communications are evolving rapidly as organizations prioritize secure, resilient, and highly specialized infrastructure across diverse industries and user types, from frontline workers and remote employees to dispatchers and clinical teams. As complexity grows, so does the need for deployment models that offer more control over technology adoption, security, and resiliency. Across industries and company sizes, customers are demanding communication strategies that offer greater choice, control, and protection of existing investments. This is leading to a clear shift away from one-size-fits-all models and toward hybrid and multicloud strategies.

- 92% of IT leaders in the US and Europe are prioritizing hybrid communications (2024 global survey of 1,954 organizations conducted by Mitel and Techaisle)
- 86% of organizations expect to rely on hybrid or multicloud environments, with 39% highlighting the need for an equal blend of integrated premise and cloud solutions (Frost & Sullivan)

Mitel’s hybrid portfolio, managed services, global scale, and 6,000+ partner community positions the company to lead through this market transformation and positions its partners for outsized growth in this next phase of market evolution.

“As enterprise communications become more complex, organizations are gravitating toward providers that offer both flexibility and depth, especially in hybrid environments,” said Zeus Kerravala, Principal Analyst of ZK Research. “Mitel is uniquely positioned to lead in this space, with a strong portfolio, deep global footprint, and a proven track record in mission-critical deployments. The launch of this unified partner experience is a clear signal of Mitel’s ongoing commitment to its channel and its recognition that partners are central to capturing the next wave of enterprise growth.”

The New Partner Experience

The global partner experience reflects Mitel’s commitment to delivering value across four key dimensions of its channel strategy:

- Expanding Market Focus – Enabling partners to serve customers better and to strengthen hybrid offerings

that make communication easier for everyone in an organization, from the frontlines to the back office.

- Innovation & Incumbent Advantage – Supporting customer expansion through differentiated hybrid solutions, including Mitel CX and Mitel's Hybrid Zoom Experience
- Global Partner Program – A single, integrated program that enables higher-revenue opportunities through cross-sell motions and enhanced customer success offers [ie, SWA and managed services]
- Simplified Partner Experience – Optimizing toolchain, processes, and digital resources to increase partner engagement, speed, and efficiency
- Modern PRM Platform – A centralized Salesforce Communities portal for access to deal registration, enablement materials, training, and support for easier, faster engagement

The rollout of the new partner experience is currently underway. Full integration and access for all partners will be phased throughout 2025. For more information about Mitel's partner program, please visit the [program page on Mitel.com](#).

About Mitel

Mitel is a global leader in business communications, providing businesses with advanced communication, collaboration, and contact center solutions. With more than 70 million users across over 100 countries, Mitel empowers organizations to connect, communicate, and collaborate seamlessly, with the flexibility and choice they need to thrive, both now and for the future. Through proven experience and innovative solutions, Mitel delivers communications without compromise. For more information, go to www.mitel.com and follow us on [LinkedIn](#) and [X @Mitel](#).

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