
A ShoreTel Reseller Partner presents:



VoIP System Proposal

for

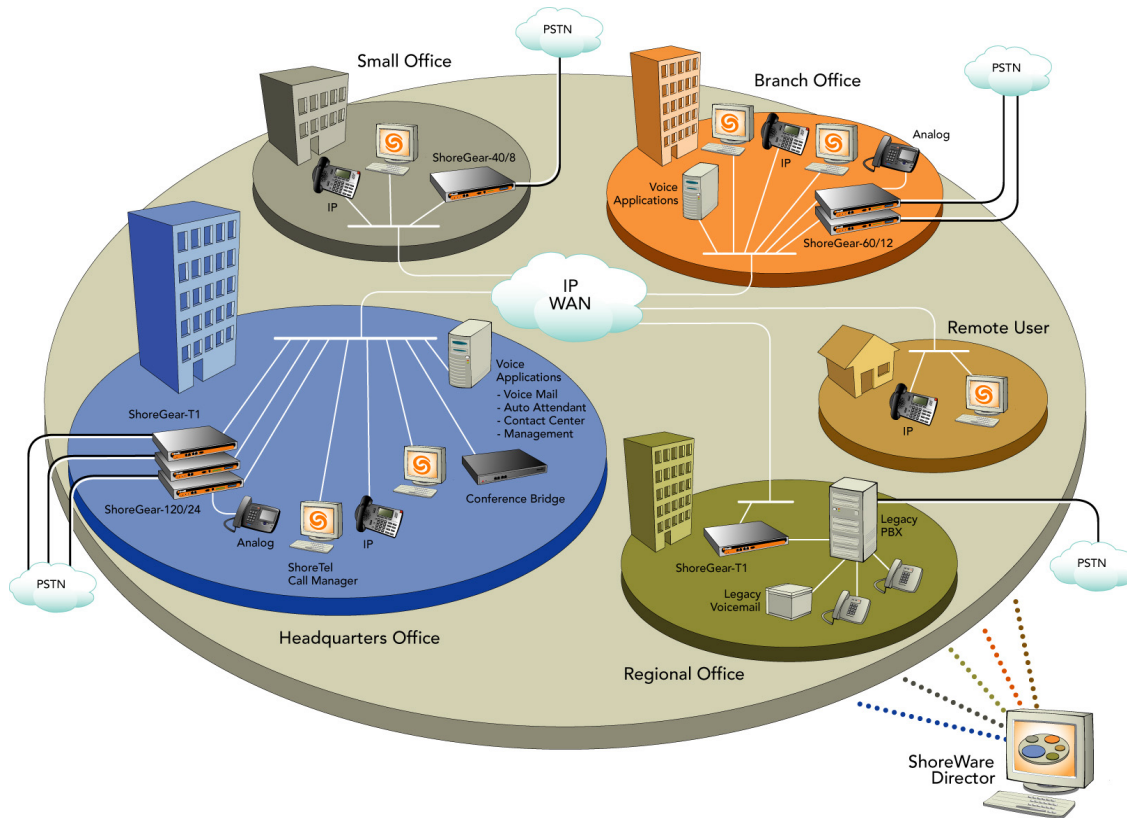
HaveNoFear Insurance LLC

14 April 2004



A. General Architecture

1. Provide a diagram of the major hardware and software components and how they are connected.



ShoreTel IP Phone System

The ShoreTel system is a completely distributed, scalable solution layered on the IP network with no single point of failure. At the heart of the system is a call control architecture that distributes call management functions to intelligent gateways – called voice switches – anywhere on the IP network. ShoreTel architecture distributes voice applications – including voicemail and automated attendant – to servers across locations, rather than centralizing applications at the network core. The resulting solution provides a single-image system for all locations and all voice applications. Gone are the days of multiple PBXs, multiple voice mail systems, multiple automated attendants, multiple ACD systems – all with their unique management interfaces. The ShoreTel system is distributed, the voice applications are integrated, and the management interface is best in class. Finally, somebody got it right.

Provide the business case for your selection based on HaveNoFear's goals, objectives and business environment. You are free to include a competitive analysis. Please limit your answer to 500 words or fewer.

Improve internal communications

In addition to a highly functional telephone, each user runs applications on the desktop that integrate with your business process and drive improvements in productivity as well as customer satisfaction. What does this really mean?

