

# MiCloud Business Cloud Communications Solution



Increase the capabilities of your business phone system while reducing costs with MiCloud Business, a cloud communication solution that delivers the flexibility business owners and IT directors need to migrate to the cloud at a pace that is right for their organizations.

# Growing Pains

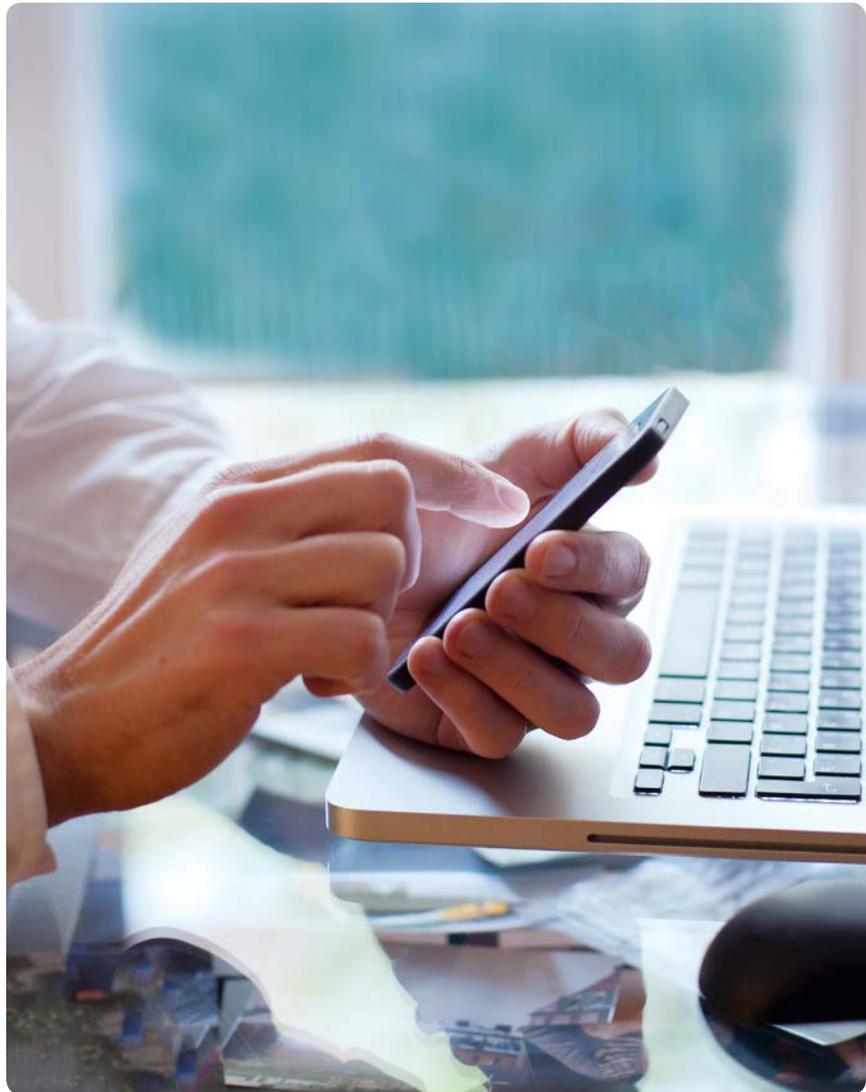
There comes a time in the life of every growing business when its communications and operations needs exceed the capabilities of its legacy phone system. No longer a small team of dedicated entrepreneurs, business owners and IT directors must find new ways for multiple departments to collaborate in order to stay competitive in the market.

A decision must be made—continue to invest in the existing phone system or begin to migrate to a fully-hosted cloud solution. With limited resources available, more and more organizations are choosing to migrate to the cloud instead of investing in a system that is destined to be obsolete.

In 4Q2015, 90% of American SMBs were planning to expand their cloud use.

82% of businesses have saved money moving to the cloud.

