

Nemertes Research 2010

Recognizing IP telephony top solution providers

Name
Title

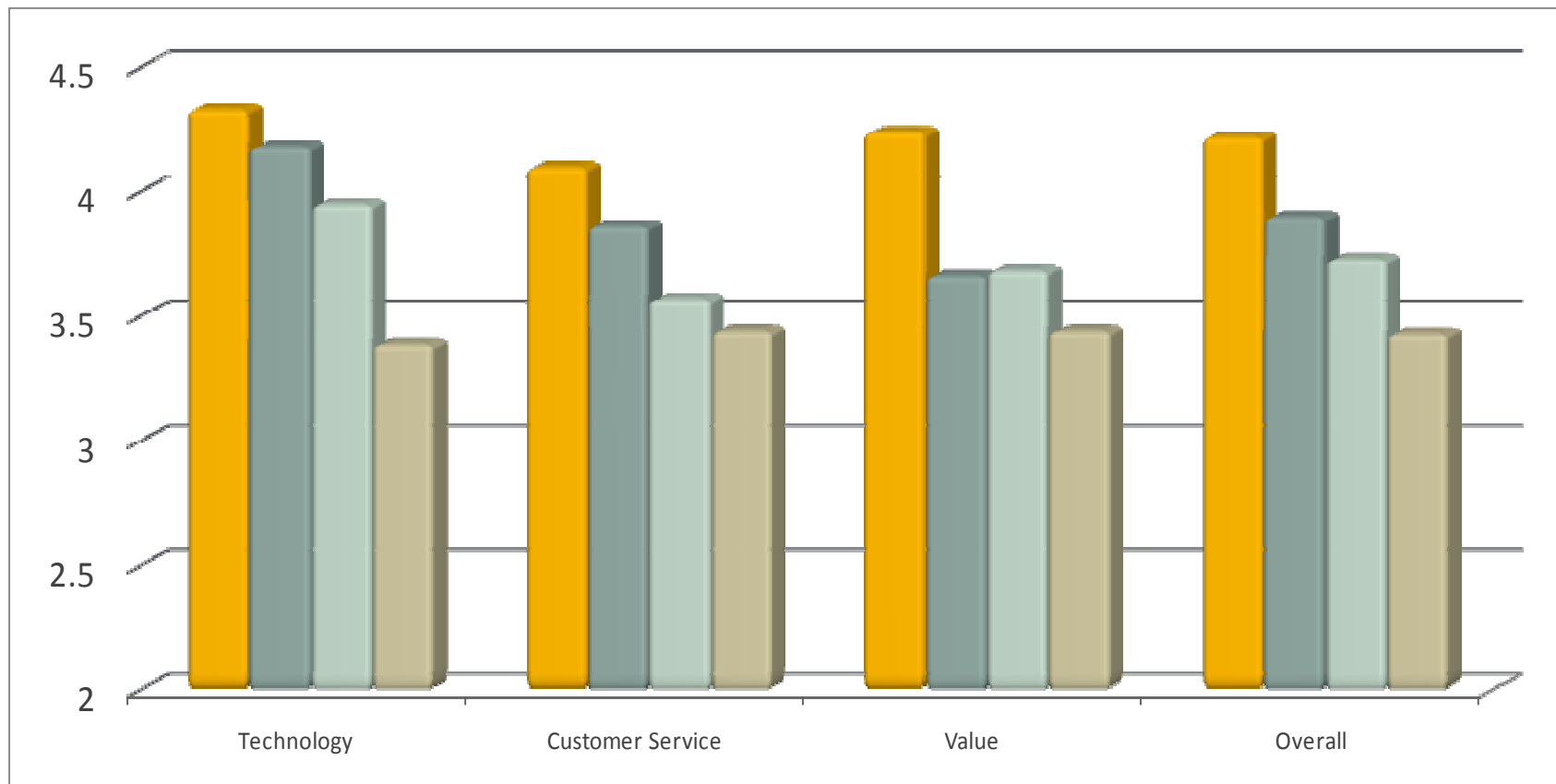
Month Day, Year

Nemertes Research

- Independent third-party research-advisory firm founded in 2002
- Specializing in analyzing and quantifying the business value of emerging technologies
- Began surveying IT decision makers seven years ago to rate strategic partners for IP telephony
- 2010 sample size: 2,004 businesses selected by Nemertes Research
- Results of surveys published in PilotHouse Award report

