

# ShoreTel Connect CLOUD



## END-TO-END UNIFIED COMMUNICATIONS FROM THE CLOUD

ShoreTel® Connect CLOUD is more than just a phone system—it unifies team communication for improved business performance

ShoreTel brings a fundamentally different approach to phone system technology. We focus on your most important assets—your people and their goals—and remove impediments to free-flowing communications so your team can focus on relationships, ideas and growth, not on getting technology to work. The result is a reliable, flexible and intuitive communications solution that seamlessly delivers services and applications that will work for you today and adapt gracefully as your business needs change in the future.

ShoreTel Connect CLOUD is a premium VoIP business phone service that every department in your company will love. Discover the ShoreTel Connect CLOUD difference: an **exceptional user experience** that presents the **robust system features** in an entirely user-friendly way. It's an **end-to-end service** from phones to software to premium customer service, and it's so **easy to provision** that it's practically plug-and-play. Built-in operational redundancies assures high availability and **business communications continuity**, while Secure Real-time Transport Protocol (SRTP) ensures your service is always **highly secure**.

ShoreTel. Brilliantly simple business communications.

### Exceptional User Experience

A ShoreTel Connect CLOUD phone system works like any traditional phone system and offers call transfer, extension dialing, conference calling and other features straight from the phone handset and from your mobile device. But to get the most from your ShoreTel system—and from your work force—you'll want your team to access the collaborative **unified communications (UC)** features that can revolutionize the way they work. Instant messaging, audio and web conferencing, video calling and web desktop sharing can save time, reduce travel, and allow you to communicate and collaborate with ease.

To use the UC features, simply launch the ultra-sleek **ShoreTel Connect client**, which connects people, not just devices, for more natural and intuitive communications. **Built-in collaboration tools** make meetings more productive, ensuring your team will get more done faster and with less hassle. Communicate how you want, with immediacy and ease—the tools appear in the Connect client panel

### BENEFITS:

- Exceptional user experience
- Robust system features
- End-to-end service
- Easy switch-over and provisioning
- Business communications continuity
- Highly secure
- Premium customer service



**ShoreTel Connect CLOUD**  
Your company subscribes to fully hosted and managed UCaaS

## A FUNDAMENTALLY DIFFERENT APPROACH TO PHONE SYSTEM TECHNOLOGY AND THE USER EXPERIENCE

**as you need them.** You never need to launch a new app, or new window, or retrieve a complicated code to make things work.

ShoreTel Connect is the first **“forgiving” communications solution.** Its user-friendly and intuitive UI makes it easy for users to change their call routing or schedule an event. Plus, ShoreTel Connect CLOUD offers the same rich collaborative experience to external customers and clients via the ShoreTel Connect **web collaboration app**, which opens automatically on participants’ desktops during online meetings.

### Personalized App Features

The Connect client is a next-generation user interface that provides a personalized communications experience by presenting intuitive access to the information you use most.

As users engage the Connect client, the panel slides open to guide what a user might want to do next. Features appear as you need them, and include:

- **Action icons** that trigger calls, video, web

sharing, call recording, raise hand, mute self, mute all, and add a participant

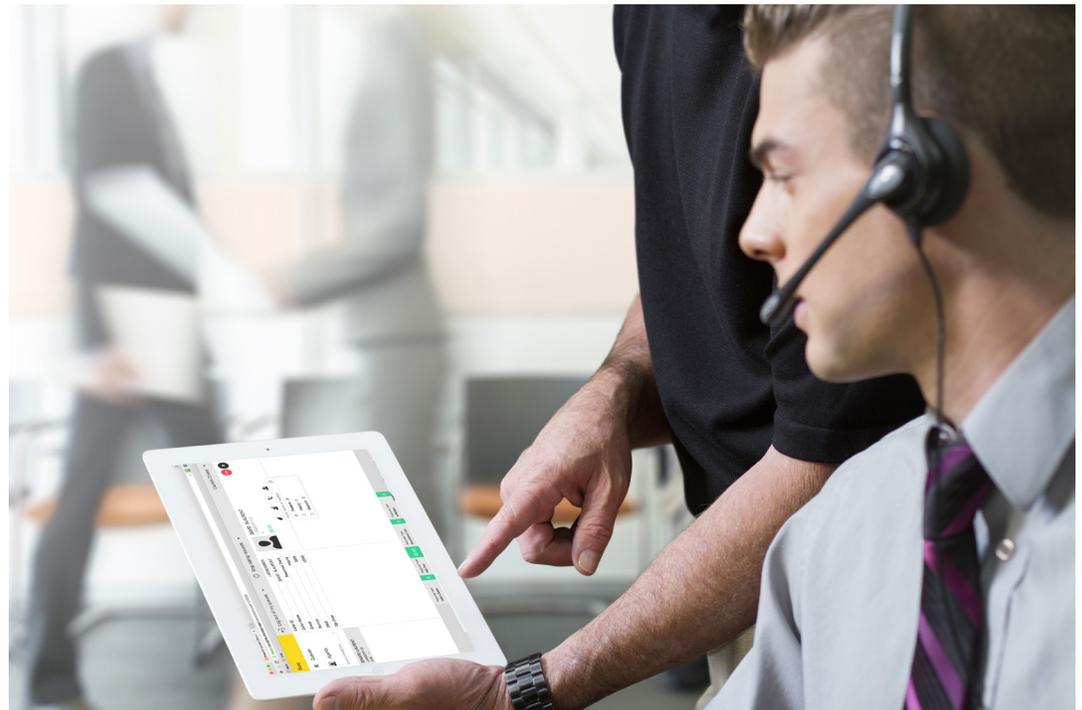
- **Contact timeline** that shows all past communication with a co-worker, including a drill down into detail
- **Favorites** to quickly access the people and groups you need most
- **Event wizard** to set up calls and collaborations including presenters, agendas, invitations, and more
- **Call outs** so meeting organizers can call late attendees and conference them into the meeting
- **Agenda timer** that tracks agendas in real time to help participants keep conferences on topic
- **Raise hand** feature to manage conversations with large groups
- **Visual audio monitoring** to mute participants who have distracting background noise
- **Integration with Outlook and ICS calendars** for presence, meeting invitations and scheduling
- **No VPN** required for remote use

### AN ENTERPRISE CONTACT CENTER FOR BUSINESSES OF ALL SIZES

ShoreTel Connect CLOUD Contact Center is a multi-modal contact center that makes customer engagement easy. Improve the quality of your sales and service with both inbound and outbound call automation; predict and accommodate call volume peaks quickly.

Agents can handle multiple interactions with features like web chat, callbacks, and email routing. Supervisors can build complex call queues and IVR scripts in-house, and customizable reports display immediately.

ShoreTel Connect CLOUD Contact Center is sold separately, and integrates seamlessly with your Connect CLOUD system.



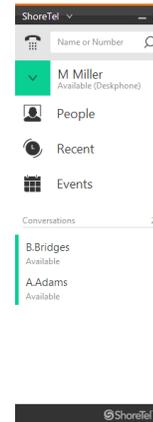
**The ShoreTel Connect Experience**

The Connect client is there when you need it, and stays out of the way when you don't. The slim control panel can be compressed to fit your needs making it easy to interact and collaborate with others without taking up your entire screen.

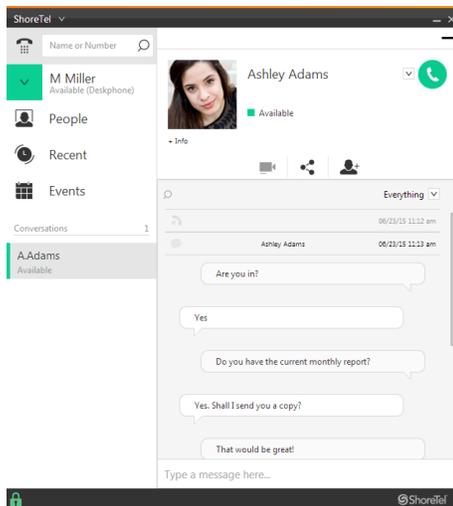
Ready-state features include:

- **Directory** to quickly locate contacts by name or number
- **Personal preferences** to set presence (availability status) and personal call handling