- General users get unified messaging so voice mail shows up in their email inbox, desktop call control allows them to control the behavior of their phone, and features like follow me find me allows them to be reached.
- Operators or executive assistants get online directories and constant presence information to connect calling parties with the right person quicker and help collaborate with key staff.
- Softphones, message notification and Follow Me / Find Me features keep remote workers in-touch with the rest of the organization – as well as your customers – with point and click ease.

React quickly to new business prospects

The ShoreTel system is highly flexible allowing companies to react to changing business environments.

- IT managers can redeploy the system quickly as employees move locations and new sites are added and removed.
- Users can freely move between the main office and remote teleworking locations and assign their extension to any telephone moving their entire profile with them allowing employees and customers to speed communications.

Provide excellent customer support

ShoreTel Contact Center solutions represent an evolutionary leap in customer service – a leap made possible by the convergence of voice and data into a single, unified medium. Contact Center solutions build on the advanced technology of the ShoreTel platform to dramatically improve customer service while reducing the cost of starting and maintaining a top-notch call center.

- Improved, More Responsive Customer Service - Customers appreciate quicker response and a more personalized approach.
- Optimized Resources - ShoreTel Contact Center reduces the cost of delivering top-notch customer service – while giving you performance data you need to measure agent effectiveness.
- Making the Virtual Call Center a Reality - The distributed architecture underlying Contact Center solutions means that agents can work from any location. Free from the limitations of geography, the size of your potential workforce expands to cover the globe. In addition to increased flexibility, a virtual call center reduces costs by making it possible for you to hire part-time staff or outsource service to regions offering lower labor costs.
- A More Intelligent Enterprise - ShoreTel Contact Center integrates with your existing business processes to take you to the next level of enterprise

intelligence. By connecting Contact Center data streams to your business process applications, you can start taking advantage of a higher level of business knowledge.

Control costs

The ShoreTel system will deliver significant value – savings costs over the entire life-cycle of the system.

- Since the ShoreTel system works with any data network equipment, you can avoid costly network upgrades and avoid being locked into proprietary end-to-end solutions.
- Move, add and change costs can be eliminated – with 70% of the workforce moving each year, and costing \$100 per change, HaveNoFear will save approximately \$12,600 per year.
- Phones calls between the main office and the remote teleworkers will flow over the IP network savings toll changes.

B. Phones

Basic phones for most employees. (These phones should be as low cost as possible while still containing required features)

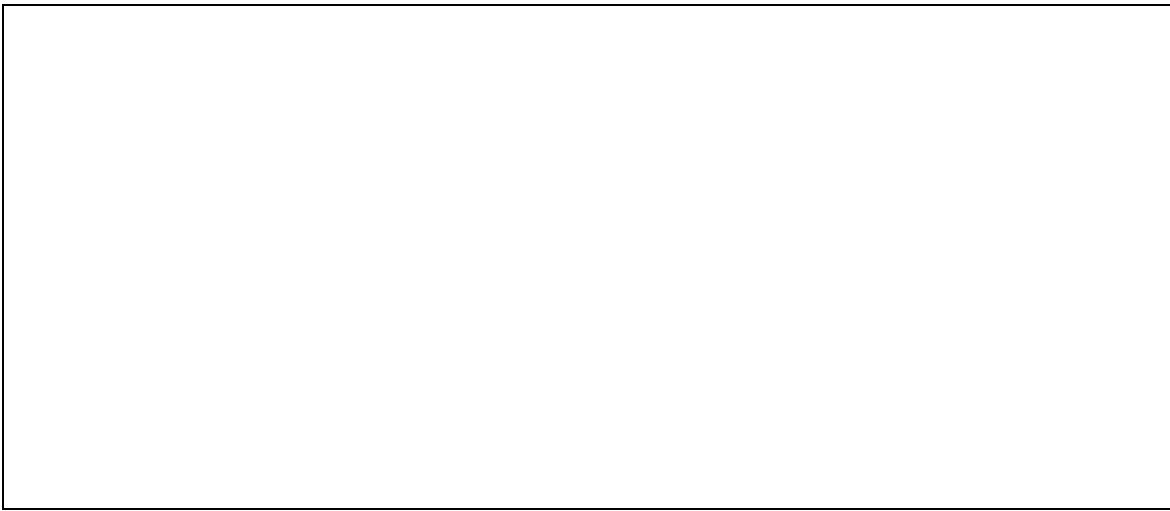
1. Model of phone proposed:

ShorePhone IP530

2. Pricing per 100 phones including software licenses:

\$329 each

3. Insert picture of phone here:



ShorePhone IP530 in Silver and Black

4. Please verify support for the following required features:

YES - 802.3af

YES - Two 100-megabit ports

YES - 802.3q/p and either DiffServ- or TOS-based QOS

5. Please check features tied to hard key:

YES - Call transfer

YES - Call forwarding

YES - Call hold

YES - Volume control buttons

6. Please check additional features supported:

YES - Calling number & name on display

YES - Message-waiting indicator

YES - Backlit display

YES - Tilttable screen

Note: The unique ergonomic design of the ShorePhone IP210, IP530 and IP560 has

a concave telephone base that presents the keypad on a horizontal surface for ease of dialing while the display is on a vertical plane for ease of viewing.

7. Please fill in quantity:

Number of call appearances: **6**

Number of bridged appearances: **6**

Number of programmable keys: **6**

Size of display: **24 characters x 7 lines, 160 x 80 pixel grayscale**

8. List codecs available:

Wideband **256Kbps (frequency response of 50Hz – 7000Hz)**

G.711 **64 Kbps**

G.729a **8Kbps**

9. List codecs available with Voice Activity Detection/Silence Suppression:

None

2. Executive phones:

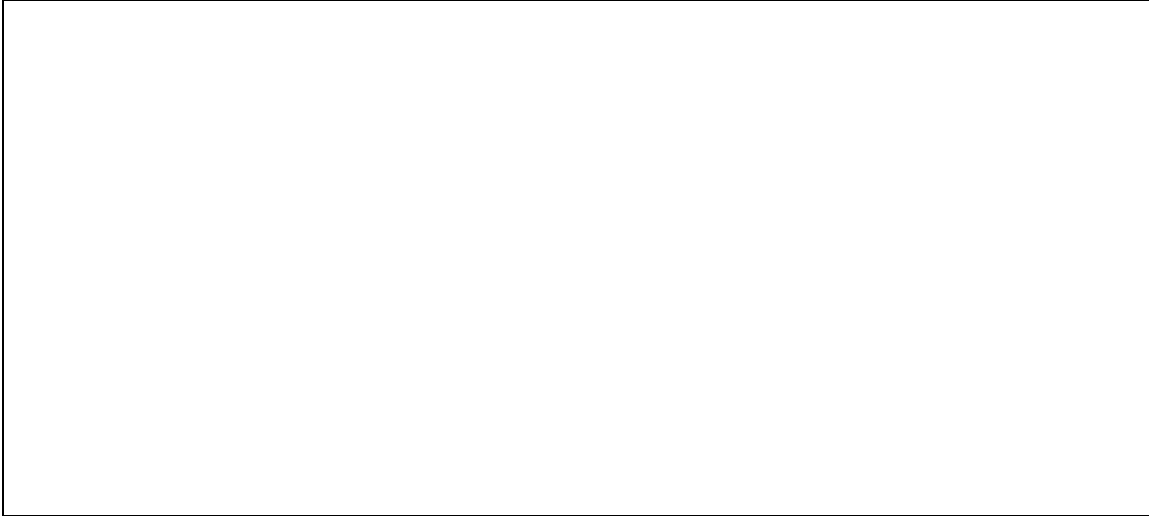
1. List model of phone proposed:

ShorePhone IP560

2. Pricing per 100 phones including software licenses:

\$429 each

3. Insert picture of phone here:



ShorePhone IP560 in Silver and Black

4. Please verify support for the following required features:

YES - 802.3af

YES - Two 100-megabit ports

YES - 802.3q/p and either DiffServ- or TOS-based QOS

5. Please check features tied to hard key:

YES - Call transfer

YES - Call forwarding

YES - Call hold

YES - Volume control buttons

6. Please check additional features supported:

YES - Calling number & name on display

YES - Message-waiting indicator

YES - Backlit display

YES - Tilttable screen

Note: The unique ergonomic design of the ShorePhone IP210, IP530 and IP560 has a concave telephone base that presents the keypad on a horizontal surface for ease of dialing while the display is on a vertical plane for ease of viewing.