By 2020, 78% of SMBs will use the Cloud from 37% in 2014



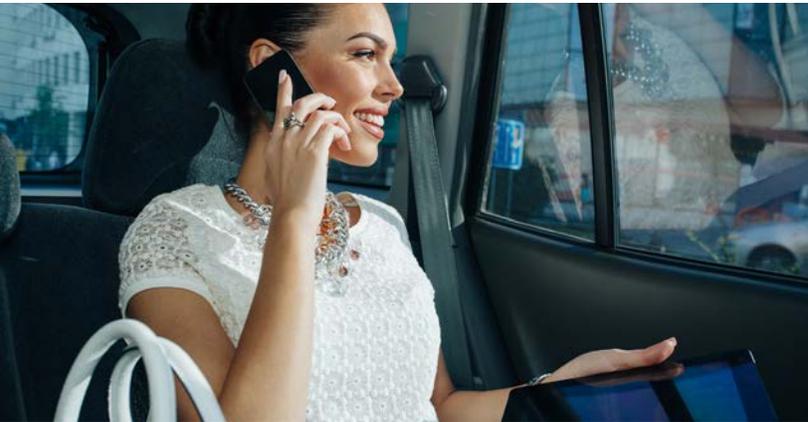
# What Do You Need to Compete?

Across the United States and around the world, business leaders are looking for more than just a business phone system to stay competitive in a market teeming with established enterprises with vast resources and new, upstart companies determined to disrupt traditional business.

Here's what they've told us:

## Increase Velocity

"I'm looking for technology to help drive a competitive advantage, keeping my business flexible. I want to be able to think big, but without the big ticket expenses."



## Stay Productive Anywhere

"I stay just as active as my business. I need to ensure I stay connected whether I'm at the office, working from home, or visiting with a client. To me, work is an activity, not a location."

## Be Fiscally Responsible

"With my businesses poised for growth, I need a communications system that is able to keep up without being a financial burden. Technology should help drive simplicity."



# MiCloud Business: Your Best Path to the Cloud

## World-Class Feature Set

MiCloud Business delivers all the enterprise class telephony features to you. Gain the call control features at the user and organizational levels that world's most respected businesses have. MiCloud Business was built on the platforms they use to run their global operations.

With professional grade add-ons like contact center, collaboration, CRM integration and business analytics, all rolled into an easy to use remote management platform, MiCloud Business becomes the competitive advantage business owners have been looking for from their communications solutions.

## Business Continuity

With MiCloud Business, your calls become insulated from outages due to hardware failure. Business continuity can't be disrupted at this level. As long as you have an internet connection to your office, calls will come through because our system is geo-redundant. 2 Level-4 data centers, on opposite coastlines, ensure that your calls keep going until they reach conclusion.

## Increased IT Efficiency and Support

MiCloud Business also optimizes IT efficiency. Give your IT department relief by moving to a cloud based system. You don't need to allocate staff to maintain and support communications hardware. MiCloud Business moves it all to the cloud. That surplus of technicians can be reallocated to projects that impact the future of the business and not just maintaining status quo.

Since MiCloud Business is a fully-hosted cloud solution, change management becomes simple too. There is no need for lengthy upgrade meetings, working late, or having a roll back strategy when things go awry. With no additional effort from you, you can trust that you're on the latest version. IT support, simplified.



## MiCollab: Anytime, Anywhere Collaboration

But what if you lose your connection at your office? MiCloud Business is designed to promote mobility. Now you can move your operations remotely. Work out of your home, a Starbucks, or off your mobile phone.

MiCollab has desktop and mobile applications that ensure that wherever you are, regardless of what device you're on, you and your employees can stay engaged and productive.

### KEY FEATURES:

- **Presence** – know whether people are available, stepped away from their desk, or out of the office and choose the best mode to reach them
- **Instant Messaging** – find the answer to a quick question and get the files you need through a simple chat to your colleagues instead of sending an email
- **Unified Messaging** – check voicemails, fax, and call recording services directly from the desktop or mobile app or have them emailed as \*.wav files to listen to on your computer
- **Softphone** – enjoy the same intuitive communications management they would experience in the office from a remote PC or laptop with an embedded software-based IP phone.
- **Conferencing** – schedule a conference call and invite your colleagues and customer directly from your desktop or mobile app
- **Attendant Console** – obtain rich presence information for multitasking attendants, receptionists and administrators
- **Web Access** – get access to key collaboration features from remote locations using any computer with Internet access.
- **Single Number Reach** – Keep your personal cell number personal. The single number reach allows to answer calls on any device through intelligent call routing capabilities. Calling the single number rings one, some or all devices simultaneously depending on user preference and defined rules.



## MiContact Center: Professional Customer Engagement

Operate on a professional grade call center application with the MiContact Center add-on for MiCloud Business. It supports all the key features like voice agent support, enhanced IVR, account codes, and call recording. When coupled with MiCollab and CRM integration, your sales and support teams will operate the way global organizations do.