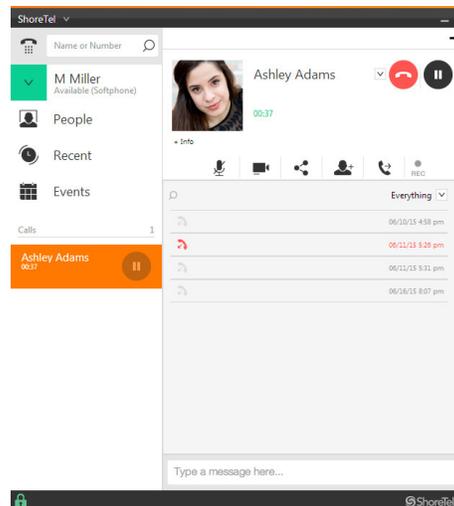
- **People** to view co-worker presence and organize contacts into favorites and groups
- **Recent** to see past communications and collaboration with co-workers
- **Events** to create and schedule meetings, generate alerts and provide one-click access to online meetings, calls and web collaborations
- **Conversations** for quick access to the people you've communicated with most recently



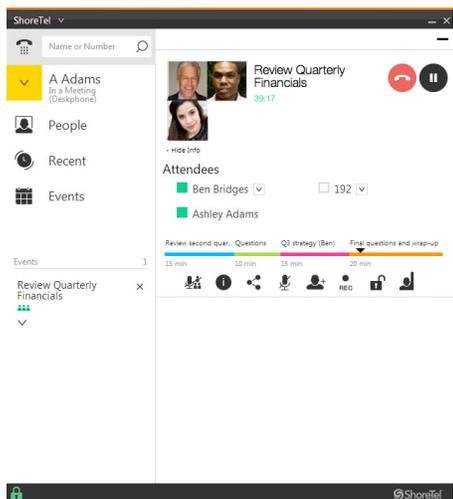
ShoreTel Connect client in its ready state. Panels slide open as users engage with IM, calls, conferences and online meetings.



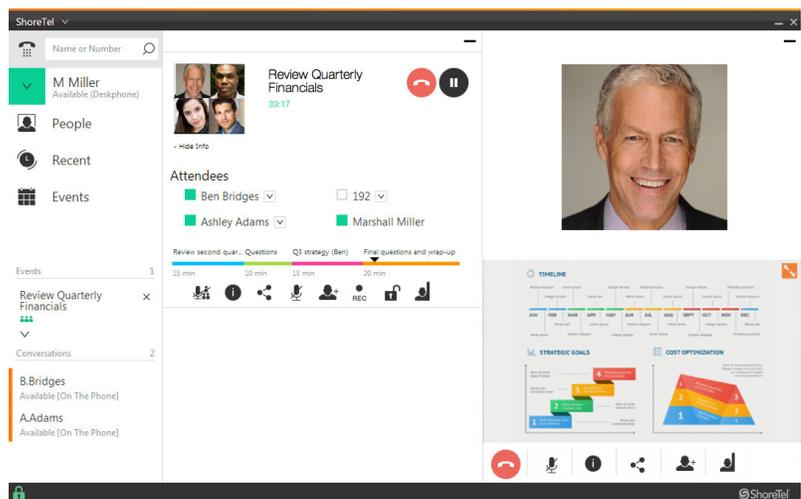
ShoreTel Connect during an IM session. Simply click the green "phone" icon to escalate to a call.



When viewing a contact, the Recent tab displays a contact timeline. Filter and display inbound and outbound calls, voicemail messages, and IM sessions.



When setting up an online meeting, users can create an agenda which becomes a real-time, animated meeting timekeeper for all to see during the call



Online meetings can include peer-to-peer video as well as desktop sharing. It's easy to expand the Connect client view to see video and sharing full screen.

AN END-TO-END SOLUTION FROM PHONES, TO CALL CONTROL SOFTWARE, TO FEATURE APPLICATIONS, TO NETWORK OPERATIONS AND CUSTOMER SERVICE

### Robust System Features

Like all ShoreTel Connect systems, ShoreTel Connect CLOUD is an end-to-end solution. ShoreTel designs and develops our own phones, voice switch technology, solution software and advanced applications. This ensures that all components are optimized for peak performance so you never need to worry that a system upgrade or new feature might cause an unexpected issue with performance.