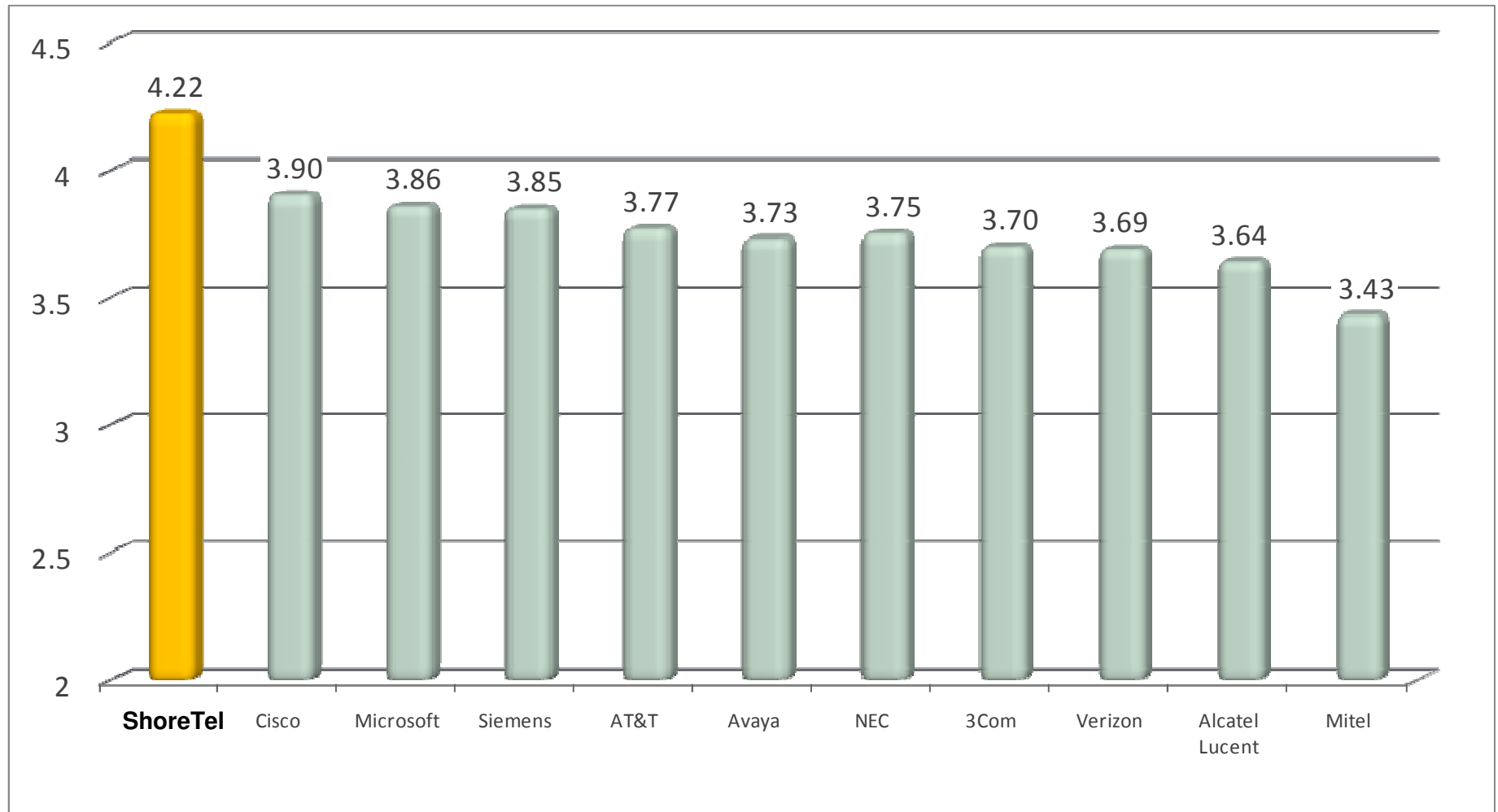


2010 Results: ShoreTel rates highest across the board



ShoreTel Cisco Avaya Mitel

2010 Overall: ShoreTel beats ALL competitors



2010 Highlights from PilotHouse Award Report

Nemertes findings

- ShoreTel has received the highest overall score every year Nemertes has evaluated IP telephony.
- The most notable findings in this year's results are essentially, little change from last year. ShoreTel continues to win by a relatively wide margin in all areas evaluated.



2010 Highlights from PilotHouse Award Report

More Nemertes findings

- ShoreTel has had unprecedented stability in how it serves companies and how they perceive its technology, service and value.

ShoreTel is the winner with an impressive **4.22** overall score

Cisco = 3.90

Avaya = 3.73

Mitel = 3.43



Increasing Feedback from Large Customers

- “In years past, ShoreTel’s ratings came primarily from small and midsize businesses.”
- “Starting last year, we began seeing more midsize and large companies rating ShoreTel. “
- “This year, the median company size, by number of employees is 300 , with the average or 3,960.”
- “About 15% have greater than \$500 million in revenue and nearly 10% of those have greater than \$1 billion in revenue.”



2010 Results: Technology Category

Category definition

- How IT professionals view the sophistication of vendor's underlying technology and position to technology advancements to market

ShoreTel wins with a **4.33** score

Cisco = 4.18
Avaya = 3.95
Mitel = 3.39



2010 Results: Customer Service Category

Category definition

- How IT professionals feel their vendors serve them, in areas of response time, account representative service, RFP process, warranty issues with high scores indicating leadership in customer service

ShoreTel wins with a **4.10** score

Cisco = 3.86

Avaya = 3.57

Mitel = 3.44



2010 Results: Value Category

Category definition

- Way IT leaders perceive what they get for what they pay for. The higher the rating the more customers feel they are making a worthwhile expenditure.

