



ShoreTel TechConnect

## Program Guide for Technology Partners

ShoreTel's Unified Communications solution is based on an open architecture which allows third-party solutions to interoperate and integrate with ShoreTel solutions and applications to deliver extended value to our mutual customers.

The ShoreTel TechConnect Program offers third parties access ShoreTel APIs and SDKs as well as options to test, document and validate solutions with the ShoreTel UC solution.

The document outlines the program and process for third-party vendors to work within the ShoreTel TechConnect Program.

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### **Disclaimer:**

*ShoreTel and/or ShoreTel's designated lab partner tests and validates the interoperability of the TechConnect member's solution with ShoreTel's published software interfaces. ShoreTel does not test, nor vouch for the member's development and/or quality assurance process, nor the overall feature functionality of the member's solution(s). ShoreTel does not test the member's solution under load or assess the scalability of the member's solution.*

*The ShoreTel Technical Assistance Center (TAC) will provide customers with support of ShoreTel's published software interfaces. This does not imply any support for the member's solution directly. Customers or reseller partners will need to work directly with the member to obtain support for their solution.*

## Program Overview

The ShoreTel TechConnect program is the ideal way to develop, validate, and document your product's interoperability with ShoreTel's UC solution. Additionally, it provides a unique way to introduce your company to ShoreTel's community of reseller partners and end-user customers.

ShoreTel TechConnect is structured into three membership levels:

- **Developer**
- **Technology Partner**
- **Technology Alliance Partner**

The following sections will explore the details of each of the program levels including requirements, process and benefits.

## Program Levels, Requirements and Benefits

### ***Developer Membership Level***

The Developer Member level is designed to provide the technical information and tools necessary for third-party developers to integrate their solution with ShoreTel's UC Solution. There is no fee to participate in this level of the program.

#### **Membership requirements**

The following steps are required to participate in this level:

- Third parties must apply to participate in the program as well as sign the ShoreTel Developer Agreement.
- Once approved, members will be given login credentials to gain access to the ShoreTel member portal. This site includes ShoreTel's APIs and SDKs, as well as access to the ShoreTel TechConnect Forum.
- For members who require additional assistance through their development process, they may purchase a Developer Support package for \$700, which will provide the members with up to two (2) hours of support with Engineers. Additional hours may be purchased at \$350 per hour.

Further support options are available and will be quoted separately.

#### **Membership Benefits**

The following benefits are afforded to Developer Members:

- Access to ShoreTel's catalog of APIs and SDKs.
- Access to ShoreTel's online forums for posting questions and gathering tips and suggestions about integrating solutions with ShoreTel.

## ***Technology Partner and Technology Alliance Membership Levels***

Participants who have completed their development effort and are ready to validate their solution with ShoreTel may apply to become a Technology Partner or Technology Alliance Partner. The goal of each of these levels is to have a documented and validated integration between ShoreTel's UC solution and the member's solution. This validated solution and documentation will be leveraged to drive sales with new customers and provide support to existing customers of both companies

The two membership levels that achieve this are:

- **Technology Partner** (Member Validated Solutions)
- **Technology Alliance Partner** (Validated by ShoreTel's designated lab)

### **Technology Partner Membership Level (Member Validated Solution)**

Products that have been tested outside of ShoreTel and have been validated to work with ShoreTel's solutions may apply to obtain the Technology Partner Member designation within the TechConnect program.

#### **Membership Requirements:**

The following requirements must be met:

- Companies must complete the TechConnect Membership Agreement.
- Once approved, companies must submit for review an application note or configuration guide showing how their product integrates with ShoreTel's including all setup parameters, test cases and results.
- Supply ShoreTel with a company logo to be placed on ShoreTel's website.
- Provide no less than two (2) reference customers using the combined solution.
- Members will be required to provide no more than three (3) individual names designated as authorized contacts from its business, technical and support organizations.
- Members are expected to be the front-line for all support related questions coming from customers regarding the solution.
- There is no fee to participate at this level.

ShoreTel's TechConnect team will review the application package and, if approved, provide the member company with notification of acceptance and ShoreTel's TechConnect logo for placement on their website.

