



MITEL

Automotive Solutions

Driving Sales with Advanced IP Communications

June 2009



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Communications Technology to Improve CSI

Whether an independent sales lot or multi-unit, high-volume franchise, dealer profitability is directly related to customer service and the industry's Customer Satisfaction Index (CSI). Improving CSI scores is a common challenge among all dealers. J.D. Power & Associates says that the longer the customer spends in the dealership to complete a sales transaction, the lower the satisfaction level of the customer. Dealers then must find ways to expedite the sales process while maximizing profitability and efficiency wherever possible.

In addition to maintaining and increasing sales and ultimately, profit, stringent industry and government regulations and changing customer preferences also are driving the need for different business models in auto retailing. Time-constrained consumers want to spend less time at the dealership. To shorten the cycle, 82 percent of auto buyers now visit third-party online auto sites before purchasing, and a 2005 shopping survey found that buyers of used vehicles are also turning to the Internet more and more to research and buy cars, trucks and motorcycles, according to J.D. Power & Associates.

The question is, "Can the dealer beef up profits and not impact CSI scores for their store?" The answer is a resounding yes, but it may not be easy. Drivers of good CSI scores indicate how the relationship was handled. Was information conveyed in a fashion the customer could understand? Was everything handled in a quick, orderly process?

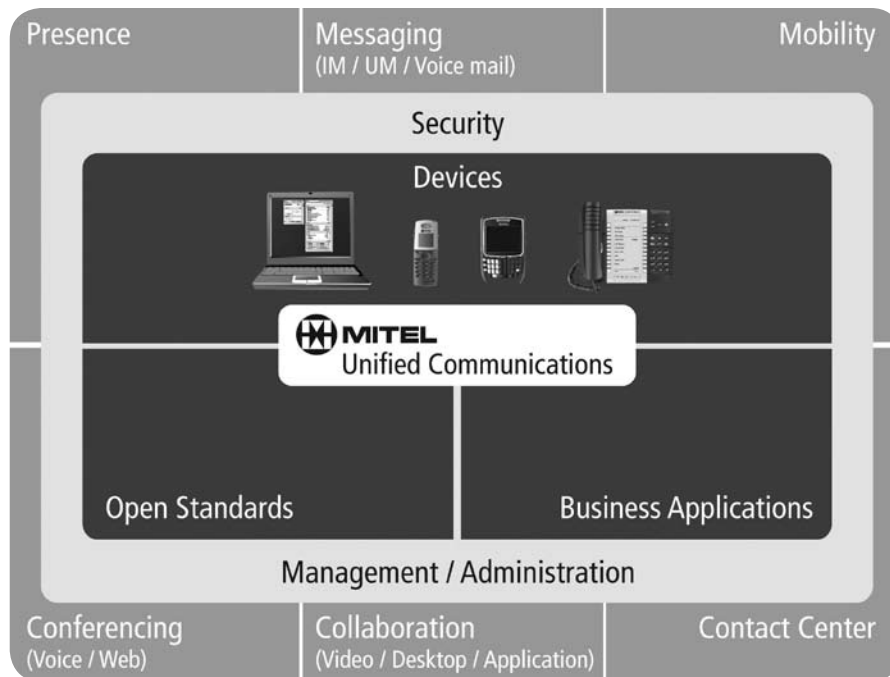
Today's successful, high volume auto dealers recognize that technology – specifically, communications technology – plays a critical role in ensuring these drivers are addressed. Dealerships are moving away from the "old school" notion that communications is nothing more than a cost of doing business toward integrating the power of communications systems to improve the customer experience, ensure business continuity, improve business processes and enhance operational efficiency.