ShoreTel wins with a **4.24** score

Cisco = 3.66

Avaya = 3.68

Mitel = 3.44



Quotes from report: Brilliantly Simple

Nemertes:

“Despite the increased complexity in IP telephony (and UC) deployments, ShoreTel has maintained its first-place standing, with more authority than ever.”

Survey Respondents:

“The system is easy to understand and not overly complex like some of its competitors.”

“Whenever we talk to someone from ShoreTel, they are knowledgeable and helpful.”

Survey Respondents about Cisco:

“Cisco must simplify its licensing. It’s hugely complex. It’s a license to print money, and their licensing strategy is a business-enabler for Microsoft.”

Quotes from report: Ease of...

Nemertes:

“Among those who are managing ShoreTel in-house, they say there is no comparison for ease of use.”

Survey Respondents:

“ShoreTel’s ease of management was a key criteria.”

“Our committee liked the ShoreTel feel during the demo. It is more intuitive.”

“ We needed a wireless solution running off SIP phones, and we needed it pretty quickly...Cisco and Avaya couldn’t do it. Our VAR connected Hitachi phones into ShoreTel, and it works.”

Survey Respondents about Cisco:

“Cisco had a tendency to pigeon-hole you into their technologies.”

Quotes from report: The Best Choice

Nemertes:

“ShoreTel beats all providers, in all categories.”

Survey Respondents:

“They are sterling relative to their peers.”

“It came down to Avaya vs. ShoreTel. We went with ShoreTel and it was the best decision we ever made. I cannot say enough good about ShoreTel.”

Survey Respondents about Avaya:

“They are a company in transition. I’m frustrated by the constant turnover in leadership.”

Nemertes analysts



Johna Till Johnson

Johna is president and senior founding partner where she sets research direction and works with strategic clients. A widely regarded expert, Ms. Johnson regularly speaks at numerous trade shows, conferences, and seminars, and writes an insightful weekly column in Network World.



Irwin Lazar

Irwin is the Vice President for Communications Research at Nemertes Research, where he develops and manages research projects, develops cost models, conducts strategic seminars and advises clients. His background is in network operations, network engineering, voice-data convergence, and IP telephony. Mr. Lazar is responsible for benchmarking the adoption and use of emerging technologies in the enterprise in areas including VoIP, unified communications, Web 2.0 initiatives and social networking.



Robin Gareiss

Robin is the Executive Vice President and Senior Founding Partner for Nemertes Research, where she oversees research projects and direction, conducts strategic seminars, develops cost models, and advises leading enterprises, vendors, and carriers.

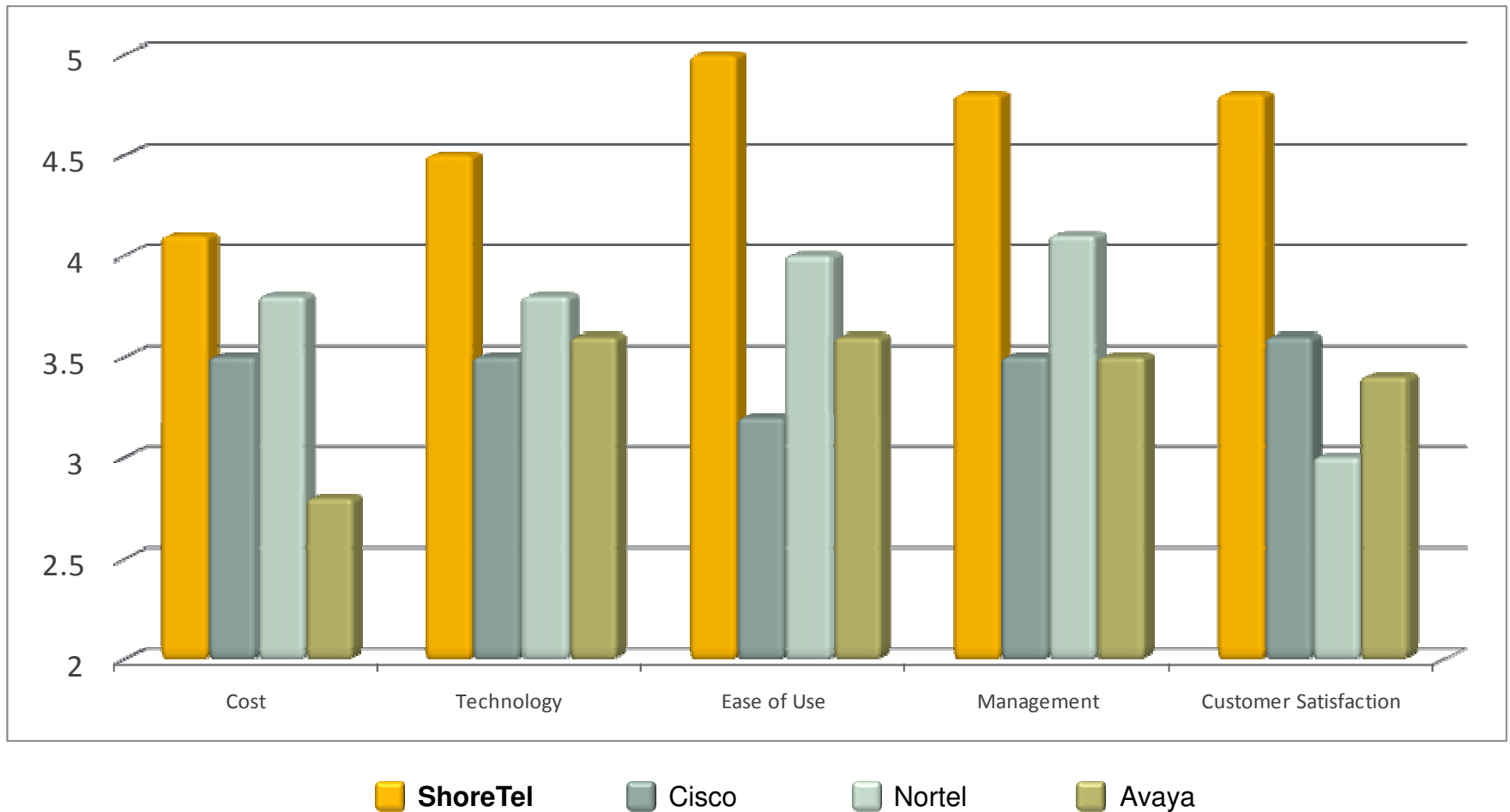
Nemertes analysts may be contacted at research@nemertes.com. 888-241-2685