7. Please fill in quantity:

Number of call appearances: **6**

Number of bridged appearances: **6**

Number of programmable keys: **6**

Size of display: **24 characters x 7 lines, 160 x 80 pixel grayscale**

8. List codecs available:

Wideband **256Kbps (frequency response of 50Hz – 7000Hz)**

G.711 **64 Kbps**

G.729a **8Kbps**

9. List codecs available with Voice Activity Detection/Silence Suppression:

None

3. Attendant Consoles:

1. List model of phone proposed:

ShorePhone IP560

2. Pricing for two phones including software licenses:

\$429 each

3. Insert picture of phone here:



ShorePhone IP560 in Silver and Black

4 Please verify support for the following required features:

YES - 802.3af

YES - Two 100-megabit ports

YES - 802.3q/p and either DiffServ- or TOS-based QOS

5. Please check features tied to hard key:

YES - Call transfer

YES - Call forwarding

YES - Call hold

YES - Volume control buttons

6. Please check additional features supported:

YES - Calling number & name on display

YES - Message-waiting indicator

YES - Backlit display

YES - Tilttable screen

YES - Direct trunk selection

YES - Incoming trunk display

Note: The unique ergonomic design of the ShorePhone IP210, IP530 and IP560 has a concave telephone base that presents the keypad on a horizontal surface for ease of dialing while the display is on a vertical plane for ease of viewing.

7. Please fill in quantity:

Number of call appearances: **6 (16 with Operator Call Manager software)**

Number of bridged appearances: **6 (unlimited with Operator Call Manager software)**

Number of programmable keys: **6**

Size of display: **24 characters x 7 lines, 160 x 80 pixel grayscale**

8. List codecs available:

Wideband **256Kbps (frequency response of 50Hz – 7000Hz)**

G.711 **64 Kbps**

G.729a **8Kbps**

9. List codecs available with Voice Activity Detection/Silence Suppression:

None

4. Conference phones:

List model of phone proposed:

ShorePhone IP210

Pricing for five phones including software licenses:

\$229 each

Insert picture of phone here:



ShorePhone IP210 in Silver and Black

Describe major features of conference phone: Limit answer to 100 words.

ShorePhone IP telephones offer a wideband audio codec that supports three full octaves of human sound—far superior to the single-octave capability of other vendors' phones. High-fidelity, full-duplex speakerphones deliver audio with astonishing clarity—adding immediacy and depth to handsfree conversation.

5. Describe how software images are updated on phones in order to minimize management costs and disruption to end users. Maximum of 100 words.

The ShoreTel IP phone system is managed through a single browser interface. Software is distributed from the centralized management server providing automatic downloads to IP phones are automatically updated without visiting the individual desktop.

Provide the business case for your phone selection based on HaveNoFear's goals, objectives, and business environment. Please limit your answer to 100 words.

ShorePhone telephones feature the same ease-of-use and rich feature set that customers have come to expect from ShoreTel products. The leading-edge industrial design of ShoreTel's new line of IP phones dramatically improves user experience.

ShorePhone IP phones are designed to please the eye as well as the ear. The concave sweep of the face places the keys on a horizontal plane while keeping the display vertically aligned for easy viewing. A bright, backlit display (IP 560 / 530) is easy to read from any viewing angle, and the message-waiting light is visible from a full

360° viewing angle. Color-lit line buttons (IP 560) provide immediate, at-a-glance information about incoming calls and messages.

Designed to conform to the human body, the IP telephone encourages interaction. Tactile, rubber keys are comfortable to the touch and reduce strain on the fingers and wrists. The precision-balanced, contoured handset includes a cushioned grip and finger notch that makes it comfortable to hold or rest on the shoulder.

C. PBX

Pricing for PBX with the following capacities and features checked below:

- 300 IP phones
- 50 telecommuters
- 10 analog fax lines
- 48 Inbound digital trunks with DID support
- 35 Outbound digital trunks

1. PBX Model:

ShoreTel5 IP Phone System

2. PBX Price:

ShoreTel system including normal discount = \$96,952

The ShoreTel5 IP Phone System grows seamlessly to 10,000 users supported will beyond the 200 or 300 users projected as future requirements at HaveNoFear Insurance. This quote provides the hardware and software to support the initial 180 users discussed earlier in the RFP.

180 ShorePhone IP530

2 ShoreGear-120/24 voice switches (hosting the IP phones and FAX lines)

4 ShoreGear-T1 voice switches (hosting the four T1 trunks)

50 SoftPhones (supporting remote workers)

180 PBX, voice mail, unified messaging accounts, desktop accounts

3. Describe high- availability and redundancy features. Limit answer to 200 words:

The basic building blocks of the system are ShoreGear voice switches, which are intelligent devices that provide both gateway and call management functionality. ShoreGear voice switches are purpose-built devices that run an embedded, real-time operating system, each delivering 99.999% reliability ensuring dial tone – the most critical business application.

