

Channel Chief View

ShoreTel Unveils New Opportunities for UC and UCaaS Partners at Upcoming Partner Conference

Q. What's in store for ShoreTel partners?

A. In a word, it's "ONE". That's our philosophy and objective—to underscore that ShoreTel and our partners are one. We are joined in our mission to identify and deliver perfect-fit customer solutions whether they are on-premises, cloud-based, or a hybrid cloud communications platform.

One is how we approach our go-to-market strategies, our sales position and our channel program. It defines our relationships with partners. Being tied together as one is critical for our mutual success.

Q. What is happening at the upcoming ShoreTel One Partner Conference?

A. There will be a lot of activity and knowledge exchanged over the course of a few days but I hope that partners will come away with a clear understanding of three things.

First, it's about the partner. We understand that our partners' ongoing success depends upon the value they deliver to their customers. That's why we want to make working with us frictionless. We want to offer a new way to do business that puts customer needs in the center and protects the partner, regardless of delivery model.

Second, it's about the platform. As a visionary provider of IP PBX phone systems and unified communications applications, ShoreTel sees the future of communications architecture as combining the best of two delivery methods: a hybrid cloud communications platform that delivers the resiliency, control and availability of an onsite, hardware-based phone system with the immediacy, ease and flexibility of virtual PBX applications delivered from the cloud.

Lastly, it's about training. With so many options for unified communications out there, it can be overwhelming. We want to simplify the process for partners to qualify and design customer-appropriate solutions. Our goal is to help them move beyond selling what's easiest to selling what's best for the customer.

Q. What makes ShoreTel's Partner Program so successful?

A. We don't dictate to our partners, we have conversations. It's the only way to fully understand what is important to partners at a very granular level—and respond accordingly. For example, for many partners, moving to a monthly recurring revenue model is a departure, and more concerning for some, is the fear that they lose control of the customer relationship. Through training and tactical workshops, we highlight the business and operations considerations of new delivery models, and we help partners understand their ongoing importance and role in the value chain.



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2015 in Orlando, Florida,
April 29th through
May 1st for unique
networking opportunities,
business development,
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