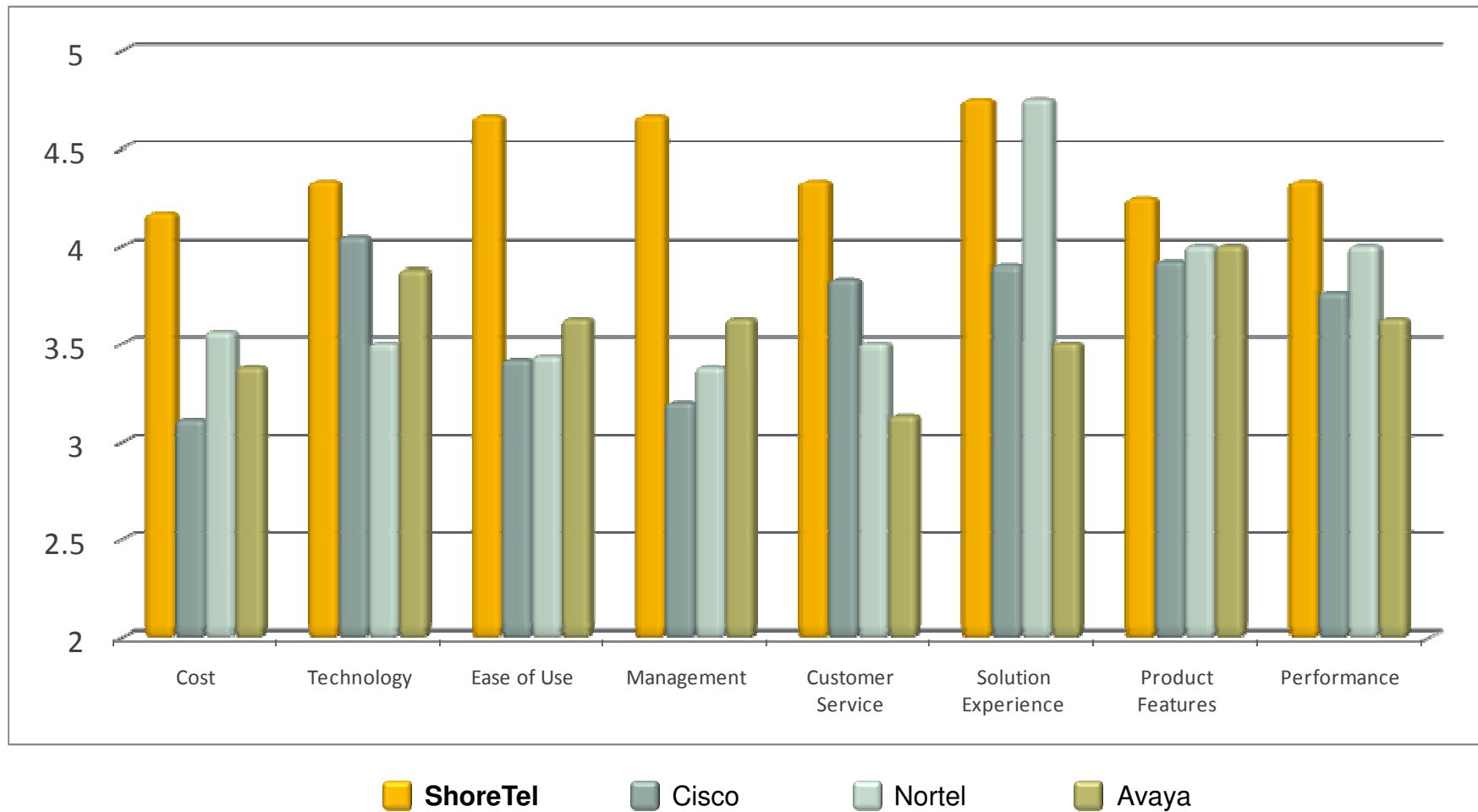
PilotHouse Awards

Historical perspective
ShoreTel's 7th consecutive win