Even more significantly, the call control software is distributed to each and every voice switch, eliminating any single point of failure. In the unlikely event a ShoreGear voice switch does fail, the other switches on the network automatically take on the call-processing load. There is no server involved with the basic telephony, thus the system delivers levels of availability unmatched by even legacy vendors.

In the unlikely event a ShoreGear voice switch fails, IP phone failover automatically reassigns phones to an available voice switch.

In the event of a WAN failure, distributed call control allow continues to provide PBX services. In addition, the PSTN failover feature automatically routes calls across the PSTN.

In the event of a long power outage exceeding UPS power backup, Power failover transfer will automatically connect analog trunk lines to analog telephones for continuous dial tone for emergency purposes.

4. Check the following features that are supported in the proposed system:

Yes - Authorization codes
Yes - Automatic callback
Yes - Add-on conference
Yes - Call waiting
Yes - Paging
Yes - Hoteling
Yes - Automatic camp-on
Yes - Automatic alternate routing
No - Trunk callback queuing
Yes - Uniform dial plan
Yes - Night service
Yes - E911 Support
Yes - Class of service
Yes - Class of restriction
Yes - Intercom groups
No - Group paging
Yes - Directed call pickup
Yes - Group call pickup
Yes - Distinctive ring

5. Provide the business case for your selection based on HaveNoFear's goals, objectives, and business environment. You are free to include a competitive analysis. Limit response to 300 words.

While competitors modified cumbersome legacy technology or patched together an array of products from different acquisitions to form their telephony products, ShoreTel started from a clean slate. As a result, ShoreTel Smart™ systems are remarkably simple, yet have all the features and reliability expected from a technologically advanced IP telephony solution:

- **Distributed intelligence** - With no single point of failure and embedded hardware platforms, ShoreTel systems are extremely reliable.
- **Single management interface** - A single-view interface means users spend very little effort managing this streamlined system.
- **Application-rich** - From converged conferencing to unified messaging, distributed customer care to seamless telecommuting, ShoreTel systems

deliver a full suite of applications.

- **Easy to use - With a perceptive design, ShoreTel systems live up to their reputation as the industry's easiest solutions to use.**
- **Exceptional customer service - The company has a six-year track record of outstanding customer satisfaction and our network of partners provides responsive support to hundreds of successful enterprises.**
- **Data-network independent - That's why ShoreTel systems integrate with switches and routers from all the leading data vendors so customers are not faced with costly network upgrades mandated by proprietary vendors.**
- **Phenomenal clarity - Users and their callers won't be able to tell the difference between phone calls over traditional landlines or phone calls over the local and wide area network.**
- **Simple expansion capability - Standalone or integrated solutions easily expand up or down. Users' in-house IT experts can add phones, change extensions, alter voice mail and reconfigure options without help.**
- **Smooth migration path - Starting with a branch office or corporate headquarters, ShoreTel technology is the easiest way to embrace IP telephony.**

D. Telecommuting:

Currently there are 20 employees who live in the area and want to telecommute from home via their broadband connections. The company wants to provide the flexibility for those in the call center to be able to work from home in a seamless manner. There will also be 30 additional telecommuters who also have office phones but spend a majority of their time on the road.