#### **Maintaining Membership:**

In order to maintain their membership in the program, companies with the Technology Partner member designation must fulfill certain obligations, including:

- Members must keep their solution and supporting interoperability documentation current within two (2) major releases of the ShoreTel software.
- Members will submit the following documentation to ShoreTel for review: Application Note/Configuration Guide and no fewer than two (2) joint customer references.

- Members whose solution falls more than two (2) major releases behind ShoreTel's currently GA release may lose their program status and be removed from the program website.

**Benefits:**

The following benefits are afforded to Member Validated Solution companies:

- Access to ShoreTel's catalog of APIs and SDKs.
- Access to ShoreTel's online forums for posting questions and gathering tips and suggestions about integrating your solution with ShoreTel.
- Use of the ShoreTel TechConnect logo to post on their website, within presentations and on other promotional materials.
- Members will have their company logo included within ShoreTel's online catalog of TechConnect.
- The opportunity to exhibit at ShoreTel's Champion Conference, pending available space. This is the premier event for connecting with ShoreTel's reseller partners, sales and marketing, and executive teams. Members will receive invitations to exhibit.

**Technology Alliance Partner (Validated by ShoreTel's designated lab)**

Technology Alliance Partner solutions are tested by tekVizion, ShoreTel's designated third-party lab. ShoreTel will invite specific members and their solutions to participate based on the business opportunity with ShoreTel.

**Membership Requirements:**

The following requirements must be met:

- Members must complete and sign the TechConnect Technology Alliance Partner Agreement.
- Members will be required to provide up to three (3) individual names designated as authorized contacts from its business, technical and support organizations.
- Members must supply and/or make their solution available to tekVizion for testing purposes. All expenses for the member to supply its solution and potential travel costs for member's employees to travel to the tekVizion lab are the responsibility of the member.
- Members will work with the tekVizion and ShoreTel interoperability engineers to test their solution with ShoreTel and develop an Application Note.
- Once the solution validation has been completed, and the member has provided all program documentation, the member's solution will be designated as a ShoreTel Technology Alliance Partner solution by displaying the member's logo, company name, company description and the application note on ShoreTel's program website(s).
- Members are expected to post the ShoreTel TechConnect logo on their website.
- Members are expected to work with ShoreTel to identify joint customer reference accounts.

- Members are expected to provide ShoreTel access to its support organization to jointly support customers through issues that are brought to the ShoreTel TAC's attention.
- If an issue is a result of the member's product, the member will be responsible for working with the customer in a timely manner to resolve the issue through the member's normal support process and customer agreement.
- The member will be responsible for providing any fixes, patches or new releases to address customer issues to ShoreTel in order for ShoreTel to validate the fix in its labs.
- There is a \$2,500 yearly fee to participate at this level in addition to the tekVizion lab fees (contact [TechConnect@Shoretel.com](mailto:TechConnect@Shoretel.com) for details)

### **Maintaining Membership:**

In order for a company to maintain its ShoreTel Validated status, members must:

- Commit to support testing with ShoreTel and the member's solution with every major release of ShoreTel.
- Commit to providing updates (software and/or hardware) to ShoreTel's TechConnect lab and/or tekVizion for ongoing testing purposes.
- Members will be expected to provide ShoreTel with high-level details on mutual customer deployments quarterly. A template will be provided to the member outlining the required details. This information may be leveraged to develop case studies, press releases and other promotional material. Any use of this information will be agreed upon mutually in advance of its use.
- With each revalidation, members will be responsible for the tekVizion recertification fees. (contact [TechConnect@Shoretel.com](mailto:TechConnect@Shoretel.com) for details)

### **Benefits:**

The following benefits are afforded to Technology Alliance Partner Member companies:

- Access to ShoreTel's catalog of APIs and SDKs.
- Access to ShoreTel's online forums for posting questions and gathering tips and suggestions about integrating solutions with ShoreTel.
- Use of the ShoreTel TechConnect logo to post on member website(s), within presentations and on other promotional materials.
- Product-specific Application Notes will be jointly created and posted on member-specific web pages within ShoreTel's online catalog. These will include details on the solution tested, test cases, releases used, as well as configuration details required to get the desired results. In addition, members may also include solution briefs and/or product brochures.
- Both parties will strive to develop case studies to further the promotion of the combined solution.
- Members will have the opportunity to present to ShoreTel's reseller partner community as well as ShoreTel's sales and marketing personnel through a series of webinars. These regularly scheduled sessions are a great opportunity to reach out to

the teams that will drive sales of your solutions with ShoreTel. Sessions are scheduled at the discretion of the program administrator.