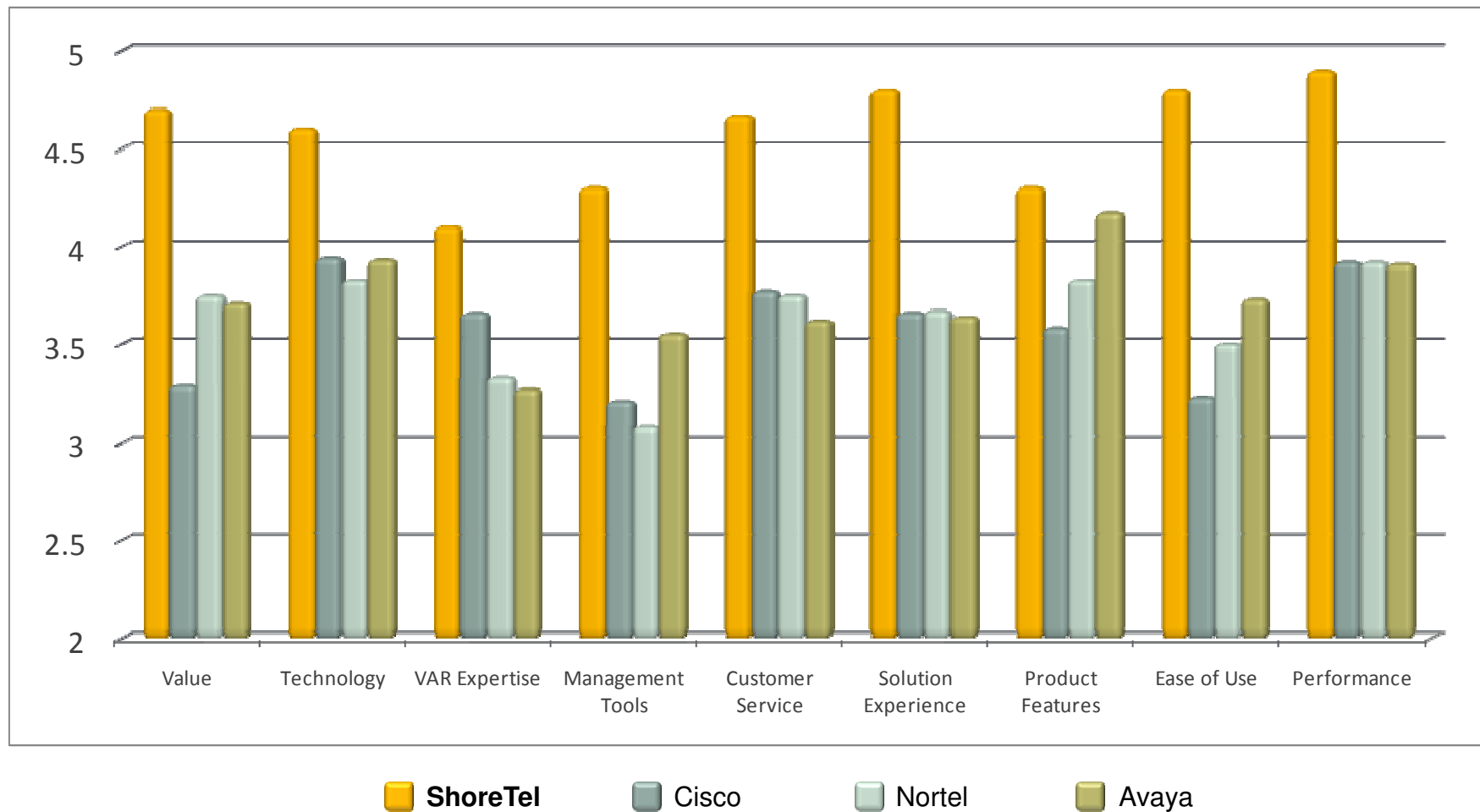
Nemertes Research year 1: 2004



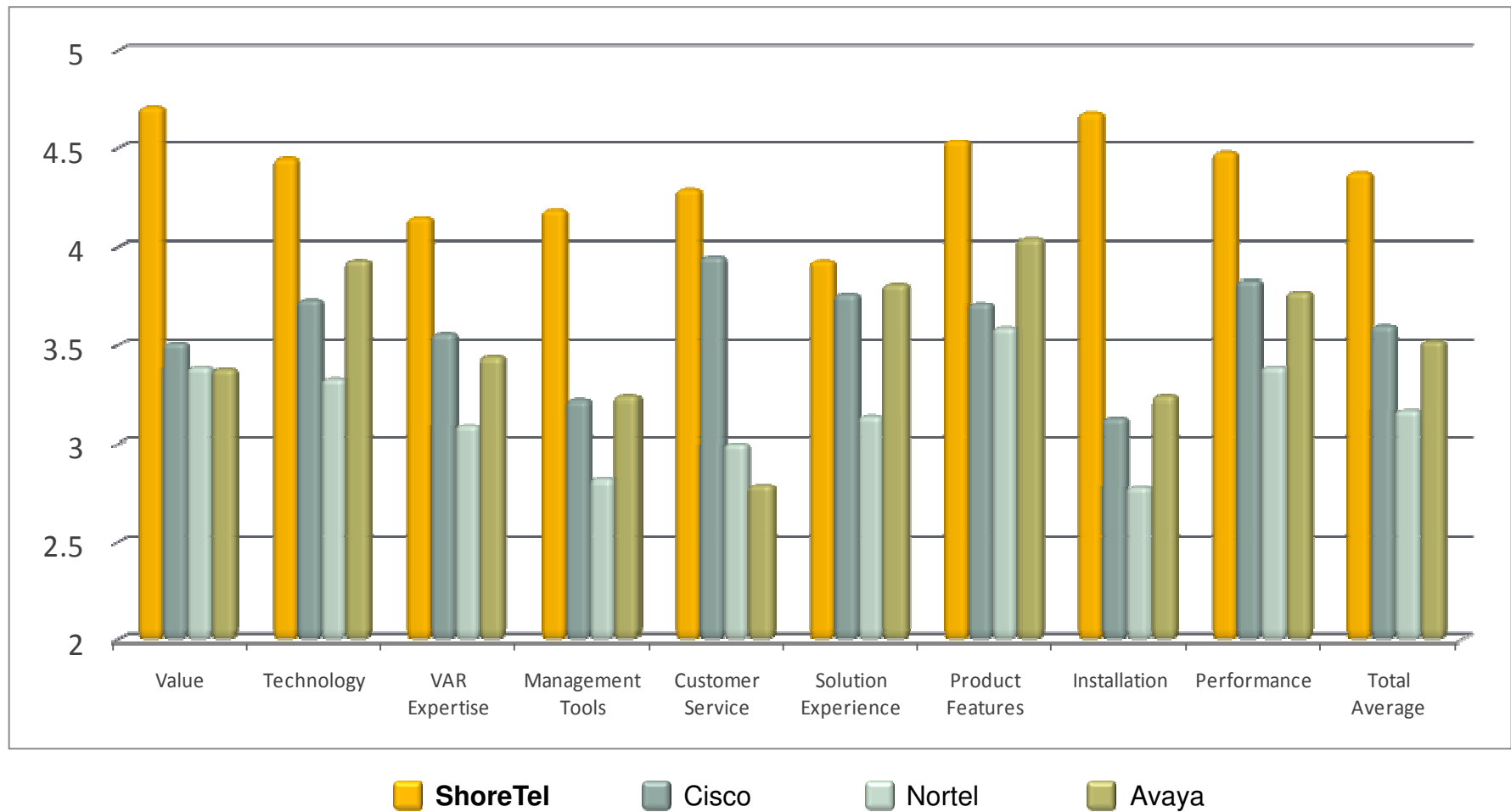
Nemertes Research year 2: 2005



