



ShoreTel
Industry
Solution

PROFESSIONAL
Services

Telecommunications Requirements: Professional Services firms

- Connect distributed offices to present a unified front
- Ensure reliability supporting distributed professional staff
- Reduce your operating costs to increase profits
- Meet client demands faster and more effectively

ShoreTel Customers: Professional Services

- Advanced Resource Technologies, Inc. (ARTI) – Information Services
- Balch & Bingham – Legal
- BKF Engineers – Engineering
- EDAW – Landscape Architecture/Community Planning
- Hitachi Consulting – Technology
- Lemery Greisler – Legal/Finance
- MBAJ – Architectural

“ShoreTel has made a name for itself as a simple-yet-sophisticated solution.”

— Nemertes Research Benchmark Report (February 2006),
“Convergence & Next-Generation WAN Technologies”


Overview

The professional services industry grows continually and you're faced with new competitors every day. Even more prevalent than this rapid growth is the rate at which your customers demand more—more services, more savings, and more benefits. Whether you provide architectural, engineering, design, marketing, legal or IT services, your ability to address these demands depends a great deal on your information technology. Today, a high performance, easy-to-use IP PBX system is a crucial part of your organization's ability to compete.

In addition to continuously offering your clients more than the competition offers, you must link your distributed offices and remote professionals so that to your clients, you appear as one large enterprise, operating and appearing as one entity. You must also consider carefully the reliability of the system, since your clients will not tolerate downtime, regardless of the size of your organization, and you must thoroughly analyze the cost-effectiveness, functionality, flexibility, and manageability of a telephone system.

ShoreTel's Voice-over-IP (VoIP) phone system provides the rich feature set, cost-effectiveness, reliability, flexibility and ease of use and management that professional services firms require. Some of the industry segments that rely on ShoreTel include:

- Accounting
- Architectural
- Engineering
- Legal
- Marketing
- Public relations
- Technology



“ShoreTel really gets the demands of a fast-paced, distributed enterprise like ours. We’ve got multiple architects in the field at any given moment who need immediate communication with our offices and with their clients. VoIP is a great way to satisfy my users and our clients’ communication needs.”

— Rusty Morgan, Network Administrator, MBAJ

Requirement: Connect Distributed Offices to Present a Unified Front

ShoreTel Links Offices and Consultants into One Entity

ShoreTel’s distributed architecture allows you to create a unified front to the outside and connect all of your consultants, regardless of how many regional, branch, and small offices you have. Additionally, consultants can use 4-digit dialing or dial-by-name right from the desktop to reach any colleague at any location. There is also no longer a need for clients, partners, or potential customers to dial different numbers for different locations to reach one of your professional staff members—callers simply dial one number and the automated attendant directs them to the right place.

ShoreTel Personal Call Manager Increases Consultant Productivity and Profit

Whether they are lawyers, engineers, business consultants, or accountants, your professional staff members need tools that help them do their job quickly and effectively. With ShoreWare® Personal Call Manager™ integrated with your desktop application, such as Microsoft Outlook®, users can quickly type in a name, bring up a number, and make calls from local online directories—all with the click of a mouse, right from the desktop. In addition, Call Manager indicates to a user if the party they intend to call or transfer an incoming call to is already on the phone before they dial, saving time invested in making calls and eliminating the frustration for callers inadvertently placed into voice mail. Finally, ShoreTel’s distributed Hunt Groups allows your clients to easily find the right resources anywhere within your organization.

ShoreTel Centralizes Voice Mail and E-Mail for Busy Professionals

With ShoreTel’s e-mail integration, professionals can manage their e-mail and voice mail activity centrally and efficiently, from either their desktop computer or via telephone. Voice mail messages are stored in the industry-standard WAV Audio for Windows format, allowing users to play them on multimedia PCs, attach them to e-mail messages or embed them in other documents. The ability of the ShoreTel system to track phone calls, export and distribute original voice mail messages to one person or a group of people, and keep a running history of calls into each number is helpful in continually monitoring and improving your customer service.

Requirement: Ensure Reliability Supporting Distributed Professional Staff

ShoreTel Delivers Over Five Nines of Reliability so No Call Goes Unanswered

ShoreGear® voice switches are highly reliable, delivering 99.999% reliability, with no moving parts (except for a fan), redundant Ethernet ports, and a real time operating system. In addition, ShoreTel’s distributed architecture will automatically respond to and work around LAN, WAN or PSTN failures to deliver nonstop operation, providing you with the reliability you need to respond quickly and effectively to all your clients’ needs, even when faced with unexpected emergencies such as power outages or natural disasters.

“When we saw the ShoreTel system and were given a demo, we couldn’t believe its functionality. There are too many reasons to list for why we chose ShoreTel, but the integration with Outlook and the handset simplicity for non-technical users were key components. The functionality was great for both non-technical and very technical users, who have investigated every rich feature available on the system.”

— Robert May, Principal and a founding member,
Lemery Greisler

“The engineer had the ShoreTel system up and running in an hour. We had the Cisco guys in for weeks before we could get things going, and we still had a lot of dissatisfaction from our users.”