- Members will receive advance notice for opportunities to exhibit at ShoreTel's Champion Conference. This is the premier event for connecting with reseller partners, sales and marketing, and executive. Members will receive invitations to exhibit, and in some cases speak at the conference.

## Life Cycle Management for TechConnect Partners

### Getting Started

Potential TechConnect Partners gain access to ShoreTel's Developer website ([developers.shoretel.com](http://developers.shoretel.com)) through a simple sign-up process and click-through agreement.

ShoreTel's developer site provides access to ShoreTel's published APIs, SDKs and community forum. These assets are provided to aid in application development and interoperability testing. The ShoreTel community forum, moderated by ShoreTel developers provides member support.

### Becoming a Technology Partner or Technology Alliance Partner

All ShoreTel Technology Partners and Technology Alliance Partners are required to complete the membership agreement and application describing the solution, value proposition, market opportunity and contact information. The membership agreement provides the terms and conditions of membership in the program as well as a non-disclosure agreement.

### Program Membership Fees

Technology Alliance Partners must provide a purchase order for enrollment into ShoreTel TechConnect Program which includes marketing benefits and go-to-market support. The testing fees for Technology Partners and Technology Alliance Partners are determined by the solution type and provided upon completing the membership application.

Membership is granted for a period of one year and automatically renews on an annual basis. Members who choose not to renew will be rendered inactive and access will be revoked.

### Solution Validation

All Technology Partner and Technology Alliance Partners must have documented interoperability either through a self-validation process or tekVizion/ShoreTel validation process. ShoreTel validation is performed at ShoreTel's discretion.

A solution application note or configuration guide is required for all solutions and is a prerequisite for entering the solution launch phase. This document outlines the configuration, extent of testing performed, and evidence of the test results. Publication is subject to ShoreTel approval.

For certification with tekVizion, ShoreTel will provide certification prerequisites and steps to members upon onboarding.

### **Solution Launch**

Upon successful completion of the validation phase, ShoreTel supports the promotion of Technology Partner and Technology Alliance Partner solutions to our sales, partner and customer communities. ShoreTel Technology Alliance Partners can leverage sales and marketing resources to promote their validated solution to ShoreTel partners and customers. These assets include:

- Approved use of the ShoreTel TechConnect logo.
- A brief solution description on the TechConnect website
- Eligibility to exhibit at the ShoreTel Champion Partner Conference
- Published application note/configuration guide on TechConnect website on ShoreTel.com



## Contact Information

To reach the ShoreTel TechConnect Program:

By Phone: Dial +1.800.425.9385 and choose Option 4 (TechConnect Program Manager)

By email: [TechConnect@ShoreTel.com](mailto:TechConnect@ShoreTel.com)

Legal notices with regard to your membership should be sent to:

ShoreTel, Inc.  
960 Stewart Drive  
Sunnyvale, CA 94085  
Attn: Legal Department

## Notices

The use of the term “member” in this agreement does not change the independent contractor relationship of the parties to each other and neither party will publicly announce or otherwise use the names “Member or Innovation Network or Innovation Network Participant” in its advertising or marketing without noting the following disclaimer in such communication: “Notwithstanding the use of the term “Member” in the lay/commercial sense, the parties are not legal partners of one another but are instead independent contractors.”

If there are conflicts between this document and the ShoreTel Innovation Network Alliance Agreement, the Program agreement is the final word.

## Document and Software Copyrights

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## About ShoreTel

ShoreTel is a leading provider of brilliantly simple [IP phone systems](#) and [unified communications](#) solutions powering today's always-on workforce. Its flexible communications solutions for on-premises, cloud and hybrid environments eliminate complexity, reduce costs and improve productivity. Recognized for its industry-leading customer experience and support, ShoreTel's innovative [business phones](#), application integration, collaboration tools, [mobility](#), and [contact center](#) applications enable users to communicate and collaborate no matter the time, place or device, with minimal demand on IT resources. ShoreTel is headquartered in Sunnyvale, Calif., and has regional offices and partners worldwide. For more information, visit <http://www.shoretel.com/>.

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