

Brisbane Lions Recruits ShoreTel



One Solution Mobile & Data to deploy ShoreTel Connect solution for top-flight AFL club

ShoreTel® (NASDAQ: SHOR), the leading provider of brilliantly simple unified communications (UC) solutions and phone systems, today announced the Brisbane Lions™ Australian Football Club has chosen ShoreTel Connect® as its unified communications and contact centre solution. The ShoreTel solution will help the club to improve communications and interaction among its staff, and with Brisbane Lions members, sponsors and fans.

The solution, which will be designed, implemented and supported by ShoreTel partner One Solution Mobile & Data, will cover Brisbane Lions' headquarters and home ground at The Gabba stadium and at the LIONS@springwood social club, both in Brisbane. It will also extend to the Brisbane Lions office at Etihad Stadium in Melbourne, home to the Fitzroy Museum. Over 100 Brisbane Lions staff across the three sites will have access to ShoreTel unified communications, and the ShoreTel contact centre solution will be rolled out to the Brisbane Lions membership team.

"The technology available from ShoreTel is industry leading, opening up new possibilities for the club," said Brett Stares, IT Manager, Brisbane Lions. "A single unified service will provide a more efficient and effective method for Brisbane Lions staff and affiliates to communicate."

The ShoreTel solution will be implemented on virtualised data centre infrastructure at the Brisbane Lions' home ground at The Gabba, with a fully redundant site for disaster recovery and business continuity at the LIONS@springwood social club. Users will have ShoreTel IP telephony handsets and the ShoreTel Connect client on the desktop for access to voicemail, instant messaging, video, online meetings and conferencing. Brisbane Lions membership agents will be using ShoreTel Connect Contact Center integrated with OakSI Evolve for wallboards, real time monitoring, recording and reporting.

"We're pleased to provide the Brisbane Lions with a state-of-the-art ShoreTel system that will enable the team, and the organisation, to transform their communications by enhancing and creating engaging interactions," said George Papas, One Solution's Managing Director.

"Communication with our members and corporate partners is critical for our club," said Mr Stares. "The new ShoreTel UC system will allow us to better manage and handle membership calls. The system will be live monitored, giving our management the ability to assist with calls if required whilst providing a greater level of interaction with our members and supporter base."

With the addition of Brisbane Lions, ShoreTel unified communications will be in operation at three AFL clubs across Australia with Fremantle Dockers™ and Melbourne Demons™ both using the ShoreTel UC solution. ShoreTel is used extensively across professional sporting organisations globally, including the Boston Red Sox™ and San Francisco Giants™, Boston Celtics™ and Golden State Warriors™, and Buffalo Bills™.

"Professional sporting clubs are becoming increasingly sophisticated both on and off the field. Commercial success is almost as important as on-field results, and state-of-the-art communications technology is a key factor in achieving both outcomes. Engaging and interacting more effectively with members, sponsors and fans translates into a direct financial return for a club like Brisbane Lions, and we look forward to working closely with the Lions to make the deployment of ShoreTel an ongoing success," said Frederic Gillant, vice president of Asia Pacific at ShoreTel.

As part of the contract with Brisbane Lions, One Solution Mobile & Data has been appointed as the official Telecommunications Partner of the Brisbane Lions Football Club.

The deployment is expected to be completed by the end of August 2016.

About ShoreTel, Inc.

ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple IP phone systems and unified communications solutions powering today's always-on workforce. Its flexible communications solutions for on-premises, cloud and hybrid environments eliminate complexity, reduce costs and improve productivity. Recognized for its industry-leading customer experience and support, ShoreTel's innovative business phones, application integration, collaboration tools, mobility, and contact center applications enable users to communicate and collaborate no matter the time, place or device, with minimal demand on IT resources. ShoreTel is headquartered in Sunnyvale, Calif., and has regional offices and partners worldwide. For more information, visit www.shoretel.com.

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Media contact:

Linda Motherwell

ShoreTel

Tel: +61 2 +61 2 9959 8020

Mob: +61 414 397 797

Email: lmotherwell@shoretel.com

OR

Martin Aungle

Explore Communications Pty Ltd

Tel: +61 2 4872 4981

Mob: +61 415 917 381

Email: maungle@explorecomms.com.au