— Mark Norris, Director of IT,
Balch & Bingham

ShoreTel Supports Distributed and Traveling Professionals

The ShoreTel system also enables mobility in order to maximize productivity and meet unexpected challenges. First, wireless integration allows mobility within the office; and second, ShoreTel Office Anywhere™ allows your traveling consultants to use any analog or cell phone as their primary extension, extending the power of the ShoreTel system to remote and field professionals without relying on the Internet for voice quality. Traveling professionals have all the power and capabilities of Personal Call Manager delivered over the Internet without the worry of poor voice quality because ShoreTel uses the Public Switched Telephone Network (PSTN).

ShoreTel IP Phone Failover Delivers Unmatched Reliability

With ShoreTel, in the unlikely case of a ShoreGear voice switch failure, phones automatically failover to another voice switch, providing your company with complete redundancy. Also, call control is distributed, so redundancy is delivered cost effectively with N+1 failover, meaning that a single ShoreGear switch can provide backup to any number (N) of other switches. Further redundancy can be configured by simply adding additional voice switches.

Requirement: Reduce Your Operating Costs to Increase Profits

ShoreTel Reduces Telecommunications Costs for Increased Profits

ShoreTel decreases long distance toll charges by sending voice calls over your existing data network so you can spend your budget on more important things like increasing and improving your business. You can also share voice trunks between locations and reduce the number of phone lines you’re leasing. Finally, you save on costly teleconferencing services with ShoreTel’s conference bridge, which provides your consultants with voice and web conferencing right from Microsoft Outlook, enabling them to collaborate more readily and meet client demands quickly.

ShoreTel Allows Easy Integration for Your Growing Business

In addition to easily integrating with your existing phone system and allowing for a phased rollout, ShoreTel is easy to integrate with your own tailored business applications, which allows your specialists to be more productive right at the point of each call. When a call comes in and your ShoreTel system is integrated with your customer relationship management (CRM) database, for instance, the caller’s information will immediately populate the screen, allowing your consultants to respond electronically to client requests faster and more effectively.

ShoreTel Reduces Management Costs and Burdens so You Can Focus on Your Business

Bringing management in-house saves time and money and allows you to be in charge of your own system—not at the mercy of a service provider for personnel moves, adds and changes (MACs). ShoreWare Director, ShoreTel's browser-based management interface, allows you to access the system from anywhere on the network and easily manage every site and feature, including voice mail, automated attendant and desktop applications. Adding a new user is simply a matter of a few keystrokes, which trigger automatic updates to the voice switches, automated attendant, and dial-by-name and number features. This interface also makes it a snap to manage MACs, so management time is minimized and you can get back to your business.

ShoreTel Lets You Leverage your Team More Efficiently to Increase Billable Hours

With a ShoreTel VoIP telephone system in place, you can leverage the professionals at all of your locations and consolidate call answering and routing. With ShoreTel's Hunt Groups capability, calls are automatically sent to the next available person so that no callers face the frustrating alternative of being put on hold or sent into voice mail. With Hunt Groups, calls into your organization ring certain extensions (anywhere in your organization) in a specified sequence or ring multiple extensions all at once, according to your preference. This ensures your clients or potential clients reach whomever they need to reach without having to navigate through frustrating menus or wait in queue. ShoreTel also lets your callers page the party they need to reach across multiple locations, further expediting their call process.

Requirement: Meet Client Demands Faster and More Effectively

ShoreTel Offers Self-Service Options that Offload Consultants

When your busy clients call your office, they want their issues addressed quickly and they don't mind using a self-service system to expedite the process. ShoreTel's integrated Interactive Voice Response (IVR) application allows them to reach the right person without human intervention and without having to wait on hold, offering easy-to-use directories and handy dial-by-name features. In addition, ShoreTel Contact Center provides sophisticated routing and queuing options to ensure fast delivery of calls to the right department or person.

ShoreTel Allows You to Integrate Your Applications for a Tailored and More Effective Communications Solution

By allowing you to integrate your own applications—both off-the-shelf and custom—directly with the ShoreTel system, new services are possible, including the ability for clients to make appointments and access account information directly. With ShoreTel, the phone system works harder so professionals at your company can focus on their responsibilities and so you don't need to hire more people to answer and route calls. In addition, ShoreTel's fax server integration allows your consultants to receive faxes directly on their own phone lines and faxes appear as PDF file attachments in their Outlook inboxes.

ShoreTel Helps You Satisfy Customers Faster and More Effectively

With ShoreTel Personal Call Manager, and features like AnyPhone and Follow Me Find Me, a caller can be assured of reaching the person they need no matter where they are, which is a necessity because so many professionals are constantly on the go. With these features, your specialists can be productive no matter where they are—in the office, in a conference room, at a client site, at a restaurant or Starbucks, or at home. In addition, powerful messaging features allow your consultants to forward voice mails directly to colleagues as attachment files, so no client issue or message will ever get lost in the system. With Call Manager, receptionists and operators have access to online directories that help them quickly connect callers with the right person and also enhance their collaboration with key staff. Finally, ShoreTel's Whisper Page function allows a consultant or receptionist to unobtrusively break into a coworker's ongoing conversation in the case of an urgent situation. When a critical phone call comes in while an executive is on the phone, the person who answers can privately alert the executive by initiating a whisper page, to which the executive can respond privately and imperceptibly to the first caller.