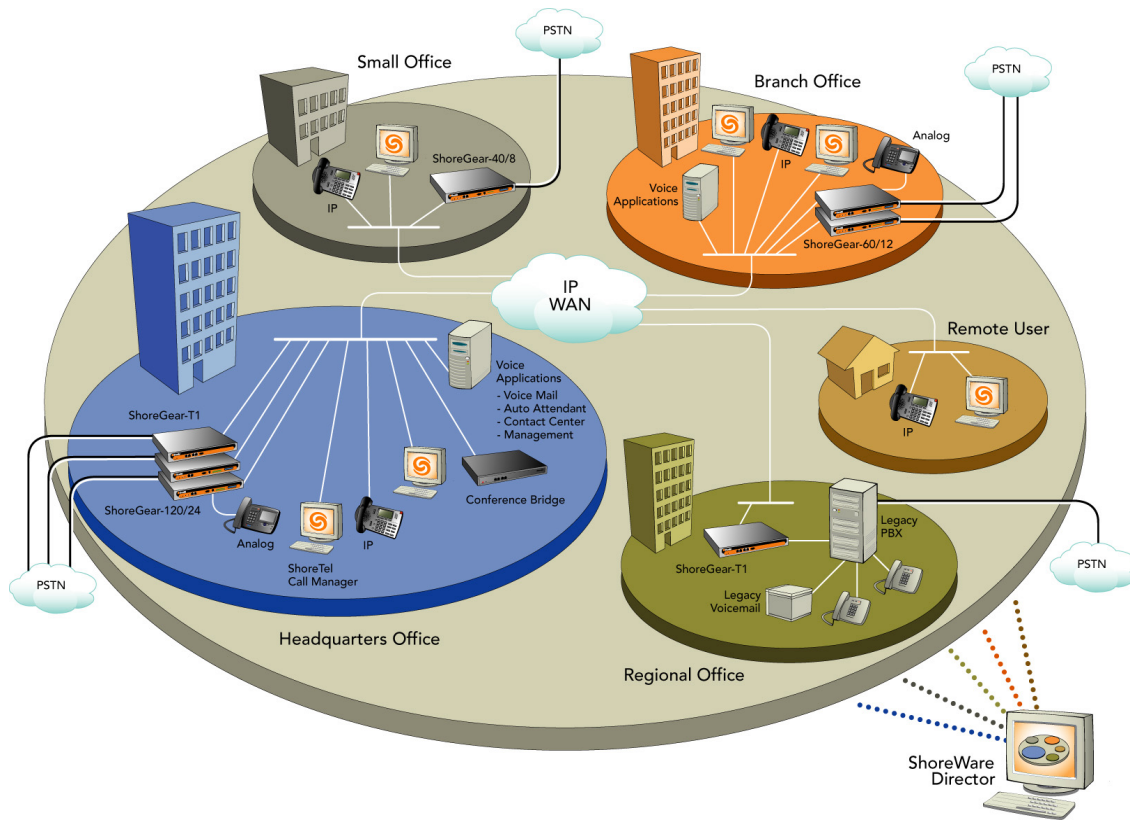
1. Provide name of telecommuting product:

ShoreWare Personal Call Manager (including desktop call control, unified messaging, message notification and follow me / find me)
ShorePhone SP100 soft phone

2. Provide per employee price for telecommuting product:

Included

3. Provide a diagram of your proposed telecommuting solution:



Remote Office Solution (using SoftPhone instead of IP Phone)

4. Describe how you provide this in a secure, functional environment. Limit response to 150 words.

The telecommuting solution is completely integrated with the ShoreTel system and is easily deployed in a secure manner. Remote users simply run a VPN software client and launch their ShoreWare Call Manager with the Softphone option. Security is ensured though the VPN tunnel using IPsec.

E. Presence:

The second set of telecommuters mentioned above will need to be accessed as quickly as possible. There are also numerous other groups of individuals within the company who need to access each other at a moment's notice. The company would like the option of knowing the availability information of individuals, or groups of individuals, who can quickly be consulted or patched into a call to address problems via office phone, telecommuting phone, cell phone, IM or e-mail.

1. Indicate the product name or feature that provides this option:

ShoreWare Personal Call Manager (including desktop call control, unified messaging, message notification and follow me / find me)

2. Provide the price for this feature per 100 users:

Included

3. Describe the hardware/software platform and requirements.

Windows 2000, XP

4. List the features available:

Presence information presented to all other users:

Call status

Presence information presented to class of service designated users:

Call handling mode (standard, in a meeting, out of office, extended absence, custom)

Call handling (forwarding option, forwarding destination)

Call handling note

Caller name and number

5. Describe how a user updates his or her own presence, for example, the application and rules available.

Call status is updated automatically without user interaction by the ShoreTel system. Call handling information is updated through any number of interfaces including the user's desktop application called the ShoreWare Personal Call Manager, telephone (DTMF) or a web site.

6. List enterprise IM products supported that will display presence information

This is inherent in the ShoreWare Personal Call Manager.

7. List phones that will reveal presence information, and describe the presence information that they will reveal to presence application. Limit description to 100 words.

The ShorePhone IP560 and IP530 deliver presence information including call status and call handling mode.

8. List desktop applications that reveal desktop presence, and how presence is monitored and revealed. For example, keystroke monitoring, application usage monitoring.

