

# Mitel IP Desktop Solutions

Tailored to Your Work Day



# One size does **NOT** fit all

# 1

## Reception and customer service

stand at the doorway to your business ...

Do your front-line workers and representatives have the IP telephone technology they need to make the right first impression and deliver superior support?



# 2

## IT personnel

wear many hats, and might be working anywhere in the building ...

Can "corridor warriors" in your organization respond quickly to ever-changing demands, no matter where they are, without incurring hefty cell phone charges?



# 3

## On-site support

has left the building, and a key customer needs help now ...

Are your support personnel able to communicate inside and outside the corporate network—from customer sites, suppliers' offices, the warehouse?



# 4

## **Salespeople**

have to be in the know—  
all the time, no matter where  
in the world they are ...

Are your sales leaders tuned  
in to emerging, fast-changing  
opportunities anywhere, anytime—  
in the office, while visiting  
customers, on the road?



# 5

## **Knowledge workers**

perform myriad critical functions  
to keep the organization's  
wheels turning ...

Do their desktop phones give  
them exactly what they need  
to stay in touch and meet the  
communications challenges they  
face daily in a global marketplace?



# 6

## **Senior executives**

are always on the go,  
constantly juggling multiple  
tasks, working 24 x 7 ...

Can they always get immediate  
access to corporate, customer,  
supplier and other information  
they need to make better,  
faster decisions?







# Fit the solution to the job

## Different Challenges Call for Different Solutions

Organizations large and small must address a wide range of communications needs based on the roles of their workers—and that can't be done with a "one size fits all" solution.

Failure to recognize this can be costly. SIS International Research says communications issues cause pain to the tune of about \$50K a year for every knowledge worker.<sup>1</sup>

Addressing that pain means tailoring desktop communications devices to the needs of the people who use them, whatever their job, their location, or the time of day.

Today's competitive markets demand a unified communications solution that is flexible enough to provide everyone—from the reception desk to the CEO's office—with the communications capabilities they need to be productive.

## Mitel® IP Desktop Solutions—Tailored to any Need

As a telecommunications leader, Mitel has long recognized that technology only provides solutions when it meets real needs.

Mitel has one of the most comprehensive portfolios of IP (Internet Protocol) desktop devices in the industry. Designed with ergonomics and office aesthetics in mind, and geared to address the many diverse communications needs of today's workers, Mitel IP Desktop Phones give users easy, intuitive access to feature-rich telephony and advanced desktop applications enabled by Mitel IP communications platforms.

Whether it is meeting the messaging needs of executives, keeping front-line personnel in touch anywhere and anytime, or deploying teleworking, collaboration, web conferencing, or other productivity enhancing communications technology, Mitel IP Desktop Solutions tailor the solution to match your need.

<sup>1</sup> SMB Communications Pain Study White Paper: Uncovering the hidden cost of communications barriers and latency. Copyright (C) 2009. SIS International Market Research™



## How may we help you?

Customer service personnel, office administrators, and call-center agents control access to your business. Many spend their whole day on the phone. Superior telephone audio and convenient features are essential to make their jobs easier and help them perform better.

Attendant operator solutions like the Mitel 5540 and 5550 IP Consoles address their needs with:

- Intuitive interfaces featuring large, backlit graphics displays
- Fixed function keys dedicated to basic and enhanced call-handling activities
- Third-party cordless headset-integrated functions, including Call Answer, Call Cancel, Audio Controls, and training mode support
- On-screen Bulletin Boards displaying information to all operators using the 5550 IP Console
- Fast, easy setup, without help from IT

## Free to move

To serve internal clients, IT workers must be constantly on the move, yet always in touch with changing demands. Many rack up significant cell phone charges in the process.

Mitel helps IT help others with cost-effective IP DECT handsets that:

- Free them to work anywhere in the office, yet stay in touch as though they were at their desks—without a cell phone bill
- Set preferences like audio, ringer, telephony functions, call forwarding options, and access to system and network settings

With eight hours of talk time, there's never a worry about losing power.

## No more phone tag

Knowledge workers of all kinds need more than ever to stay in touch. When business happens at the speed of thought, telephone tag is not an option.

Mitel addresses the needs of these workers with devices like Mitel 5330 and 5340 IP Phones. These next-generation, full-feature, enterprise-class phones reduce power consumption while delivering:

- Programmable, multi-function, self-labeling keys for speed dialing and feature access
- Hands-free, full-duplex, speaker phone operation
- An HTML Desktop Toolkit for applications development

## It's not "just" a phone

Mitel IP Desktop applications turn selected IP Desktop Phones into rich media information appliances that knowledge workers can use to:

- Create dynamic, personalized information—sales forecasts, problem escalation reports, HR updates, and more—and publish it to workgroups and others who need it
- Quickly and easily access that information any time
- Use Live Desktop Portal to drag and drop content and applications to touch-screen keys on their phones
- Send and receive information to a central blogging source
- Use an ever-increasing number of applications to perform a plethora of functions, such as following the latest corporate news on Twitter.



