

# ShoreTel Technology Partner Program



Join the ShoreTel ecosystem  
and expand your business  
opportunities



## BENEFITS

- **Have the opportunity to participate in a wide range of ShoreTel communication and co-marketing activities**
- **Certify that your value-added solution performs optimally with the ShoreTel platform**
- **Get access to coordinated support and discounts on ShoreTel equipment**
- **Receive personalized attention from ShoreTel**

## Overview

The ShoreTel® Technology Partner Program (TPP) gives your company the opportunity to promote your products to a growing community of ShoreTel customers and channel partners. We're committed to building a relationship with you to help maximize the performance of your solution for the ShoreTel system and, in turn, develop broader distribution channels through a range of communication and co-marketing activities.

How do you know if you're right for ShoreTel? We're looking for TPP members that can enhance our core offerings by integrating solutions that complement ShoreTel's system. We focus our resources on companies with an established business and an emphasis on customer support and training, and who are committed to achieving an outstanding level of customer satisfaction.

## Promote your value with TPP Communications Services

ShoreTel is committed to helping our technology partners be successful. When your organization has successfully completed Certification testing within the Technology Partner Program you will have access to:

- **TPP Application Note:** An online document that instructs resellers how to install and configure your product with the ShoreTel. The TPP App Note will highlight your company's Product Overview, Features and Benefits, Architecture Overview, Requirements, Certification and Limitations, Version Support, Certification Testing Results, ShoreTel Configuration Overview, Configuration, Troubleshooting, Technical Support and other key information.

- **Solution Catalog:** An online catalog that highlights your solutions for customers and ShoreTel's reseller partner community. Each entry includes a description that distinguishes the solution, test and certification information, and contact information for potential customers and partners.
- **Solution Brief:** A valuable tool that will give you the opportunity to showcase your solution and communicate its features and benefits. The brief provides a valuable framework for communicating the solution to ShoreTel's Channel Partners, prospects, and customers.<sup>1</sup>
- **ShoreTel Partner Logos:** Assurance to potential reseller partners or customers that your company is ready and able to assist in delivering complete solutions that are certified to interoperate effectively with ShoreTel systems. This allows you to differentiate your products from those offered by competitors.
- **New Partner Notices:** Upon completion of the certification process, ShoreTel will schedule an announcement of the newly certificated solution for an upcoming channel focused newsletter, making the ShoreTel reseller community familiar with the new solution.
- **Case Studies:** Optional marketing collateral developed in conjunction with ShoreTel. Case studies recount successful customer implementations and focus on the joint solution's unique features and benefits.
- **ShoreTel Webinars and Events:** Technology Partner Program members are eligible to promote their solutions at ShoreTel-sponsored events including online Webinars, trade shows, field seminars and our annual channel conference.<sup>2</sup>

<sup>1</sup>TPP Application Note, Solution Brief and Catalog Submission Form Templates will be provided to the member. Member must use the templates provided via the ShoreTel TPP. Documents must be approved by ShoreTel prior to posting.

<sup>2</sup>Participation in ShoreTel Events is by invitation only.

### Your catalyst for sales success: Product Certification

Certification is critical milestone for all ShoreTel Technology Partners. To become certified for interoperability with ShoreTel's unified communications system, TPP members must submit their products to the ShoreTel TPP lab or a ShoreTel-approved lab for testing. After testing, a report, or Application Note, is completed by the TPP member and ShoreTel.

Only certified solutions are promoted to partners and end customers via the ShoreTel Solution catalog. Individual products must be certified and must maintain their certification status through re-validation at each major release of the member's product and at each major release of the ShoreTel system.

A "ShoreTel Certified" designation confirms that the TPP member's product will interoperate with the ShoreTel system. ShoreTel does not certify TPP members' product features or functionality. ShoreTel also does not certify the performance of third party products, or that their possible services fit with specific applications.<sup>3</sup>

### Gain access to coordinated support and systems discounts

Coordinated support strengthens the communications between the TPP member and ShoreTel support services, ensuring that resellers and customers receive seamless support for their combined solutions. With coordinated support, TPP members can expect immediate notification and forwarding of customer calls related to their product. When fielding a call from a joint customer, ShoreTel's knowledgeable staff will work to accurately identify the problem, and walk the customer through the transitions from ShoreTel to the Partner's support organization.

For TPP members developing and integrating solutions, ShoreTel provides the system and software at discount prices. Technology Partner Program members who have purchased equipment, or software, receive direct support (purchased separately after the first year) from ShoreTel's top-quality Global Support staff.

### Achieve certification with our streamlined process

You can get your organization's product ShoreTel-certified with our streamlined application and approval process. Here's how you can become a ShoreTel Technology Partner Program member:

- Review the online Technology Partner Program documentation and application via the **ShoreTel Partner Web site**.<sup>4</sup>
- Submit your completed TPP Application to [techpartners@shoretel.com](mailto:techpartners@shoretel.com). Your application will be reviewed and references may be requested. You will be kept apprised of the application's status.
- Following approval, submit your TPP agreement forms and a purchase order or payment for the first year's membership fees.
- Complete a TPP Welcome Call with the Technology Partner Program Manager and review your application, equipment needs and the TPP certification processes.
- Optionally, you may work with the TPP Manager to purchase a ShoreTel development system.
- ShoreTel will work with you to develop your proposed test plan and the draft TPP App Note.
- When ready, you will bring your product to the ShoreTel Technology Partner Program lab or a ShoreTel approved lab for certification testing. Along with your product, you will also submit your final test plan, product documentation and your draft TPP Application Note.
- After your product is certified, you will need to submit your final customer facing version of the TPP App Note, Catalog Submission form and Solution Brief to Technology Partner Program Manager at [techpartners@shoretel.com](mailto:techpartners@shoretel.com) for final review/edit prior to posting to the TPP Web site.

### Learn More

For additional information please contact the ShoreTel Technology Partner Program directly at +1 408-331-3300 and when prompted press 5 or send e-mail to [techpartners@shoretel.com](mailto:techpartners@shoretel.com).

### About ShoreTel

ShoreTel, Inc., (NASDAQ: SHOR) is a leading provider of Pure IP unified communications systems. ShoreTel enables companies of any size to seamlessly integrate all communications-voice, data, messaging-with their business processes. Independent of device or location, ShoreTel's distributed software architecture eliminates the traditional costs, complexity and reliability issues typically associated with other solutions. ShoreTel continues to deliver the highest levels of customer satisfaction, ease of use and manageability while driving down the overall total cost of ownership. ShoreTel is headquartered in Sunnyvale, California, and has regional offices in the United Kingdom, Sydney, Australia and Munich, Germany.

<sup>3</sup> Companies must certify at least one product to become a ShoreTel Technology Partner Program Member.

<sup>4</sup> <http://www.shoretel.com/partners/technology/apply.html>



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