### KEY FEATURES:

- **Automated Call Distribution (ACD)** – Optimize resources by handling a large number of incoming customer calls by a minimal amount of skilled agents, sales primes, or support reps. If no agents are available, calls are queued and forwarded to an agent when one becomes available.
- **First Call Resolution** – Create multiple skill groups then prioritize and route calls to the most appropriately skilled agent based on pre-defined skill proficiency levels. This ensures each call gets to the best available resource to meet the customer's needs. Agents appearing in more than one skill group may be assigned a different skill proficiency level for each group.
- **Monitor And Manage** – Deliver real-time and historical reports to contact center supervisors and provide them with the information they need to manage resources efficiently and optimize response times, identify problem areas, analyze trends in performance and make smart decisions.
- **Remote Agents** – MiCloud Business Contact Center optimizes business processes by providing home-based and remote workers with complete access to ACD voice and data capabilities.

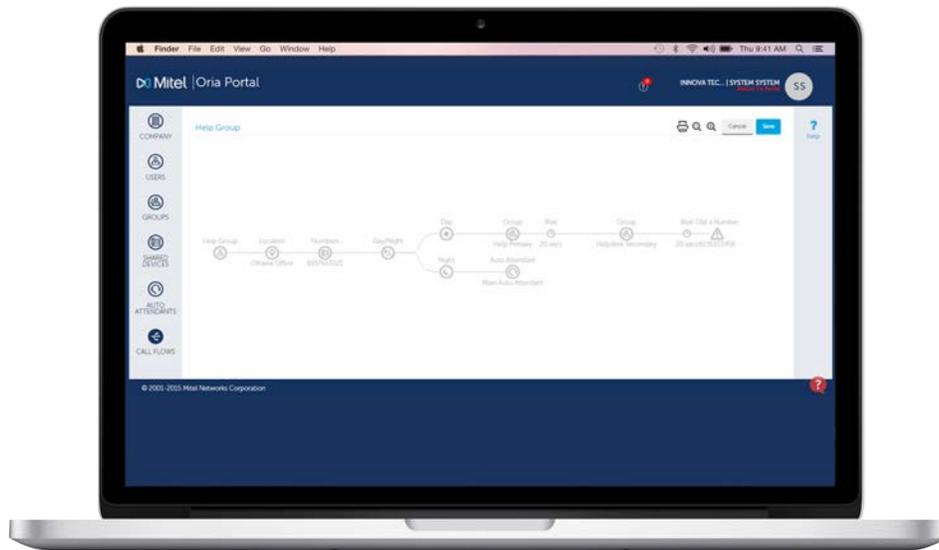


## Client Admin Portal: Simplified User Management

User management and system administration is easier than ever with MiCloud Business' Customer Admin Portal. Designed from the ground up to maximize usability and performance, you can create auto attendants and call flows and manage them using a visual graphical user interface. You no longer need telephony expertise to route calls, it's so intuitive anyone can do it.

### KEY FEATURES

- **Enhanced Usability** – Designed to maximize usability based on scientific research to ensure simple set up and management.
- **Graphical creation of Auto Attendant and Call Flows** – Add steps to your user flow and customize functionality via context menus instead of using web-based HTML forms
- **Shortcuts** – Leverage quick access to frequently used options through shortcuts customized for each account



## MiCloud Edge: Ensured Quality of Service (QoS)

With the MiCloud Edge Software Defined WAN, your IT department can transform any form of broadband internet into a high quality connection which ensures professional-grade voice, video, and data for your organization. Improve the reliability of your connection and ensure business continuity and velocity.

### KEY FEATURES

- **Access continues measurement and analytics** – Understand your internet capacity and review metrics visually to gain deeper knowledge of how your system is used.
- **Dynamic Application Steering** – Prioritize the business applications that are critical to your business
- **Responsive link Remediation** – Clear the line of jitter and reroute traffic if outages occurPowerful Business Analytics



## Seamless Integrations

Making sure your systems communicate with each other is critical to your business' performance. Switching between screens that require different passwords can inhibit collaboration and destroys productivity. MiCloud Business connects to the key business applications that are vital to your daily operations.