The ShorePhone IP560 and IP530 deliver presence information including call status and call handling mode.

9. List groupware/calendaring systems that support user-driven status updates and describe their level of integration.

This is inherent in the ShoreWare Personal Call Manager.

Presence information presented to all other users:

Call status

Presence information presented to class of service designated users:

Call handling mode (standard, in a meeting, out of office, extended absence, custom)

Call handling (forwarding option, forwarding destination)

Call handling note

Caller name and number

10. Provide screenshot of presence client interface.



11. Provide the business case for your selection based on HaveNoFear's goals, objectives, and business environment. You are free to include a competitive analysis. Limit response to 300 words

While competitors modified cumbersome legacy technology or patched together an array of products from different acquisitions to form their telephony products, ShoreTel started from a clean slate. As a result, ShoreTel Smart™ systems are remarkably simple, yet have all the features and reliability expected from a technologically advanced IP telephony solution:

- **Distributed intelligence -** With no single point of failure and embedded hardware platforms, ShoreTel systems are extremely reliable.
- **Single management interface -** A single-view interface means users spend very little effort managing this streamlined system.
- **Application-rich -** From converged conferencing to unified messaging, distributed customer care to seamless telecommuting, ShoreTel systems deliver a full suite of applications.
- **Easy to use -** With a perceptive design, ShoreTel systems live up to their reputation as the industry's easiest solutions to use.
- **Exceptional customer service -** The company has a six-year track record of outstanding customer satisfaction and our network of partners provides responsive support to hundreds of successful enterprises.
- **Data-network independent -** That's why ShoreTel systems integrate with switches and routers from all the leading data vendors so customers are not

faced with costly network upgrades mandated by proprietary vendors.

- **Phenomenal clarity** - Users and their callers won't be able to tell the difference between phone calls over traditional landlines or phone calls over the local and wide area network.
- **Simple expansion capability** - Standalone or integrated solutions easily expand up or down. Users' in-house IT experts can add phones, change extensions, alter voice mail and reconfigure options without help.
- **Smooth migration path** - Starting with a branch office or corporate headquarters, ShoreTel technology is the easiest way to embrace IP telephony.

F. Conference Calls

Currently the company rents a conference bridge for conference calls. It would like three simultaneous conference bridges with 6 participants each.

Please describe the features and limitations of your system, including additional cost if necessary, that will allow the company to set up calls with one call-in number that will include external participants.

1. Indicate the product name or feature that provides this option:

The ShoreTel IP Phone System inherently supports 6-party "Add-On" conference.

An optional 12, 24, 48 or 96 port Converged Conference solution is also available providing "Meet Me" audio conferencing as well as data collaboration including "Show Me" instant collaboration.

2. Provide the per user price for this feature:

6-Party, Meet-Me Audio Conferencing:	Included
12-Party, Add-On Converged Conferencing:	\$7,704

3. Describe how conference calls are set up and reserved. Limit response to 100 words.

The ShoreTel Converged Conference solution provides several setup and reservation options. The solution supports one-time scheduled calls, re-occurring calls, as well as reservationless calls. Booking of calls can be accomplished through a website or through your Microsoft Outlook Calendar.

ShoreTel Converged Conferencing is delivered on an embedded platform that connects directly to the IP network. Providing audio and data collaboration services, enterprises can drive down the cost of conference services. Converged Conferencing makes your communication with individuals and with groups more effective so you can get the business results you need faster than ever before. For instance, a user on a call can share a document by dragging and dropping the file in the ShoreTel Call Manager application, and the other party is instantly brought to a Web page with the information!

G. Voice Mail

Approximately 50 hours of voicemail for 220 employees is requested. Please indicate the per user price of the voicemail and the maximum hours allowed.

The ShoreTel system supports voice mail as an inherent feature of the system. The associated quote provides PBX, voice mail and unified messaging, as well as presence services for 180 users.

The ShoreWare voice mail is delivered on a standard server that sits on the IP network eliminated standard port and storage limitations. The voice mail solution has been tested to 254 simultaneous calls (i.e. ports) and provided unlimited storage (limited only by the size of the hard disk).

1. Indicate the product name or feature that provides this option:

ShoreWare voice mail

2. Provide the per user price for this feature plus maximum per user hours:

Support for 180 users has been included in the quote. ShoreTel does not charge based on hours of storage.