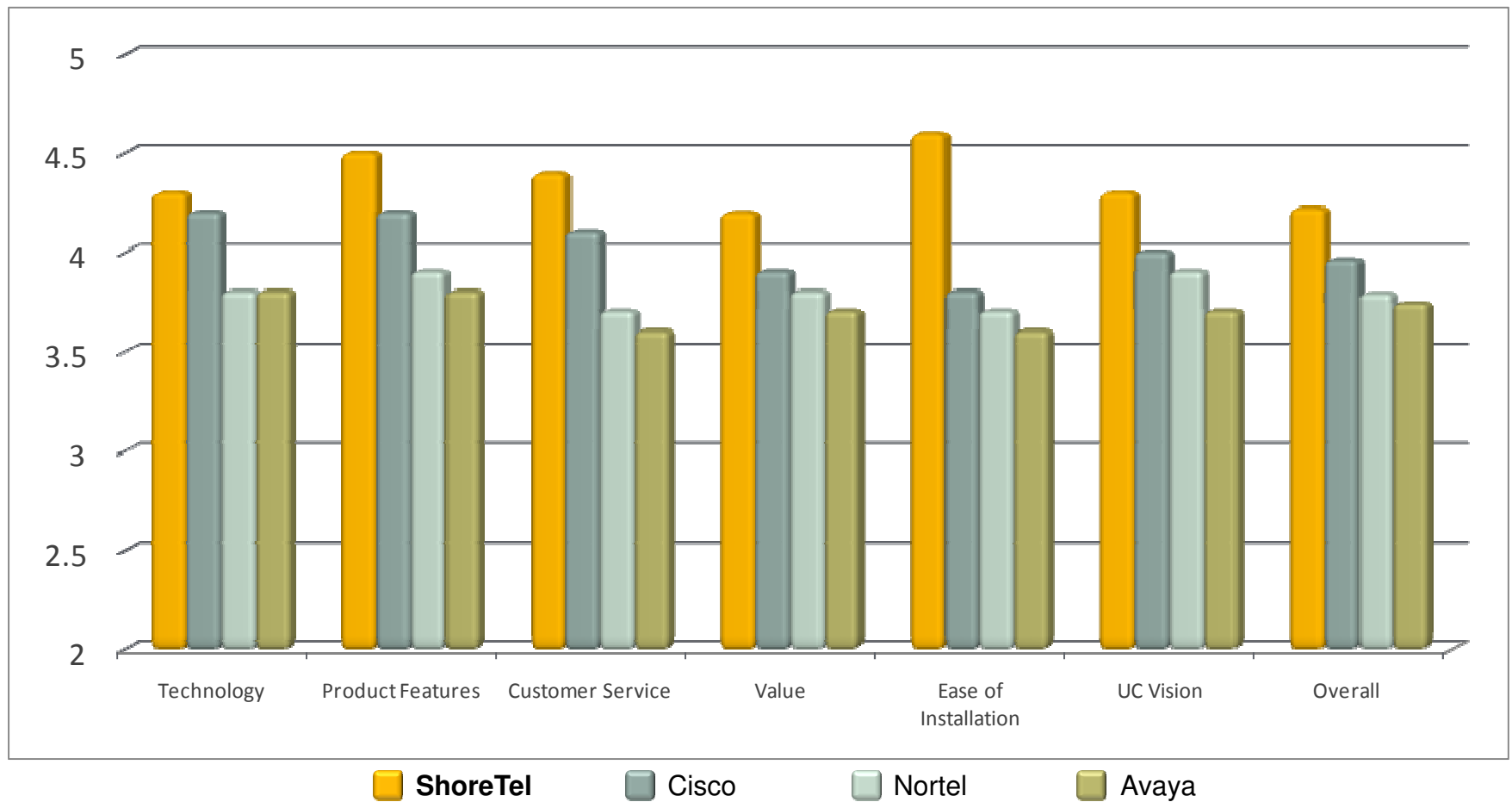
Nemertes Research year 3: 2006



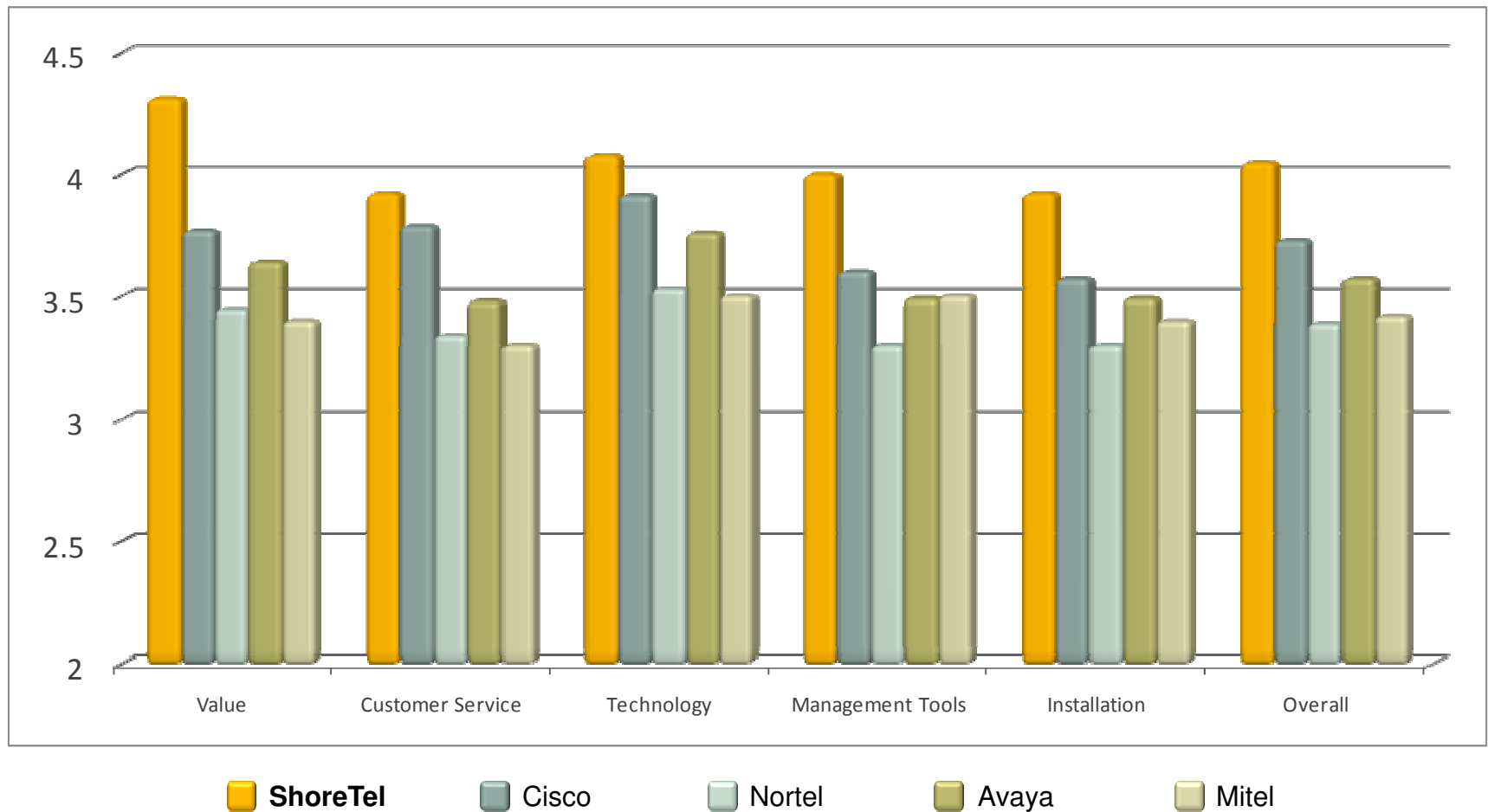
Nemertes Research year 4: 2007



