A Detailed Guide to the Summit Partner Program

Summit Partner Program Guide

The Summit Partner Program offers training, support and marketing guidance to organizations developing applications on the Summit platform.

The Program introduces your solution and capabilities to ShoreTel's large installed base of end-user customers and community of reseller partners.

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Program Overview

The Summit Partner Program offers a set of resources, tools and training that helps Summit Partners better serve their customers, differentiate their applications and grow a thriving Summit business.

The Summit Partner Program caters to three partner types:

- **Solution Partners –** Solution Partners have the deep technical expertise to develop applications and integrate communications capabilities into customer's existing environments.

- **Application Partners –** Application Partners comprise Independent Software Vendors (ISV) and Software-as-a-Solution (SaaS) and offer ready-to-go apps built on Summit.

- **Modular Partners –** Modular Partners provide additional components and libraries used as building blocks to enhance Summit apps.

There is no membership fee to participate in the Summit Partner Program. Unless otherwise noted, ShoreTel offers all program membership benefits to Summit Partners at no cost.

How Does the Program Work?

All partner types have access to core Summit technology that allows them to build, distribute, sell and support their app.

Key Program Features	Value
1. Technology	• Built on a carrier-class network, Summit delivers a highly scalable solution • We take care of the infrastructure maintenance so you don't have to • Build apps on the fly with minimal-to-no-costs and low voice and SMS traffic rates
2. Go-to-Market Resources	• Accelerate the sales cycle with access to an existing customer base • Hone your market approach with assistance from the Summit Team
3. Marketing Support	• Generate demand and increase pipeline by participating in co-marketing and events • Build awareness and promote your solution and capabilities • Leverage ShoreTel's strength and heritage in business communications

Program Benefits and Qualifications

	Publicly Available	Modular Partner	Application Partner	Solution Partner
Qualifications				
Develop a Summit-powered app	-	-	✓	✓
Signed partner membership agreement	-	✓	✓	✓
Summit customer references	-	1	1	1
Summit certifications	-	-	-	1
Marketing Benefits				
Use of Summit Partner logo	-	✓	✓	✓
Support for press releases, blogs, online content	-	✓	✓	✓
Opportunity to sponsor Partner Conference	-	✓	✓	✓
Opportunity to co-sponsor industry events	-	✓	✓	✓
Member page on Summit Marketplace	-	✓	✓	✓
Exposure to ShoreTel's customer base	-	✓	✓	✓
Additional co-marketing activities	-	✓	✓	✓
Support Benefits				
Online forum access	✓	✓	✓	✓
Monthly webinars	✓	✓	✓	✓
Blogs	✓	✓	✓	✓
Basic training	✓	✓	✓	✓
Advanced training	-	-	-	✓
Summit Team resource	-	✓	✓	✓
Technical Support	-	✓	✓	✓
Access to Summit Developers	-	-	-	✓
Technical Benefits				
Invitations to Focus Groups	-	-	-	✓

Life Cycle Management for Summit Solution Partners

Getting Started

Anyone interested in learning more about the Summit Partner Program can reach out to summitpartners@shoretel.com. This will trigger an initial consultation with a member of the Summit team. During the consultation, we'll review your objectives and determine which track will best help you achieve your objectives; Applications, Solutions or Modular partner track. Once a path has been selected, we will provide a membership agreement that can be signed electronically and returned via email.

You'll be provided a Summit Relationship Manager who will be your primary contact for all your Summit needs. Your Summit Relationship Manager will host a kick-off call to review the benefits provided via the Program. The meeting content for will vary based on which Partner track you're on.

Solution Partners

In the kick-off meeting, Solution Partners will receive detailed next steps for training and development. We'll also collect your components to build out your web presence on the Summit Marketplace.

Pre-certification online training will need to be completed before you attend the Summit Certification Training within 90 days of your kick-off call.

Once you've completed your onboarding checklist and training, you'll meet with you Relationship Manager to review your progress, address any needs you have, review upcoming projects, and determine the cadence for these checkpoints moving forward. The next cadence call should occur closely upon the completion of your first project in order to walk through the project checklist which includes customer billing, payment, feedback, project closure and tracking.

The cadence calls with your Relationship Manager are a great way to stay on top of Summit news and get the assistance you need. Frequency of the calls can be adjusted at your discretion.

Applications Partners

In the kick-off meeting, the Summit Relationship Manager will review the program benefits, collect components to build out your web presence on the Summit Marketplace, and set the frequency for cadence calls.

The cadence calls with your Relationship Manager are a great way to stay on top of Summit news and get the assistance you need. Frequency of the calls can be adjusted at your discretion.

Modular Partners

In the kick-off meeting, the Summit Relationship Manager will review the program benefits and collect components to build out your web presence on the Summit Marketplace. Quarterly calls can be established for updates on Summit and track success.

Contact Information

Reach the ShoreTel Summit Partner Program Team at summitteam@shoretel.com.

Notices

If there are conflicts between this document and the ShoreTel Summit Master Agreement, the Program agreement is the final word.

About ShoreTel

ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple unified communications (UC) products, cloud services and IP phone systems powering today's always-on workforce. Its flexible communications solutions for contact centers and cloud, onsite and hybrid UC environments eliminate complexity, reduce cost and improve productivity. Recognized for its industry-leading customer experience and support, ShoreTel's innovative contact center solutions, application integration, collaboration tools, mobility, SIP trunking and business phones 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 shoretel.com.

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