

**Partner Support provides fundamental service components to channel partners that prefer to provide their own branded services and to support their customers directly.**

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## **Benefits:**

- Telephone technical assistance 7 x 24 for the partner to ask questions regarding customer situations that the partner is troubleshooting
- Advanced exchange, next-business-day delivery for ShoreGear® switches
- Advanced exchange, ground delivery for covered ShorePhone™ IP telephones
- Software documentation, patches, updates and upgrades

Partner Support provides ShoreTel Partners with backup services in three critical areas: telephone technical support, hardware replacement, and software upgrades. Partners purchase a separate Partner Support Agreement for each customer that is covered. Partners that choose Partner Support typically add additional services, like training, to create a post-implementation package that they brand, market and sell to their customers.

## **Partner Support versus the Enterprise Service Program**

ShoreTel strongly recommends that a post-implementation service agreement be part of the complete solution that is offered to customers and is discussed early in the sales process. Based on the partner's business model they can either purchase Partner Support and be responsible for service delivery to the customer, or they can resell ShoreTel's Enterprise Service Program to the customer in which case the customer calls ShoreTel when they need assistance and ShoreTel delivers the service. In either case the partner purchases an annual contract that is tied to a named account.

Both Partner Support and the Enterprise Service Program include telephone technical support, advanced hardware replacement and software upgrades. In addition to these services the Enterprise Service Program also includes access to the ShoreCare web portal as well as web-based instructor-led administrator and end user training.

## **Telephone Technical Support**

Partners that purchase partner Support own the customer relationship. The partner takes the customer calls and troubleshoots the problem. If the partner needs to escalate, ShoreTel technical support engineers are ready to answer questions 24 hours a day, seven days a week via a toll-free phone number so that the partner can quickly respond to the customer. Non-urgent questions can be submitted on-line and are responded to within 24 hours.

## **Hardware Replacement**

Advanced hardware replacement is vital to minimizing the customer's business-crippling downtime. In the unlikely event the partner's customer experiences a hardware failure, the partner's on-line request for a ShoreGear switch is immediately logged and shipped for next-business-day delivery to the address the partner designates. ShorePhone telephone replacements that are covered under contract receive the same advanced shipment attention but are sent via ground delivery.

## **Software Upgrades**

Software updates and upgrades keep customers on the leading edge of technology. When new software is released, the detailed notes explaining the new features help the partner decide the best time to upgrade the customer. Software files and documentation can be downloaded, at the partner's convenience, from the ShoreTel web site and distributed to customers under the terms of the current Partner Support Agreement. ShoreTel's technical support team is available to answer any partner questions that may arise regarding upgrades.

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## Partner Support Requirements

Partner Support requires the partner to be the face to the customer, accepting full responsibility for the support relationship. Partners that purchase Partner Support must be able to take the first call for technical assistance, manage the troubleshooting and respond to all requests for hardware replacement and software updates.

## Service Programs Comparison Chart

ShoreCare Service Feature	Enterprise Service Program All services are delivered to the customer by ShoreTel	Partner Support All services are delivered to the customer by the partner. A Partner Support contract must be purchased for each customer that is supported by the partner	Product Warranty Services covered under warranty are delivered to the customer by ShoreTel
<b>Telephone Technical Support</b>	Customer access to ShoreTel's Technical Assistance Center 7 x 24 via a toll-free phone number. Calls are handled live from ShoreTel's Technical Assistance Center in California from 11 PM Sunday Pacific Time until 11 PM Friday, Pacific Time. Calls placed between 11 PM Pacific on Fridays and 11 PM Pacific on Sundays are returned within one hour.	Technical support access is exclusively for the partner. Response times are the same as the Enterprise Service Program.	Warranty does not include telephone technical support.
<b>Hardware Replacement</b>	Hardware replacements are shipped upon request for next-business-day delivery. Telephones that are covered under contract are shipped upon request via ground delivery.	Hardware replacement time frames are the same as the Enterprise Service Program. The Partner designates the destination (partner or end user) on a case-by-case basis.	Product must be returned to factory for repair/replacement with reasonable efforts return delivery.
<b>Software</b>	Published patches, fixes, updates, upgrades and documentation are available for download from the ShoreTel web site.	The Partner has access to published software and documentation that is then provided to the customer based on the terms of the current Partner Support Agreement.	Software is warranted to perform as sold. ShoreTel will provide a patch in the event a bug is discovered in the version purchased.
<b>Training</b>	Eight seats in ShoreTel's web-based, instructor-led the System Administrator course. Sixteen seats in ShoreTel's web-based, instructor-led the end user training course.	Partner training is covered in the ShoreTel Reseller Agreement. No additional training for the partner or end user is included as part of Partner Support.	No training is included in the product warranty.
<b>Web Services</b>	Customers are provided password access to the ShoreCare Web portal and locked documents. Customers can submit and manage hardware replacement and technical support cases on-line.	The partner is provided access to the ShoreCare Web portal and locked documents. Partners can submit and manage hardware replacement and technical support cases on-line.	Only the public areas of the ShoreTel web site can be accessed.

## Guidelines Based on the Partner's Business Model

Partner's Preferred Business Model	Partner Owns the Service Relationship	ShoreTel Owns the Service Relationship
<b>Criteria</b>	<ul style="list-style-type: none"> <li>Delivery of support is a sustainable business model</li> <li>There is sufficient sales volume to justify investment in an extensive dedicated support infrastructure</li> <li>Partner is financially able to address resource intensive support issues that may arise</li> </ul>	<ul style="list-style-type: none"> <li>Partner does not have the sales volume or the desire to be in the post-sales service delivery business</li> <li>Investment in support infrastructure does not make good business sense for the partner</li> <li>Partner prefers not to assume the risk of unplanned post-implementation support expenses</li> </ul>
<b>Process</b>	The partner purchases <b>Partner Support Service</b> from ShoreTel and sells partner branded services. The customer calls the partner for support.	The partner sells the ShoreTel <b>Enterprise Support Program</b> to the customer. The customer calls ShoreTel for support services.
<b>Benefits</b>	<ul style="list-style-type: none"> <li>Partner manages their own service margins</li> <li>Partner has a direct service relationship with the customer</li> <li>Partner has 24x7 phone access to ShoreTel technical support when they need to escalate</li> </ul>	<ul style="list-style-type: none"> <li>Partner earns good margins on the initial sale and renewals of the Enterprise Support Program</li> <li>Partner continues to proactively manage the customer relationship after the sale</li> <li>Customers receive expert support without partner investment in support infrastructure</li> </ul>



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