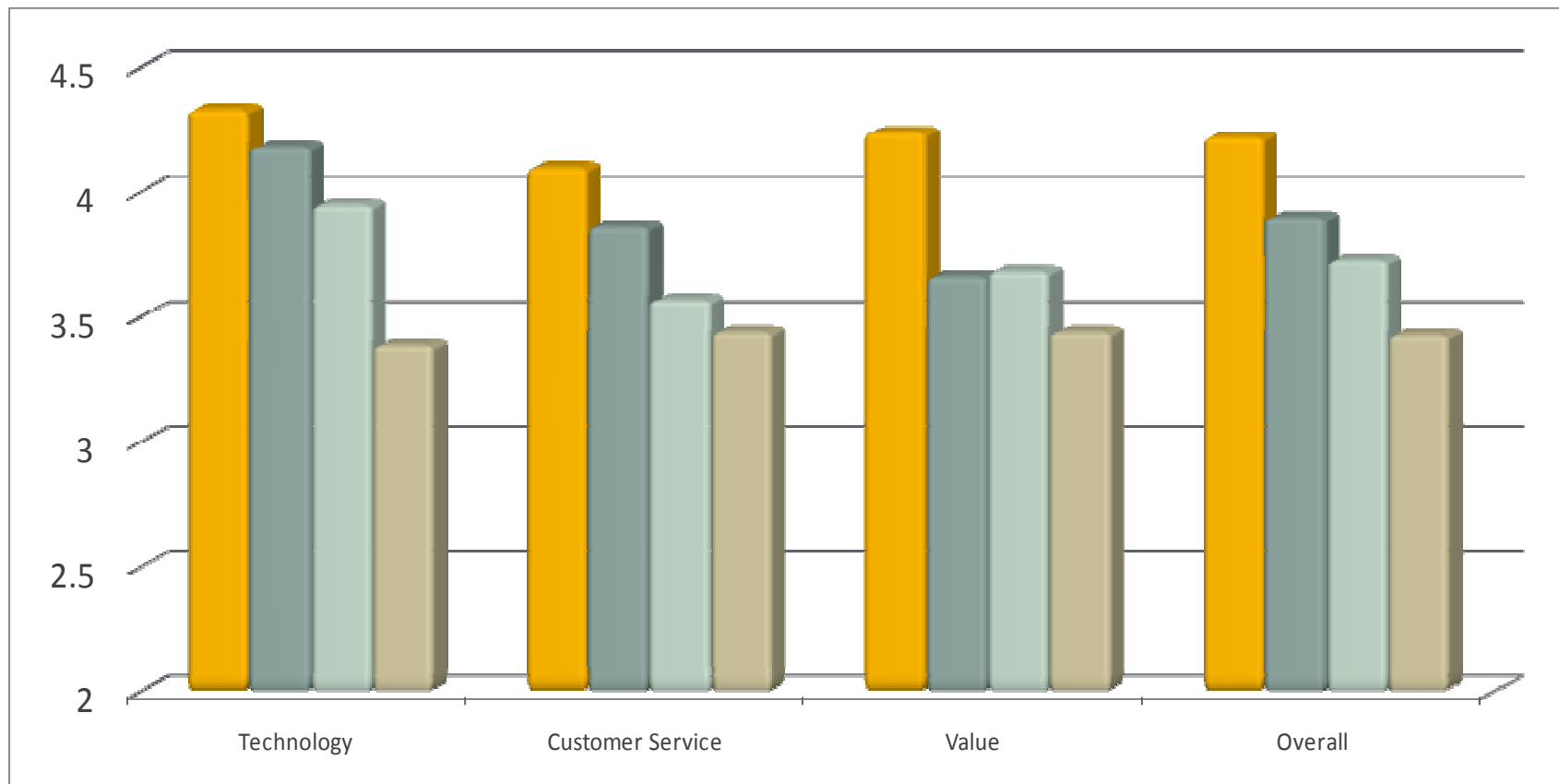
Nemertes Research year 5: 2008



Nemertes Research year 6: 2009



2010 Results: ShoreTel rates highest across the board



ShoreTel Cisco Avaya Mitel



Thank you

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