Connect CLOUD phone systems include:

- **IP PBX telephony services**, with call control, call routing, voicemail, music on hold and automated attendant
- **ShoreTel desk phones** with feature keys for system directory, intercom, conference calling, transfer, redial, hold and other options; soft keys for presence status, pick up, park and more
- **ShoreTel Connect client** for PCs and Macs, for user call control, contacts, event scheduling, event history and collaboration suite control



End users can access voicemail, directory, conference calling, park, transfer and other options directly from their handset, as well as from the Connect client.

- **ShoreTel Connect mobility app** for Android and iOS mobile and wearable devices, to extend full desk phone call handling and UC suite capabilities to the user's mobile devices. More than simple call forwarding to a user's mobile device, the Connect mobility app includes:
  - **One-click "Join" button** for conferences that eliminates dial-ins and passcode entries
  - Automatic Wi-Fi/cellular **call handover**
  - **"Dual persona"** separation between business and personal calls
  - Peer-to-peer **video calling**
  - **SRTP security** for both voice and UC signals, even in public hotspots.
- **Collaboration suite** delivers robust unified communications including instant messaging, audio conference calling, web collaboration, desktop sharing, point-to-point video calling and room-based video conferencing
- **Integration with Microsoft Outlook and ICS** calendars for event scheduling and invitation automation
- **Integrations with third-party applications** like ShoreTel for Salesforce®, NetSuite®, and most popular CRMs
- **Productivity apps** like operator, web dialer, and app dialer
- **Operator** functionality makes it easy for supervisors to monitor calls and contact status with hover and drag-and-drop functionality
- **Softphone functionality** turns your computer into a phone by simply plugging in a headset
- **ShoreTel Connect Portal** the browser-based system administration program lets system admins set account levels, user permissions and manage billing

Additional Connect CLOUD services include:

- **ShoreTel Connect Fax** gives users the ability to send and receive faxes over the Internet
- **ShoreTel Connect CLOUD Contact Center** for multi-channel customer sales and service operations
- **ShoreTel Connect CLOUD Connectivity** provides efficient, scalable "private network" offerings including T1, Multiprotocol Label Switching (MPLS), or Ethernet

### The Only End-To-End Cloud Service

ShoreTel Connect CLOUD is fully hosted and managed unified communications as a service (UCaaS). It's the only end-to-end cloud business phone solution, from the phones and PBX capabilities to implementation and support—including direct user access to customer service via the “?” key on your ShoreTel IP 400 series desk phone.

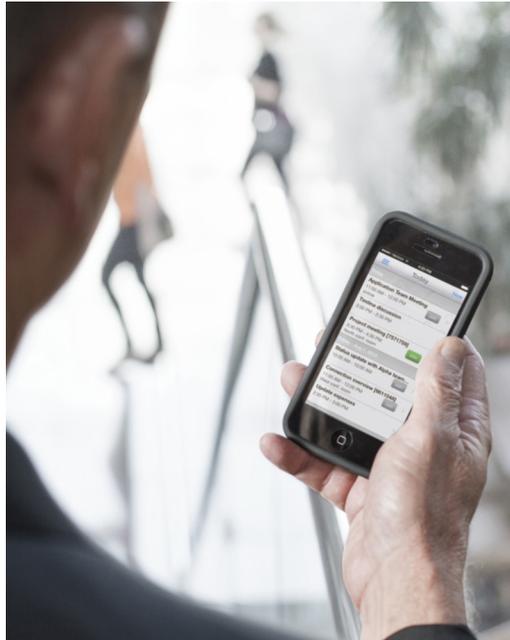
Because we're an end-to-end solution, your vendor management becomes easy. We replace separate telco, carrier and service providers. We're your single point of contact for your call plans, phones, installation and customer support. An end-to-end solution means all the ShoreTel Connect CLOUD components are optimized for best call quality, and you never need to worry that a software upgrade will disrupt service or performance. No other cloud provider provides this level of product integration.