Service-oriented Architecture for Service-oriented Dealerships

Increasing competition, compliance with industry and government regulations, business continuity and ever-higher customer expectations, together with the constant drive for greater operational efficiency and to reduce costs, are placing more and more pressure on dealerships. Managing and maintaining legacy systems that can continue to meet the rapidly evolving demands and needs of today's techno-savvy car buyers is becoming increasingly difficult. Deployment of unified communications solutions based on service-oriented architectures (SOA) can help bridge the gap by allowing dealerships to migrate to more advanced services using their existing infrastructure. Loosely coupled IT services are used to support business processes and users. These services are less dependent on dedicated, fixed platforms, and are better able to provide a flexible IT environment that can be adapted to meet changing needs.

Using IP communications platforms and applications as part of a service-oriented architecture supports and enhances a dealership's ability to sustain growth, drive efficiency gains and enhance the customer experience. By implementing a long-term vision and migration strategy for maintaining a level of investment, expensive, high-risk "fork lift" upgrades can be avoided while dealers enjoy a range of benefits from increased productivity to new ways of engaging with customers.

Need	Objective	Mitel Solutions
Save Money	<ul style="list-style-type: none"> • Improve business processes • Reduce operational costs • Generate new revenue • Migration strategy to protect communications investment 	Unified Communications Solutions
Stay Connected	<ul style="list-style-type: none"> • Enable anytime, anywhere access and communication • Leverage distributed workforce • Reduce mobility costs 	Mobility Solutions TeleCollaboration Solutions
Excel in Customer Service	<ul style="list-style-type: none"> • Improve customer service levels • Attract, retain customer base • Meet corporate governance and regulatory compliancy requirements 	Customer Interaction Solutions Managed Services Solutions
Be Green	<ul style="list-style-type: none"> • Reduce energy costs • Minimize carbon footprint 	



Mitel Portfolio Guide for Automotive Dealerships

Mitel's portfolio of Automotive Solutions delivers advanced communications and a number of deployment options that help improve CSI scores, and optimize operational productivity and costs for dealerships of any size. The foundation of these solutions starts with Mitel's open-standards, IP-based communications platforms and applications that can be tailored to meet the specific challenges and needs of the automotive industry. With the emergence of IP communications and next generation networks, open standards like Session Initiation Protocol (SIP) are further improving compatibility between systems, networks and devices to provide users with more choices.



Mitel 3300 ICP (10-65,000 users)

The Mitel 3300 IP Communications Platform (ICP) has a unique architecture to support traditional and IP communications, fixed and wireless, allowing dealerships to benefit from IP communications while protecting their investment in traditional telephony. The 3300 ICP has a range of embedded features including voice mail, auto attendant, recorded announcements, call recording and MOH to provide a simple, easily managed solution.



Mitel SX-200 ICP (up to 600 users)

The Mitel SX-200® IP Communications Platform is an expandable, feature-rich communications platform with the option to add features and functionality as your requirements change.

