NEWS RELEASE

Mitel Optimizes Its Go-to-Market Strategy in EMEA & South Pacific; Signs Partnership With Westcon-Comstor

7/17/2018

Appoints Westcon-Comstor as sole pan-international distributor for Mitel's communications and collaboration portfolio

• Opens up new business opportunities for Mitel and Westcon as demand for unified communications and real-time collaboration increases
• Provides channel partners an exceptionally high level of service and access to Mitel's market-leading UCC portfolio
• Represents latest step in Mitel's go-to-market strategy, accelerating the company's move to the cloud

Mitel® (Nasdaq:MITL) (TSX:MNW), a global leader in business communications, today announced a pan-international partnership with Westcon-Comstor, a worldwide leading technology distributor. Westcon will distribute Mitel's entire portfolio of communications and collaboration solutions across EMEA and South Pacific markets.

As companies increasingly look to new technology solutions to help digitally transform, demand for seamless communications and collaboration is growing. Through their expanded partnership, Mitel and Westcon will work closely together to help channel partners meet this demand and further develop their businesses.

Alongside best-in-class UC and collaboration solutions, Westcon will offer partners sophisticated logistics delivering

support for global deployments. Resellers will also benefit from Westcon's enablement and support programs, which provide tailored solutions that can help unlock new opportunities. Additionally, as a Mitel Authorized Training Partner, Westcon will deliver certified training that enables the channel to expand the suite of Mitel professional services they provide, increasing the value they offer customers.

The extended partnership with Westcon is part of Mitel's go-to-market strategy, announced in March 2018, to accelerate its move to the cloud. Together with a new global partner program, Mitel is leveraging the strengths of distribution through a smaller number of distributors holding inventory, profiling through to pre-sales, and offering strong technical support and professional services.

Quotes

"To drive Mitel's and channel partners' growth and success in a rapidly changing and competitive landscape, the speed and simplicity of our go-to-market model are essential," said Jeremy Butt, Senior Vice President International, Mitel. "Through our partnership with Westcon, Mitel resellers will be able to quickly and easily take advantage of both our world-class UCC solutions and Westcon's superior service to better support customers on their digital transformation journey."

"This is an exciting new strategic partnership for Westcon," said David Grant, Chief Operating Officer, Westcon International. "Our business has always been focused on helping partners develop profitable business through a combination of global supply chain capabilities and channel support across our core technology specializations. Our services and support and digital distribution expertise will enable partners to succeed in both today's market and the future as we transition to an increasingly software-driven world with new procurement and consumption models."

Additional Facts

• Mitel has been recognized as a Leader in the Gartner Magic Quadrant for Unified Communications for four consecutive years.
• Mitel is ranked #2 UCaaS Market Share Worldwide by Synergy Research.

Related Materials

• View the Mitel Next New Go-to-Market Strategy announcement.
• Download a free copy of the "Digital Transformation for Dummies" e-book.

About Westcon-Comstor

Westcon-Comstor (Westcon International) is a leading international distributor of business technology. Our solutions from the world's leading vendors make businesses more secure, productive, mobile and connected. We specialise in the technologies essential to every business: Security, Collaboration, Infrastructure and Data Centre. We translate our solutions into real value for our partners through our unrivalled expertise in global deployment, digital distribution and services. Technology is our business, but our story is our people and our partners, and we deliver results together.