### Easy Switchover And Provisioning

ShoreTel Connect CLOUD makes business phone systems easy to deploy with plug-and-play functionality. We handle everything and act as your company's communications IT department. We completely manage the experience of moving to the cloud, providing the circuits and porting your phone numbers from your current carrier. Ongoing account management is easy via the ShoreTel Connect CLOUD Portal, our administrative interface that manages billing and user permissions. Scale up or scale down as needed to accommodate new locations or seasonal staffing fluctuations. It's that easy.

### Business Communications Continuity

Your business deserves the highest level of service availability. As an enterprise-class, managed hosted solution, ShoreTel Connect CLOUD understands that businesses demand enterprise-class data integrity, application reliability and physical safeguards. That's why we invest in several levels of redundancy and load-balanced system hardware to ensure business communications continuity and maximize uptime for your business. ShoreTel also offers a service level agreement (SLA) guarantee



The ShoreTel Connect CLOUD mobility app makes it easy to join online meetings. Simply click the “JOIN” button for immediate access—no dialing and no long access codes.

with our private cloud circuit connection, a T1 or MPLS prioritized for voice carriage. In addition,

ShoreTel Connect CLOUD utilizes:

- ILBC codec for landline call quality
- A range of Tier 1 voice and data providers, affording significant redundancy and enhanced call completion and data connectivity capabilities
- Connectivity with individual telephone and data carriers that spans multiple locations so calls can be rerouted if issues arise
- Multi-tenant data center scales network capabilities and independent, modular hardware isolates any issues to a population subset

### Highly Secure

With ShoreTel Connect CLOUD, there's no need to worry about having your mobile device hacked at a public hot spot. ShoreTel invested heavily in making our data center highly secure for deployment in the hostile environment of the Internet. The ShoreTel Connect CLOUD platform is built with a secure access layer to protect our phones, carriers, and Connect apps against

security risks. ShoreTel Connect CLOUD has secure voice and app transport built-in right “out of the box” with secure remote transport protocol (SRTP) for secure voice and secure app access.

### Premium Customer Service

ShoreTel Connect CLOUD is a premium, managed service. Our mission is to deliver a communications experience that our customers love. By owning our own software, we can easily streamline the support experience and provide users with immediate access to our support department. With a simple click of a button from their desk phone, users can be connected to a live operator from our team of experts. Our team can answer technical questions, resolve problems and even help you develop a strategy for maximizing the impact of our business phone system.

### How It Works

ShoreTel Connect CLOUD is a fully hosted and managed business communication service. ShoreTel engineers manage your business communications platform around the clock, freeing your team to work on other strategic business initiatives.

When you become a ShoreTel Connect CLOUD customer, our team will support your transition from your old accounts to our service. You’ll find it easy to deploy ShoreTel IP phones at any location where an Internet connection is available.

For additional support, a variety of ShoreTel Expert Start, Jump Start and Network Services programs are offered to deliver rack and stack or physical connections of equipment, set up of data monitoring tools, post-installation networking maintenance support, and the purchase and/or resale of non-ShoreTel equipment.

### Highly Redundant Means Highly Available

Your business deserves the most reliable VoIP service. Period. To achieve top-notch service, ShoreTel invests in several levels of redundancy to eliminate single points of failure:

- A range of eight Tier 1 voice and data providers afford significant redundancy and enhanced call completion and data connectivity capabilities
- Connectivity with individual telephone and data carriers spans multiple locations. If connectivity to one location is lost, calls are rerouted to another location