### KEY FEATURES

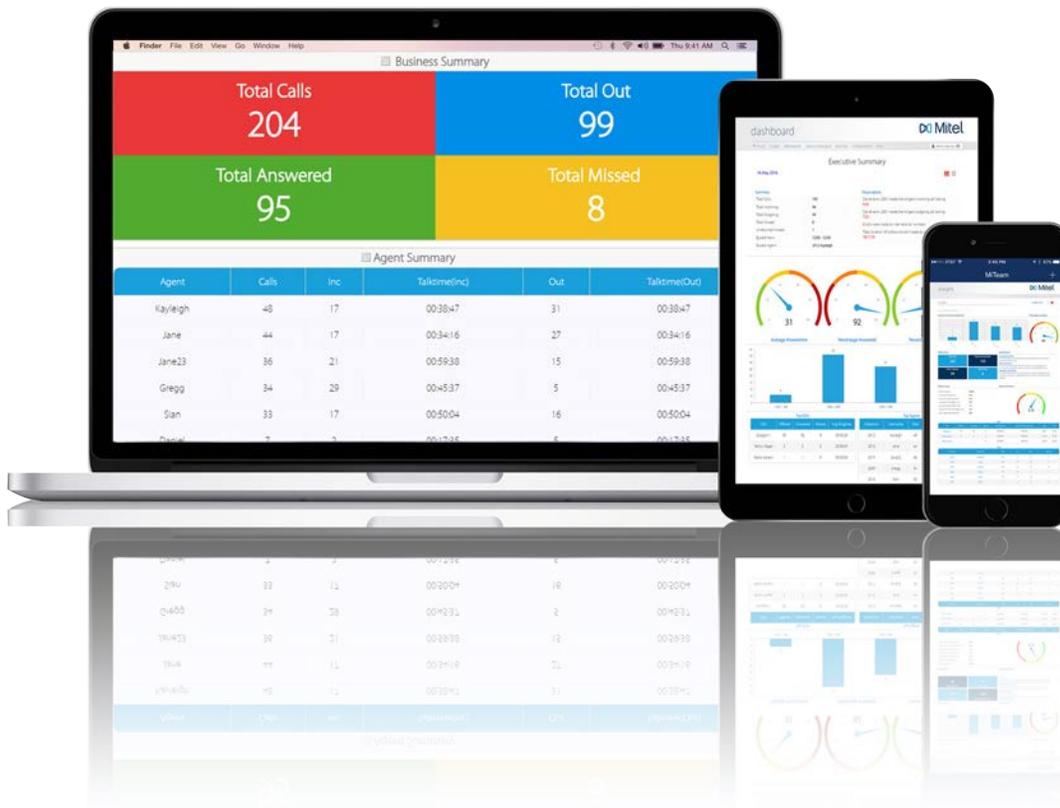
- **Inbound Calling** – Get a screen pop notification when incoming calls arrive
- **Click-to-Dial** – Place outbound calls simply by clicking the phone number
- **Record Management** – Take notes and update CRM records from the MiCloud Business interface
- **Browser-based deployment** – Install via the browser for quick deployment and use
- **Single Sign-On (SSO)** – Log-in using your existing username and password



## Powerful Business Analytics

MiCloud Business provides additional tools to provide IT with greater relief from day-to-day maintenance to focus on performance maximization.

MiCloud Business Analytics gives insight into the performance of the business communication system that many business owners and IT managers haven't seen before. Designed to facilitate anytime, anywhere access to vital data, from call data to Quality of Service, business leaders can take action immediately to optimize business performance whenever the need arises.



# Why Mitel?

With over 40 years of experience in the telecommunications industry, Mitel is the #1 provider of cloud technology and solutions worldwide. Since 2008, Mitel has become the fastest growing cloud communications provider powering connections with over 2 million users, more than twice as many as any other competitor.



**4,400**   
EMPLOYEES

Worldwide

 **2,500**  
Channel  
PARTNERS

 **60 MILLION**  
End-User Customers

 More than  
**1,600** Patents



Over

**\$1.2 BILLION**  
in REVENUE

  
**#1**  
MARKET  
SHARE  
IN **5** CORE  
MARKETS



**\$1 BILLION**  
IN CAPITAL INVESTED  
in **24** months

More than  
**2 MILLION**



1 out of 4 prefers Mitel

Industry's

**BROADEST  
PORTFOLIO**

Spans enterprise,  
cloud, mobile



RECOGNIZED as a

**LEADER** **x3**  
BY **Gartner**

Only Brand Across 5  
Gartner Magic Quadrants



MOBILE SOLUTIONS

in **47** of top 50 economies