

Leading Australian distributor seeks to double channel partners for ShoreTel communications solution

Melbourne, 4th November 2009: Aria Technologies, a leading Australian distributor of some of the worlds most popular and advanced communication solutions is looking to double the number of channel partners it works with as part of its ShoreTel offering to Australian customers.

Aria Technologies is just one of two Australian authorised distributors of the ShoreTel communications solution, which delivers on the promises of unified communications by integrating voice, video, IM, and voicemail in one easy to use system.

Rob Pierce, general manager at Aria Technologies comments, Since becoming one of the authorised distributors in Australia, weve been gradually building a network of partners over the last year to help bring this great product to market. However, were still looking to increase the number of partners we work with over the coming year to ensure we have an even more comprehensive route to market. We feel theres a big opportunity to take this product further.

As part of the criteria, were looking for partners with a track record in telephony and integrated IT, as well as the sales and service ability too. Its important to have that all round capability, and be able to service across the country, be that themselves or through other third parties. We feel theres huge potential with this product, and estimate that there are around 400,000 businesses in Australia who are using or have a need for an IP telephony solution.

With a strong reputation in the US, the ShoreTel communications system is built from the ground up and designed to be the easiest to use, easiest to manage, full-featured IP phone system on the market today. Its distributed architecture is ideal for multi-site companies

that span multiple locations because the ShoreTel IP phone system appears and behaves as a single, unified system.

Designed to deliver on the promise

of unified communications, the ShoreTel solution can help increase employee productivity and collaboration across a variety of mediums.

For example, it enables you to find the best person available for live contact, and also shows you the State of the receiver so you can choose the best or richest mode of communications. You can also communicate using any device no matter where you are, as well as integrate your e-mail, voicemail, and ultimately video mail, using existing enterprise contact directories as a common database.

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