### SHORETEL CONNECT CLOUD PHONE FAMILY

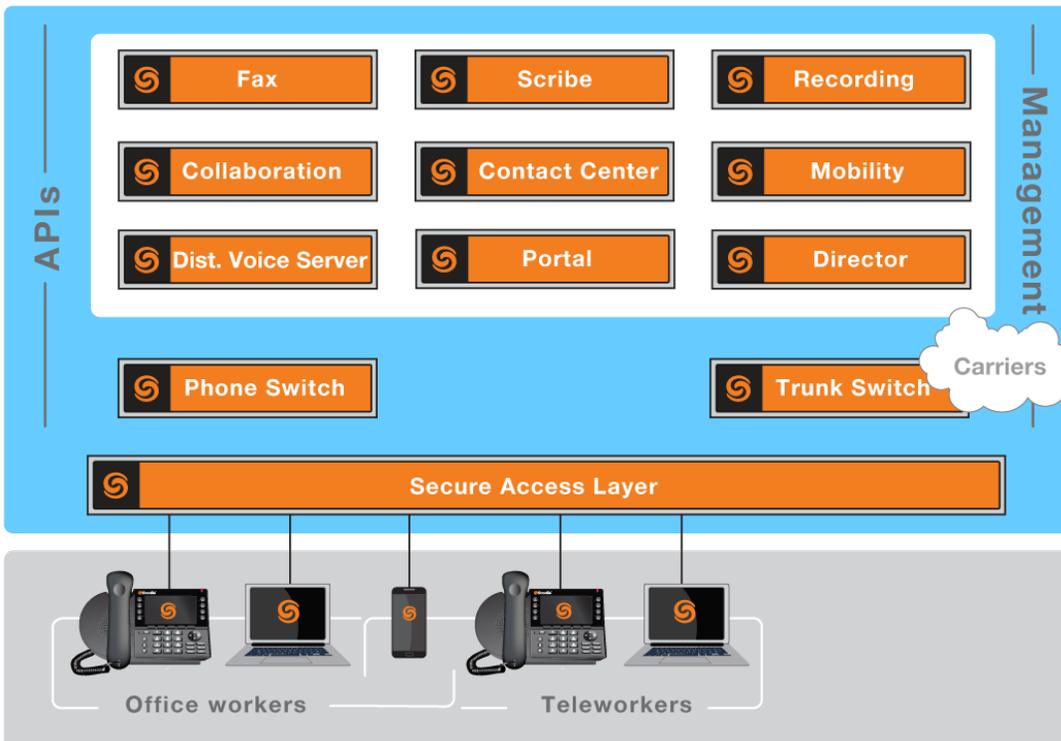
Because ShoreTel is an end-to-end service provider, we design and develop our own IP phones for highest performance. Shown here from left: ShoreTel IP 485g, with color display and 8 lines; the ShoreTel BB 424, an operator button box with up to 96 line capacity; the IP 480, an 8-line phone for general office use that is also available with gigabyte ethernet pass through; the IP 420 with two lines for general office use.

- Customer information is stored in a shared database that is replicated to additional data centers and is backed up daily off site
- System and server virtualization is employed to quickly restore to new hardware in the event of a failure
- A multidisciplinary team of ShoreTel engineers and operations professionals continually review our threat assessment and disaster recovery protocols
- In the event that any device in the network fails, a secondary device is readily available and configured to take over and reroute traffic where needed
- These instances are continuously maintained and monitored at two geo-redundant ShoreTel network operations centers
- Additional reliability and call quality assurances with Service Level Agreement guarantees are available with ShoreTel Connectivity “private network” offerings including T1, Multiprotocol Label Switching (MPLS), or Ethernet

**ShoreTel Connect CLOUD Service Architecture**

The ShoreTel Connect CLOUD service runs on multiple instances of our network, which includes virtualized ShoreTel ST voice switch technology, our ShoreTel applications, integrations and services, core and distribution routers, and account databases.

- Each instance is configured with standby routers, servers and voice switches that can take over in the event that the primary instance experiences any issues



