



MITEL

Mitel Service Provider PARTNER Program (US)

More businesses than ever are turning to hosted or cloud-based communications services, as they recognize the cost savings and business efficiencies that these types of services can deliver. The Mitel® Service Provider PARTNER Program delivers the technical and business support you need to be successful in taking advantage of this opportunity with a Mitel service provider platform.

Reap the Benefits

Your success is our success, so Mitel will provide you with an evolving menu of benefits to support you in your hosted business. With the Mitel Service Provider PARTNER Program, you will benefit from:

Marketing Support

You will have free access to collateral and sales tools, including white papers, case studies, and presentations that you can leverage in your own sales and marketing initiatives. As well, special webinars will be hosted, as required to help keep you informed of new features and benefits of the MICD platform, which can help you to improve your service offerings. Also, you and your customers will have the opportunity to participate in Mitel press releases, case studies, and other marketing initiatives that will help to build your market presence.

Flexible Licensing Models

To build a strong, straightforward business case for your service, you need a solution with low entry costs and pay-as-you-grow scalability. That's why Mitel is making available a choice of flexible licensing models to Service Provider PARTNERS, so that you can choose the licensing model that makes the most sense for your business. Both perpetual and subscription license models are available, with the subscription license model requiring a three-year commitment.





Leveraging Mitel's Market Presence

Leverage Mitel's presence and credibility in the market with the "Simply Communicating by Mitel" ingredient logo. Use this logo on your service collateral to show customers your solution is built on a platform they can trust.



Technology Choice

Mitel offers a choice of two platforms to meet the varying needs of service providers. Both enable you to provide customers with their own virtual PBX in the cloud, but they differ in the types of service offer they are most suitable for. The following table will help you in deciding which platform best suits your business:

	Multi-Instance Communications Director	Virtual Mitel Communications Director (Virtual MCD)
What is it?	Leverages proprietary virtualization technology to deliver a highly scalable and dense service delivery platform with proprietary provisioning tools	A full suite of VMware® Ready™ Virtual Appliances, including MCD and other UC applications. Leverages VMware management tools
Target Customers	<ul style="list-style-type: none"> • Small customers or larger customers with less intense unified communications requirements • Public cloud 	<ul style="list-style-type: none"> • Larger, more sophisticated customers • Private cloud, with LAN extension into the data center
Service Offering	<ul style="list-style-type: none"> • Standardized, high-volume offers, designed for operational efficiency 	<ul style="list-style-type: none"> • Higher value, more flexible offers designed for custom business solutions
Technology Benefits	<ul style="list-style-type: none"> • Minimize number of servers and application interfaces • Simplified deployment with bulk provisioning and a configuration portal that can extend down to resellers or customers for self-service 	<ul style="list-style-type: none"> • Common virtualization platform for service provider delivering other VMware-based offerings • Use of third-party data center management and resiliency tools

Program Requirements

Criteria	Service Provider Deploying MICD	Service Provider Deploying Virtual MICD and vApps
Mitel Service Provider PARTNER Designation	By Mitel invitation only, based on Go to Market Strategy	
Mitel Contract / Agreement	Sign Mitel Service Provider Addendum for your Mitel PARTNER Agreement	
Mitel Approved Business and Marketing Plan for Mitel Managed Service	Annual	
Managed / Hosted communication services Reference Customers, Case Studies, and Logo usage	3 per year	
Service Demo / Showroom Capability	Yes	
Nominated sales staff focused on Managed / Hosted Voice Services	Minimum of 1	
Nominated pre-sales staff focused on Managed / Hosted Voice Services	Minimum of 1	
Nominated technical support / service staff focused on Managed / Hosted Voice Services	Minimum of 1	
Sales / Pre-Sales and Technical Certification on specific Mitel solutions relevant to this competency	<ul style="list-style-type: none"> • MICD • Cambrai Oria 	<ul style="list-style-type: none"> • Virtual MCD • VMware Certified Professional
Network and Infrastructure requirements to provide Managed / Hosted Voice Services	<ul style="list-style-type: none"> • MCD Installation and Maintenance • Mitel Border Gateway (MBG) • Network Essentials Certifications (Cisco® Certified Network Associate – CNNA Equivalent): <ul style="list-style-type: none"> – HP – Extreme – Jupiter – Cisco – Mitel LAN/WAN Advanced 	
Sales / Pre-Sales and Technical Certification on specific Third-Party Solutions relevant to the competency (where required)	<ul style="list-style-type: none"> • Microsoft® Exchange Services • Virtual Desktop Services • Data Center x86 Servers (Dell, HP, IBM®, Sun) • VMware Technical Sales Professional • VMware Sales Professional 	



Are You Ready?

Mitel recognizes the level of both business and technical expertise that is required to deliver a sustainable hosted communications service. As such, admission to the Mitel Service Provider PARTNER Program requires that you are able to demonstrate competency from a business, infrastructure, and technical perspective. Joining the program is a four-step process:

- Step 1** Provide documentary evidence to Mitel demonstrating the criteria for the program are met, including your business plan
- Step 2** Gain Mitel's agreement to admit you to the Mitel Service Provider PARTNER Program via your Mitel Account Executive
- Step 3** Sign the Mitel Service Provider Addendum for your Mitel PARTNER Agreement
- Step 4** Mitel will confirm your status. as a Mitel Service Provider PARTNER

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