Innovate! Create customized welcome screens and HTML applications for the Mitel 5360 IP Phones.





## Work from anywhere

High-performers are increasingly looking for alternative ways to work—and employers for ways to keep them happy and productive. Once the exception, teleworking has become an accepted, cost-saving, corporate norm.

Mitel Unified Communicator® (UC) Express and Mitel Unified Communicator® (UC) Advanced are light-weight, server-less softphone solutions that let road warriors and teleworkers with remote PCs or laptops enjoy the same communications capabilities they would in the office. With Mitel softphone solutions, teleworkers and others can:

- Stay in touch with customers, management, and co-workers, regardless of their location
- Boost productivity with features like “click to dial,” caller ID popup, PC-based missed calls display, and personal and corporate directory integration
- Take advantage of the same rich presence information, instant messaging, visual voice mail, and other features available at headquarters

## And a lot more ...

Along with the wide range of IP Desktop Peripherals including wireless LAN and gigabit Ethernet stands, conference units, programmable key modules, cordless headset and handsets, the Mitel IP Phones provide intuitive access to sophisticated call handling and converged applications enabled by Mitel’s IP-based communications platforms, to meet the needs of everyone, in any organizational role.

- **Mitel 5304 IP Phone.** A cost-effective entry-level display phone that is a dual-mode, dual-port, two-line phone with a 40-character backlit display.
- **Mitel 5312 IP Phone.** Dual-mode, dual-port, enterprise class, multi-line speakerphone that has a 40-character backlit display and user-programmable access to features and applications.
- **Mitel 5324 IP Phone.** A multi-line IP phone with a 40-character backlit display, full-duplex handsfree operation and context-sensitive softkeys.
- **Mitel 5320 IP Phone.** An economical, entry level, self-labeling enterprise phone with a large graphics display and built in speakerphone.
- **Mitel 5330 IP Phone.** An enterprise-class IP phone which provides a large backlit graphics display with 24 programmable self-labeling keys, and a built-in HTML toolkit for desktop applications development.
- **Mitel 5340 IP Phone.** An enterprise-class IP phone providing a large backlit graphics display with 48 programmable self-labeling keys, and a built-in HTML toolkit for desktop applications development.
- **Mitel 5360 IP Phone.** An exciting next generation desktop device that provides a large, color touch display to graphically deliver rich applications to general business, or across multiple vertical market sectors. The phone has embedded applications and HTML Desktop Toolkit support for customized applications development delivered to the touch display.

Mitel IP Desktop Phones, peripherals, and applications improve workday efficiency, widen communication choices, keep people connected, and reduce business costs across the board.



**Top:** 5603 Wireless Phone, 5604 Wireless Phone, 5304 IP Phone, 5312 IP Phone, 5324 IP Phone, 5550 IP Console

**Bottom:** 5320 IP Phone, 5330 IP Phone, 5340 IP Phone, 5360 IP Phone



### Enterprise Benefits

Mitel IP Desktop Solutions deliver benefits to people in every role throughout the enterprise

**Improved Workday Efficiency** – Employees are accessible and able to respond immediately to the needs of others through real-time communication methods.

**More Communications Choices** – A wider range of better, smarter ways to work with colleagues, customers, and business partners.

**A Better-Connected Workforce** – Whatever their role, wherever they are, workers stay connected to each other and to customers.

**Reduced Costs** – Mitel IP Desktop Solutions reduce costs associated with hosted services, employee travel, facilities expenses, and long-distance communications.

**A Green Solution** – Mitel IP Desktop Solutions have been certified by an outside agency as consuming the lowest amount of power in the industry.

### Communications as Competitive Advantage

In a typical organization, thousands of hours a year and millions of dollars in value are lost when knowledge workers ...

- Struggle to set up desktop sharing applications while colleagues wait on the line
- Play endless games of phone tag
- Dig for frequently used numbers or data while burning up cell and long distance minutes
- Leave early and arrive late for meetings because conference calls can't move with them between appointments
- The list goes on ...

Mitel's next-generation business communications meet these challenges head on, turning better communications into competitive advantage for organizations everywhere.

### Mitel Innovation—and Integration

IP Desktop solutions are part of Mitel's innovative, integrated, unified communications portfolio. Unified Communications from Mitel help organizations worldwide respond to real world business challenges with solutions that drive productivity, improve performance, and reduce costs.

**www.mitel.com**



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**Global Headquarters**

Tel: +1(613) 592-2122  
Fax: +1(613) 592-4784

**U.S.**

Tel: +1(480) 961-9000  
Fax: +1(480) 961-1370

**EMEA**

Tel: +44(0)1291-430000  
Fax: +44(0)1291-430400

**CALA**

Tel: +1(613) 592-2122  
Fax: +1(613) 592-7825

**Asia Pacific**

Tel: +61(0) 2 9023 9500  
Fax: +61(0) 2 9023 9501

**For more information on our worldwide office locations, visit our website at [www.mitel.com/offices](http://www.mitel.com/offices)**

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