



Get the right  
balance of  
*FLEXIBILITY*  
and *CONTROL*  
with Mitel  
subscription.

# CHOICE WHERE IT SUITS





# CHOICE MATTERS

From TV to food deliveries, we've all come to enjoy the flexibility and affordability of subscription services. For businesses in a changing world, subscriptions are a fantastic way of testing out new technology

That's why Mitel has launched subscription-based offers across all platforms. We intend to help businesses like yours address some of the core challenges associated with transformation while increasing productivity.

But why choose a subscription – and why from Mitel? What are the benefits? And how does it work? These are questions we answer with this guide.

**70%** of business leaders believe subscriptions will be key to their prospects in the coming years.<sup>1</sup>





# WHY CHOOSE A SUBSCRIPTION?

At the start of the pandemic, the way we worked changed, almost overnight. Many organisations had to rapidly adopt new communication methods to enable new and different ways of working.

Now, in the wake of the pandemic, it's time to take stock. To assess whether the sticking-plaster solutions first employed still work for the businesses of today and tomorrow. But as you begin to transform your workplace, you might see a higher demand on your budget than usual.

With subscription, your business can address some of the core challenges associated with transformation. Up-front costs are minimised, providing your business with the communication and collaboration tools your teams need right away. In turn, this drives an increase in productivity and generates new growth opportunities.

ARC Advisory Group anticipates subscription-based models could grow at a pace nearly **four times** that of traditional software licenses over the next five years.<sup>2</sup>



The benefits of subscriptions vary from business to business, but the main advantages can be broken down into three distinct pillars.

## CHOICE

We believe choice puts organisations in control. That's why we believe it's only right to offer a range of solutions and options on the subscription model, as well as one-off payments. That way, you can select a commercial framework that fits your organisation exactly.

## FLEXIBILITY

Choose the perfect package of communication, collaboration and customer experience features tailored to your organisation's needs. Adapt your users and profiles as your organisation scales, and adjust your products, applications, add-ons and services to unlock new capabilities.

## OPPORTUNITY

Switching to a subscription model means you can take advantage of new opportunities as soon as they present themselves. And you can change organisational direction with less friction, enabling you to evolve and progress more easily.







# WHY CHOOSE MITEL?

When it's your job to ensure that the communications infrastructure you operate is fit for business, you're under constant pressure to innovate and deliver. We understand, which is why we're here to offer you the power of choice.

With subscription-based offers from Mitel, you have the power to tailor your products and add the apps you need. Mitel gives you the power to choose on-premises, cloud or hybrid technology; choose when to upgrade; choose how to roll out new solutions; choose which employees to restrict system access to; choose how to transact.

These are just some of the choices our subscriptions offer to IT departments that want to drive their business forward – we're giving you the flexibility to choose the right solution for you now and freely evolve as your business or industry changes.

Of course, we'll take the time to understand your business and uncover your specific requirements before tailoring solutions to meet them. Then, we deliver scalable unified communications solutions that integrate with your existing systems and eliminate technical complexities that can disrupt user adoption.

No matter your network, systems and IT challenges, our new subscription-based offers are here to help you drive your business forward. Let's take a look at how a subscription with Mitel works.

**64%** of people feel more connected to companies they have a direct subscription experience with, versus companies whose products they simply purchase as a one-off.<sup>3</sup>





## CASE STUDY

# Preventing trouble brewing at Carlsberg

The Carlsberg brand is known around the world for great beer, but the company also put great emphasis on great external and internal communications.

When Carlsberg moved its UK headquarters, it concluded it wasn't wise to take its ten-year old communications system with them. Instead, it was time to move to the cloud. So, Mitel helped Carlsberg adopt advanced telephony and contact centre solution in under two months.

"It's definitely both easier and cheaper to manage voice systems and contact centres in the cloud with Mitel subscriptions."

Laurent Gaertner, Director of Global Network and Hosting, Carlsberg Group

[Read more >](#)





# CHOOSE YOUR OWN PATH

Can something really be considered flexible when it's your only option? At Mitel, we don't think so. That's why we let you choose not only your communication solution, but also how it's deployed and how you pay for it. So as your business evolves, you can always ensure that your solution and payment model are adapted to meet your current and future needs.

In fact, there are just three simple steps to building your perfect Mitel subscription.

- 1 *TAILOR YOUR SOLUTION*
- 2 *DETERMINE YOUR DEPLOYMENT MODEL*
- 3 *CHOOSE YOUR COMMERCIALS*





## 1. TAILOR YOUR SOLUTION

The first step is selecting and configuring the communication product that offers the best solution for your needs.



### TELEPHONY SOLUTION

Select and configure your core communications product to fit your business needs, size and industry with Mitel subscriptions.

Rich PBX features, advanced call controls and softphone, mobile and IP desk phone options enable you to talk and meet from anywhere effortlessly.



### ADD COLLABORATION

Add collaboration apps to your core telephony solution such as MiCollab and MiTeam Meetings.

Bring teams together with tools for messaging, conferencing, screen sharing, file sharing and more. Help users stay connected while on the go with our web, mobile and desktop apps.



### ADD CUSTOMER EXPERIENCE

Extend the solution and include things such as Contact Center to improve customer support and the employee experience. Impress customers with all-in-one interaction management platforms that transform dated voice-only call centres into omnichannel customer experience centres.



### ENHANCE WITH APPLICATIONS AND ADD-ONS

Enhance your communications experience with Mitel and third-party apps from analytics to mass notification to alarming to workforce management, to campaign management and lots more.



