



## NEWS RELEASE

# Mitel Secures 5-Star Rating in the 2025 CRN® Partner Program Guide

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Global Partner Program achieves highly sought-after endorsement for the seventh consecutive year

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Mitel, a global leader in business communications, today announced it has been honored by **CRN®**, a brand of **The Channel Company**, with a 5-Star Award in the 2025 CRN Partner Program Guide. This annual guide is an essential resource for solution providers seeking vendor partner programs that match their business goals and deliver high partner value.

A 5-Star Award recipient for seven straight years, the Mitel Global Partner Program aims to leverage partners' strengths, enabling them to provide end customers with value, trust, knowledge, and expertise throughout their solutions journey.

"Our valued network of over 6,000 channel partners plays an integral role in providing customers with the tailored and

flexible communications solutions they rely on daily," said Steffen Kruger, head of global channel programs at Mitel. "As organizations further embrace transformative hybrid communications solutions, we are putting tremendous effort into ensuring our partners have the support they need to expand, grow, and deliver new value to existing and new customers. Over the months ahead, we will continue to build on the ongoing evolution of the program with exciting enhancements that will further accelerate the growth journey for partners while acknowledging their success through proactive recognition."

This is the seventh year in a row that Mitel's Global Partner Program has received the 5-Star Award. It represents an elite level of recognition given to companies that have built their partner programs on the key elements needed to

nurture lasting, profitable, and successful channel partnerships.

For the 2025 Partner Program Guide, the CRN research team evaluated vendors based on program requirements and offerings, such as partner training and education, pre-and post-sales support, marketing programs and resources, technical support, and communication.

Mitel's Global Partner Program is a key component of the company's go-to-market strategy. To enhance the program, Mitel has introduced innovative business intelligence tools, attractive performance benefits, and recognition tailored to specific industries. The Global Partner Program aims to leverage partners' strengths, enabling them to provide end customers with value, trust, knowledge, and expertise throughout their solutions journey.

For more information on how to become a Mitel partner, visit <https://www.mitel.com/partners>.

"Being featured on the 2025 CRN Partner Program Guide highlights the dedication these technology vendors have to evolving with solution providers, driving innovation, and supporting mutual success," said Jennifer Follett, VP, U.S. Content and Executive Editor, CRN, at The Channel Company. "This critical annual project empowers solution providers to identify vendors that are committed to enhancing their partner programs and meeting the always-changing business needs of the channel and end customers. The guide provides deep insight into the distinctive value of each partner program so solution providers can make strategic partnership decisions with confidence."

The 2025 Partner Program Guide will be featured in the April 2025 issue of CRN and published online at [www.CRN.com/PPG](http://www.CRN.com/PPG) beginning March 24, 2025.

## About The Channel Company:

The Channel Company (TCC) is the global leader in channel growth for the world's top technology brands. We accelerate success across strategic channels for tech vendors, solution providers, and end users with premier media brands, integrated marketing and event services, strategic consulting, and exclusive market and audience insights. TCC is a portfolio company of investment funds managed by EagleTree Capital, a New York City-based private equity firm. For more information, visit [thechannelco.com](http://thechannelco.com).

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## 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](http://www.mitel.com)** and follow us on **LinkedIn** and **X @Mitel**.

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## Media Contact

Trevor Kerr

PR Manager, North America

**[pr@mitel.com](mailto:pr@mitel.com)**

## The Channel Company Contact

Kristin DaSilva

The Channel Company

**[kdasilva@thechannelcompany.com](mailto:kdasilva@thechannelcompany.com)**

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