

PilotHouse Award Summary

For the past six years, Nemertes Research has asked IT decision-makers to rate their strategic partners for IP telephony. This year's project includes 1,393 total participants. Thirty-nine IP-telephony vendors received votes. These results help companies evaluating a new IPT strategy, reassessing an existing one, or considering IP-telephony options.

What makes this project so different from any other research available? **The results are based 100% on the experiences of IP-telephony decision-makers.** Nemertes' staff determines the methodology, conducts the research and analyzes the findings. But we have no influence over how any given vendor performs; that rests with their customers. In addition, no vendors sponsor this research. (For detailed methodology, please see the complete report.)

IT practitioners rated their providers on a 1- to 5-scale (5 is the highest score) in the following areas: Value, technology, customer service, ease of implementation and troubleshooting, and management tools. We achieved statistical validity across the survey and interviews by ensuring the questions we asked were the same, and that the interview group and survey group represent discrete samples of the same population. Survey and interview validity are achieved through pre-scripted interview forms and peer review of interview protocols. For IP telephony Nemertes defines two classes of vendors, Market Leaders, who have hundreds or thousands of customers, perhaps millions of users, and significant market share in terms of revenues or units shipped; and Market Challengers, who have scores, hundreds, or thousands of customers, and thousands or tens of thousands of users—and the positioning to take share from the Market Leaders.

ShoreTel wins the Market Challenger award for IP telephony. More importantly, ShoreTel earned the highest score in every category rated and among every vendor--both Market Leaders and Market Challengers.



Why ShoreTel Won

Implicit in the results is that ShoreTel has provided a solution that has created a solid customer experience. ShoreTel has scored at the top in every ratings category since Nemertes began tracking IP-telephony vendor performance six years ago. This year is no different as ShoreTel won every ratings category. ShoreTel's key driver continues to be its value, with a 4.31 rating. Customers

routinely praise their purchases of ShoreTel gear as providing an exceptional set of features and a highly resilient architecture at both lower upfront and ongoing costs than its competitors. Its distributed architecture provides for redundancy at an affordable price.

ShoreTel's customers praise its technology (4.15), as well. They often note the ability to easily scale by simply adding new switches as they add new sites or expand

existing sites. “We found ShoreTel provided a better solution than its competitors, especially in the contact center,” says the director of telecom at a professional-services firm that has deployed about 200 end-points.

Customers also praise ShoreTel’s feature set, including presence and unified-communications capabilities. “Our ShoreTel rollout is very successful, complete, and evolving. We’ll be adding more advanced UC and contact-center features,” says the network manager of a financial-service company with 490 end units installed.

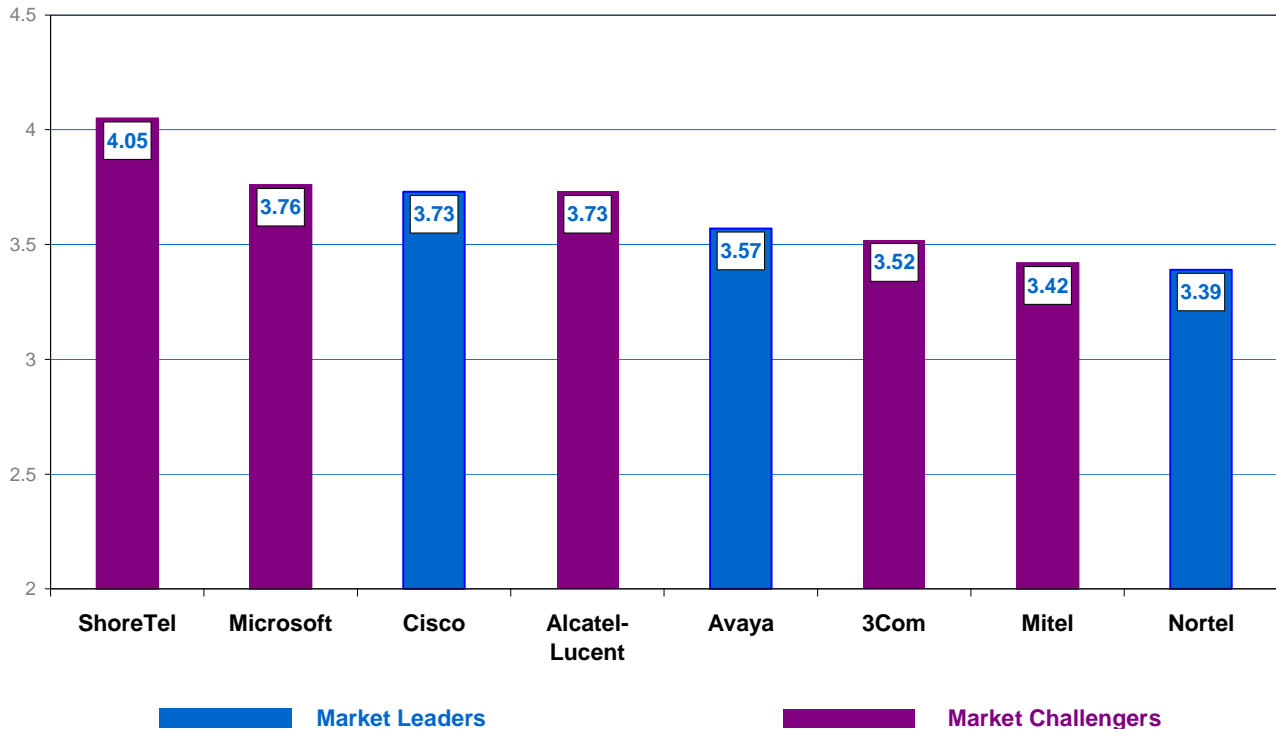
ShoreTel’s value is highlighted by its ability to deliver a complete solution, support

for SIP trunking, and robust and growing network of value-added resellers.

“We picked ShoreTel because of its enthusiastic VARs, low cost, wide support for SIP-trunking service providers, UC features, and the scalability to grow as we grow,” says the director of telecom for a nationwide engineering firm.

The common thread among participants that favor ShoreTel is its value. Low prices, a broad set of features, scalability, strong customer service, and relatively less complicated deployment and troubleshooting requirements all contribute to ShoreTel’s win.

IP Telephony: All Vendors, Overall Scores



About Nemertes Research: Nemertes Research is a research-advisory firm that specializes in analyzing and quantifying the business value of emerging technologies. You can learn more about Nemertes Research at our Website, www.nemertes.com, or contact us directly at research@nemertes.com.