### INCLUDE PREMIUM SOFTWARE ASSURANCE

At Mitel, premium support comes as standard across all subscription packages. This gives you access to 24/7 technical support, software patch updates, hot fixes, and major software releases. Plus, online training with Premium Software Assurance and Mitel Performance Analytics to help you optimise your Mitel system.





## 2. DETERMINE YOUR DEPLOYMENT MODEL

Once you have all the components, choose how you want to deploy them. Wherever your organisation prefers to work, we can support you via:



Public cloud



Private cloud



On premise

## 3. CHOOSE YOUR COMMERCIALS

Now that you have all of the elements, the final step is choosing how to pay.



### SUBSCRIPTION

Our subscription model offers choice and flexible terms. Combining minimal upfront costs and always up-to-date software, it is the preferred route for many of our customers.



### LICENCE

If you prefer a more traditional approach to finance or are still in the process of transitioning, our licence options are always available.



### BOTH

Make the move to subscription at your own pace with a blend of licence and subscription payments.

### LOOKING FOR MORE?

This is just a taste of the range of Mitel product and applications you can include as part of your subscription.

Visit Mitel to find out more





# THE RIGHT SOLUTION: NOW AND GOING FORWARD

Mitel subscriptions can be adapted to support your business over time, evolving your communication and collaboration stack, so that you can take advantage of new opportunities more quickly and easily.

## *ADJUST YOUR FINANCIALS*

Whether you choose to pay via subscription, upfront payment or a mix of both, you can design a payment model to fit your requirements now. As things change, you can then adjust how you pay for products in a way that makes sense for business, from a financial and technical perspective, or even transition your existing products and applications from one payment method to another.



"Flexible pricing and contracting term are the most important purchasing criteria for enterprise customers."<sup>4</sup>





## ADAPT YOUR SOLUTION

Mitel offers extensive choice in its solution, so you can adapt it to fit your business and your people, even as those things change. Our philosophy is to fit our product and solution to your specific needs. From nurses on wards to shop assistants in a retail space, how, when and what they communicate varies dramatically, and it's our job to ensure it's effective.



### The right solution for your business

Our partners analyse and assess your business to configure a communication solution that fits your needs exactly and is specialised for your industry vertical.

Beyond shaping the core solution, you can add applications that enhance or extend each area across telephony, collaboration and customer experience. The subscription process makes it easier to add and bundle in these components at the start of your subscription or further down the line, enabling you to achieve a tailor-made solution through a simple monthly payment.



### Your people, our profiles

In order to help businesses find the right product mix for them, we have designed profiles around typical use cases. From operators to reception, knowledge worker to call centre agent to guest – each profile considers the unique requirements a specific role has. This ability to tailor profiles to the business and its people ensure the best possible fit and is central to the Mitel subscription model. And as your business changes, the mix of profiles can be adjusted to suit.

Large businesses with  
<1,000 employees use

**150+** software  
subscriptions

while smaller businesses  
with <50 employees use  
over 16.<sup>5</sup>



## CASE STUDY

# Creating a single experience for AllSaints

AllSaints value being customer centric and working as one team. A unified communication solution directly supports these values.

Having deployed a variety of telephony solutions across 27 countries, AllSaints' communication network was proving to be complex, time consuming and expensive to run and operate. Mitel helped them unify their Telephony and Contact centre solutions with MiCloud Flex, bringing significant efficiency and scalability benefits.

"Thanks to Mitel subscriptions, our client, AllSaints now has maximum flexibility and scalability to customise their own communications environment, as demand dictates, but without the complexity of managing it themselves."

Matt Dudleston, Sales Manager, Opus Technology

[Read more >](#)





# YOU ARE NOT ALONE

Change is necessary.

Moving to subscription or adding a new solution with a subscription may be a new or a big step for you.

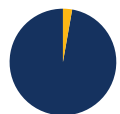
You need to make the right decision for today and set yourself up for the future, whatever that may hold. However:



- When buyers are considering a purchase, they spend only **17%** of that time meeting with potential suppliers<sup>6</sup>



- 65% of decisions are more complex (involving more stakeholders or choices) than they were two years ago<sup>7</sup>



- Poor operational decision-making can compromise profits by up to 3%<sup>8</sup>

But you should not have to make these decisions alone – Mitel has a network of trusted local partners who are able to advise you on the best way forward. Validating requirements, validating solutions, checking operational efficiency and ease of implementation.

Our partners understand the key roles in your business from ease of use for end-users and line of business as well as IT and Operations. They can look at your immediate need and your unified communications and collaboration pathway forward. They will optimise the value, cost and timeline equation facing every project.

Mitel's trusted partners have access to the full range of options across payment, solution and deployment, alongside an open technology philosophy to support building tailored Communications and Collaboration solutions which meet customer need. Meaning they are perfectly placed to recommend the right choice for your business.

*"I would definitely recommend Mitel. They've been committed to our success in the cloud and a great partner to work with from the very beginning."*

Laurent Gaertner, Director of Global Network and Hosting,  
Carlsberg Group



# THE CHOICE IS YOURS GET STARTED WITH MITEL

Transform your organisation with the right balance of choice, flexibility and opportunity from Mitel subscriptions.

Decide which Mitel solutions you move to subscriptions, and which you keep as one-off payments for complete control. Minimise up-front costs, unlock new capabilities and take advantage of new opportunities.

Discover true communications flexibility with Mitel.

**Speak to Itec today to find out more**

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