H. Unified Messaging

Employees rely on voicemail and e-mail for communications. HNF would like to simplify the process of retrieving voicemail and possibly provide more flexibility in retrieving e-mail. For this reason the company is investigating the possibility of integrating its voicemail system with a future new e-mail system. Please indicate which of the following features are supported:

1. Indicate the product name or feature that provides this option:

ShoreWare Personal Call Manager

2. Provide the price for this feature or product per 100 employees:

Included

3. Check all the features provided in the quoted product:

Yes - Read voicemail messages from e-mail

Yes - Caller ID information provided in header of e-mail

Yes - Delete voicemail messages on voicemail system from e-mail

Option - Listen to e-mail messages from phone

Option - Delete e-mail from phone

Option - Forward e-mail messages from phone

Option - Forward e-mail messages from phone with comments

4. Describe any IVR or speech recognition capabilities that add value to the product. Limit response to 100 words.

ShoreTel supports several third party speech-to-text and text-to-speech products that enhance the base voice mail package.

5. List the e-mail packages that support the unified messaging feature

Microsoft Outlook

6. Provide additional comments as necessary. Limit comments to 100 words.

ShoreTel also provides a voice mail application supporting any Windows desktop machine. This allows uses of Lotus, Groupwise and other applications to receive voice mail on their computer. For non-Windows desktops, ShoreTel can deliver voice mail as a WAVE file to any email address.

I. Application Integration

HNF is open to the possibility of realizing gains by integrating its phone system with business applications. The company will be investing upgrades to its business apps in the near future. It is currently interested in exploring the possibilities for integrating these apps with their VoIP system.

1. Please list the business applications that will integrate with your system, along with a brief summary.

The ShoreTel system has TAPI, TAPI Wave, HTML and DDE interfaces for applications integration. Application integration has been completed with EasyRun ACD systems, eDial conference system, Aspect call centers and Siebel CRM systems to name a few. Most popular applications are using the IVR engine included in the ShoreTel Enterprise Contact Center to collect customer data from inbound callers, execute some special routing based on the customer, and pop a CRM screen on an ACD agent's desktop.

2. List the software vendors not mentioned above with which you have established partnerships:

EasyRun

eDial

Aspect

Siebel

3. Provide additional comments about the current or planned business value of support for third party integration. Limit response to 100 words.

ShoreTel is continuing investment in business integration supporting financial institutions, professional services and education vertical markets.

J. Business Summary (Optional)

You may use this section to summarize the business value that you are providing that you were not able to cover in any of the above sections. You may also use it to make additional recommendations or comments on the RFI. Limit your answer to 200 words.

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- **Smooth migration path** - Starting with a branch office or corporate headquarters, ShoreTel technology is the easiest way to embrace IP telephony.

J. Pricing Summary and Totals

Please include all costs incurred by HNF in incorporating your system.

1. Provide pricing summary for sections B – I, by section.

ShoreTel system including normal discount = \$96,952

The ShoreTel5 IP Phone System grows seamlessly to 10,000 users supported will beyond the 200 or 300 users projected as future requirements at HaveNoFear Insurance. This quote provides the hardware and software to support the initial 180 users discussed earlier in the RFP.

180	ShorePhone IP530
2	ShoreGear-120/24 voice switches (hosting the IP phones and FAX lines)
4	ShoreGear-T1 voice switches (hosting the four T1 trunks)
50	SoftPhones (supporting remote workers)

180 PBX, voice mail, unified messaging accounts, desktop accounts

2. Provide all installation costs and maintenance costs

Installation costs = \$11,695

Annual hardware and software support costs = \$9,695

K. Distribution Channel

1. Is the system purchased through direct sale, resellers, and/or channel partners?

☐ Direct sale

☐ Resellers

Only - Certified Resellers

☐ Channel Partners

☐ Other. Please explain:

VII. Vendor Information

1. How long have you been in business?

Since 1996

2. What is the size of your organization by number of employees?

85 employees (approximately 600 employees when including reseller sales and support personnel).

3. How long has the product been shipping?

Since 1998

4. Do you provide onsite support for installation and configuration?

Yes, through certified ShoreTel partners.

5. In how many cities do you provide onsite support?

All, through certified ShoreTel partners.

6. List three enterprises that are currently using the proposed solution.

Hitachi Consulting

Muzak

NASA

Old Republic Title

Paramount Parks

US Army Corps of Engineers

US Navy (mobile field hospitals)