Market Trends

**Virtualization:**
Computer and desktop

**Cloud computing:**
Data center delivered services

**Unified Communications:**
Collaboration and BPI

**Mobility:**
Distributed workforce

**Consumerization of IT:**
Leverage consumer devices
What we do

IN-OFFICE EXPERIENCE, ANYWHERE, ON ANY DEVICE
Aggressive Cloud Spending Growth

» Western Europe lead by UK, Germany, France and The Netherlands
» Data Centre outsourcing is prevalent and a lead indicator
» Rapid uptake of SaaS type offers (e.g. Hosted PBX and Converged Apps)
» Converged Mobility is seeing 19% CAGR (source: T3i)
Adressing the value add: Healthcare example

<table>
<thead>
<tr>
<th>Customer scenario</th>
<th>Quote without mobility</th>
<th>Quote with mobility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retirement home, 60 users, 20 fixed, 40 DECT, Messaging</td>
<td>€ 5,806</td>
<td>€ 21,785</td>
</tr>
<tr>
<td>High School, 1-2 sites, 60 users, 20 fixed, 40 WiFi, Messaging</td>
<td>€ 5,806</td>
<td>€ 17,680</td>
</tr>
<tr>
<td>Amstelland Ziekenhuis (Netherlands),</td>
<td>€ 315,669</td>
<td>€ 620,164</td>
</tr>
</tbody>
</table>

- Start addressing USP’s in healthcare (alert messaging, location based services, etc. etc.) Higher service income channel, more value add.
- Those USP’s also work in other key verticals
Mobility - Key customer segments

- Health-care
- Elderly Care
- Industry Lone Worker
- Public Offices
- Retail
- Education
- Hospitality
Mobility Solutions

Bring Your Own Device

MiCollab Clients

Mobile Convergence

On-Premises
WiFi Portfolio

5624

- N WiFi Radio
- PTT
- Messaging
- Solvent/Moisture
- Dust/Drop
- Alarm and Location
- Man-Down/No-Movement

WSM

- Wireless services for IP DECT and WiFi
- Centralised / Corporate Directory
- Basic messaging
- Interface to external applications
IP DECT 6.0 Portfolio

5603
- Basic Handset
- PTT
- Messaging
- Solvent/Moisture
- Alarm and Location
- Hot Desk

5604
- PTT
- Messaging
- Solvent/Moisture
- Dust/Drop
- Alarm and Location

5607
- PTT
- Messaging
- Solvent/Moisture
- Dust/Drop
- Alarm and Location

WSM v3
- Wireless services
- Centralised / Corporate Directory
- Basic messaging
- Interface to external applications

IP DECT Base station

MITEL
Interactive Message – Escalation
Customized Action Chain

Alert in ICU 3
Escape
2305
2306
Accept
Reject
Private GSM with Macro Integration

Use Standard GSM SMS messaging between mobile extensions and GSM devices on Macro network

Standard GSM Mobiles as Paired SIP Extension over Private GSM network using operator SIM
IMS Use Case: Mitel AnyWare

» Cloud Communications Service – Using Mitel’s Single Software Stream
» Installed and Managed by Mitel NetSolutions
» General Business Features. Mobile Integration, and Unified Communications with Cloud Convenience and Scalability
» Targeting SMB Customers (5 – 500 Users)
» Available in the US only as Retail
IMS Use Case: Mitel AnyWare

MITEL MOBILE WIRELESS INTEGRATION (MWI)

» Robust and scalable network-based integration via SIP (IMS) without the need for two-stage dialers, premises-based adjunct servers, or costly wireless-to-SIP transcoding

» All calls originating from or terminating at the user’s mobile phone will be routed to MCD for further processing

» Works on all Mitel Mobile phones without the need for SIP clients or apps, or Wi-Fi®

» Complete macro wireless network feature functionality on Mitel Mobile’s nationwide network
Mobile Client Portfolio

» Mobility
  - Extending UCC to mobile users
  - Seamless voice communications
  - Softphone / Dual-mode support
  - Cell / WiFi Handover

» Unifies UC components into a single, easy-to-manage interface
  - Corporate Contacts
  - IM / Presence
  - Manage Status
  - View corporate contact details and place calls to extensions using OfficeLink
  - View call history & Visual Voicemail

» iOS / Android / BB – Smartphones & Tablets

» Accelerated Roadmap
  - HYTML5 / Web RTC strategy
  - Key drops in February, June and September
WebRTC

» What WebRTC is:

Players | Standards | No Browser Plug-ins

» Mitel’s Direction:

» Application Mash ups
## UCC Mobility Simplified

<table>
<thead>
<tr>
<th>Mobile Task Worker</th>
<th>Mobility Worker</th>
<th>Workplace Worker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyper – Mobile Professional</td>
<td>Mobile Information Worker</td>
<td>On-Site Task Worker</td>
</tr>
</tbody>
</table>

### Mobile Voice
- Single Number Reach
- Single Identity Calling
- Presence
- Call Control
- Remote Desktop
- WiFi/4G Calling

### Mobile Collaboration
- Audio / Web
- Video

### Mobile Work Flow
- On Site – Voice and vertical applications

<table>
<thead>
<tr>
<th>Feature</th>
<th>Entry</th>
<th>Standard</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desk Worker</td>
<td>On-Site Task Worker</td>
<td>Telecommuter</td>
<td>Mobile Task Worker</td>
</tr>
<tr>
<td>Entry</td>
<td>2 devices</td>
<td>8 devices</td>
<td>8 devices</td>
</tr>
<tr>
<td></td>
<td>Handoff (desk/mobile) / Features</td>
<td>Handoff (multiple devices) / Features</td>
<td>Handoff (multiple devices) / Features</td>
</tr>
<tr>
<td></td>
<td>IM and IM presence MiCollab Client</td>
<td>Corporate Directory MiCollab Client Mobile Web</td>
<td>Corporate Directory, Native Contacts MiCollab Client for Smart Devices</td>
</tr>
<tr>
<td></td>
<td>Smartphone / tablet / IP DECT MiCollab Client (web)</td>
<td>Share / View Activity MiCollab Client mobile Web</td>
<td>Share / view – Location &amp; Activity MiCollab Client for Smart Devices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Smartphone – IP-DECT MiCollab Client</td>
<td>Smartphone / Tablet / IP-DECT MiCollab Client Softphone</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Secure Hotdesking Teleworker</td>
<td>Secure Hotdesking Teleworker</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Roaming / handover – Cell / WiFi MiCollab Client Mobile Softphone</td>
</tr>
</tbody>
</table>

### MOBILE VOICE
- WiFi/4G Calling
- Remote Desktop
- Single Number Reach
- Single Identity Calling
- Presence
- Call Control

### MOBILE COLLABORATION
- Audio / Web
- Video

### MOBILE WORK FLOW
- On Site – Voice and vertical applications
- On Site – Voice and vertical applications
- On/Off Site – Voice and vertical applications
Summary

» Significant Industry Changes
  - Business Shift to Cloud
  - Virtualization is an enabler
  - Significant focus on Mobility

» Mitel’s Comprehensive Portfolio Suite
  - DECT, WiFi, Private Mobile, IMS integration
  - Application integration
  - Mobile Collaboration
  - Acceleration of the Mobility roadmap

» Significant Cloud Expertise!
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