“Users appreciate the fact that all of our voice mail is ported to e-mail so that when they get a message, it pops up on the screen with the number, and the message can be played—and forwarded—directly from the PC. It’s especially helpful if messages have to be transferred to people at different locations. Before, you’d have to listen to the message and call different parties to distribute the request, which was cumbersome and prone to human error. Now distributing voice messages is as simple as forwarding it via e-mail to the right person or persons—which is quicker, easier and guaranteed to be accurate.”

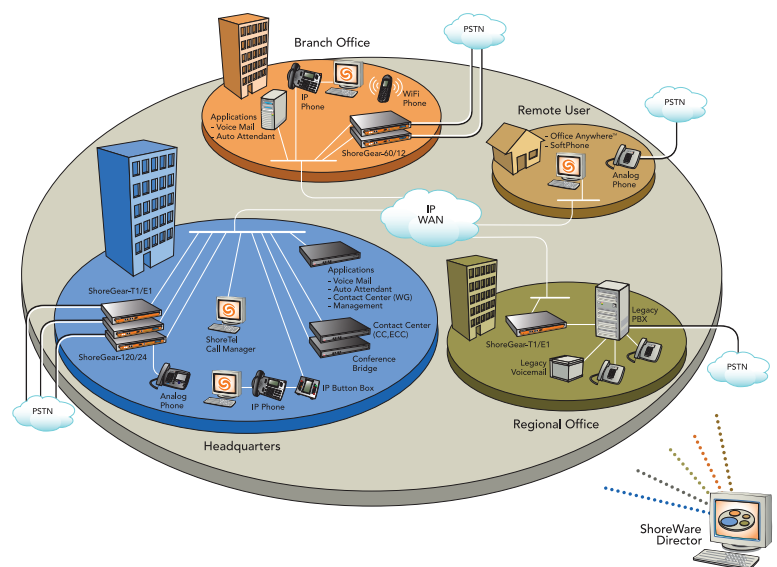
— Robert May, Principal and a founding member,
Lemery Greisler

ShoreTel Phones Offer your Consultants Advanced Functionality without the Hassle

Because ShoreTel is the industry leader in terms of ease-of-use, companies spend much less time training end users and answering questions about the phone system. With the intuitive interface, users quickly and easily navigate through the many phone functions. ShoreTel has consistently won awards for its ease of use and ease of management, including PC Magazine’s Editor’s Choice Award and Best of Year 2005 Award. Customers repeatedly cite that their ShoreTel systems have quickly lowered their ongoing total cost of operations (TCO), reflecting lowered installation, management and maintenance costs.

ShoreTel VoIP Systems

The ShoreTel system is a fully distributed IP phone system with no single point of failure. Call control is distributed to intelligent gateways—called voice switches—and ShoreTel voice applications, including voicemail and automated attendant, run on standard server hardware from anywhere on your IP network. The days of multiple PBXs, voice mail systems, automated attendants, and ACD systems are over. With ShoreTel, the phone system is distributed, the voice applications are integrated, and the management interface is best in class.



For Professional Services Firms, ShoreTel Meets All of the Top Requirements

Connect Distributed Offices to Present a Unified Front

- ShoreTel links offices and consultants into one entity
- ShoreTel Personal Call Manager increases consultant productivity and profit
- ShoreTel centralizes voice mail and e-mail for busy professionals

Ensure Reliability Supporting Distributed Professional Staff

- ShoreTel delivers over five nines of reliability so no call goes unanswered
- ShoreTel supports distributed and traveling professionals
- ShoreTel IP phone failover delivers unmatched reliability

Reduce Your Operating Costs to Increase Profits

- ShoreTel reduces telecommunications costs for increased profits
- ShoreTel allows easy integration for your growing business
- ShoreTel reduces management costs and burdens so you can focus on your business
- ShoreTel lets you leverage your team more efficiently to increase billable hours

Meet Client Demands Faster and More Effectively

- ShoreTel offers self-service options that offload consultants
- ShoreTel allows you to integrate your applications for a tailored and more effective communications solution
- ShoreTel helps you satisfy customers faster and more effectively
- ShoreTel phones offer your consultants advanced functionality without the hassle

“By making wide-area paging an extension of the phone system, ShoreTel further enhances the ability of the receptionist to reach people no matter where they are within the Hitachi Consulting office.”

“We didn’t anticipate any financial savings on long distance when we installed the ShoreTel system. We were thinking about a single numbering plan, a single management view, mobility, and so on. We have been saving \$10,000 to \$20,000 per month, every month, since we installed the ShoreTel system.”

— Michael Shisko, IT Director,
Hitachi Consulting

“You install it and it works. The ShoreTel system has paid for itself already.”

— Derrick Crandell, Director of
Information Technology, BKF
(Silicon Valley’s largest
engineering firm)



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