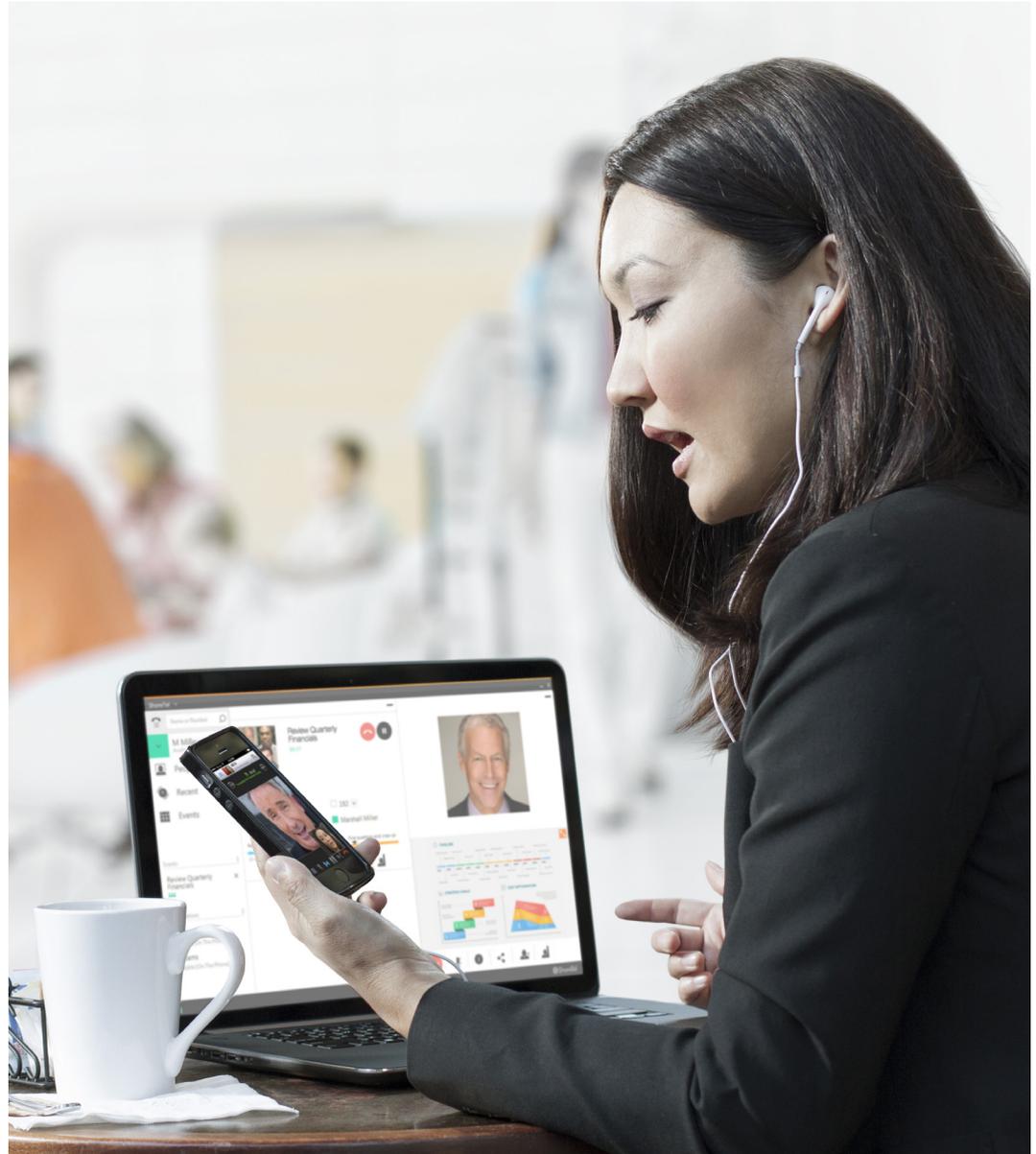
**SHORETEL CONNECT CLOUD ARCHITECTURE**

The ShoreTel Connect CLOUD service runs on multiple instances of our network, which includes virtualized ShoreTel ST phone and trunk switch technology; our ShoreTel applications; management software; integrations with third-party services; core and distribution routers, and account databases.

### THE RIGHT CHOICE FOR EVERY BUSINESS

ShoreTel Connect's single platform for cloud, onsite and hybrid phone systems extends our reputation for simplifying the way companies deploy, manage and maintain unified communications—no matter how many sites you serve.

Now, whether you prefer to subscribe to a managed cloud communications service, invest in an onsite communications system, or deploy a combination of the two, there is a single solution that delivers the same outstanding features and user experience to your entire team—ShoreTel Connect.



Want to know more?  
Talk to an expert.

Visit [www.shoretel.com/findareseller](http://www.shoretel.com/findareseller)

### ShoreTel. Brilliantly simple business communications.

ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple unified communications (UC) products, cloud services and IP phone systems powering today's always-on workforce. Its flexible communications solutions for contact centers and cloud, onsite and hybrid UC environments eliminate complexity, reduce cost and improve productivity.

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