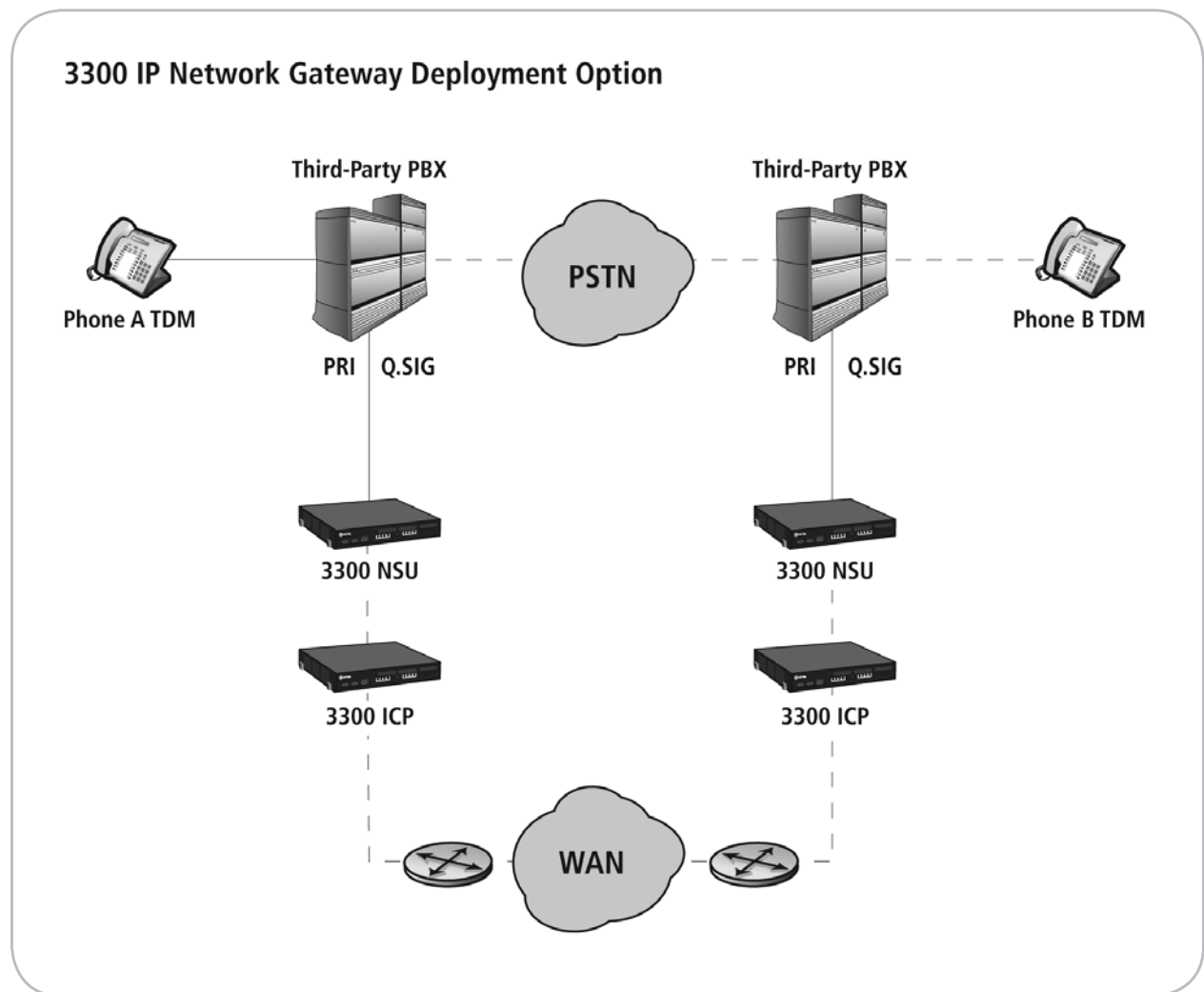


Mitel 5000 Communications Platform (up to 250 users)

Offering advanced multimedia communications capabilities and substantial cost savings for groups with up to 250 users, the Mitel 5000 Communications Platform (CP) is based on open architecture interfaces and standard protocols, giving you the flexibility to tailor a system to suit your dynamic needs.

Where distributed dealerships have separate voice and data infrastructures, there is an opportunity to improve communications, simplify management and reduce costs by converging voice, video and data on the Wide Area Network (WAN). IP networking is a more efficient and flexible way to transport voice and data traffic, especially where MultiProtocol Label Switching (MPLS) is employed. MPLS delivers the Quality of Service (QoS) needed for real-time voice and video. This can be done by swapping out the whole voice infrastructure (big bang), or deploying network gateways (progressive migration).

Mitel's innovative architecture allows the Mitel 3300 IP Communications Platform (ICP) to support legacy and IP pure communications "in the box," making it ideal for deployment as a network gateway. Automotive dealerships can progressively integrate voice and data onto a single IP network without a fork lift upgrade.



Challenge 1: Improve the Customer Experience, Increase CSI Scores

Need	Mitel Solutions	Solution Benefits
Improve customer service levels	<ul style="list-style-type: none"> • Mitel Contact Center Solutions • Mitel Business Dashboard • Mitel Customer Service Manager • Mitel Intelligent Queue • Auto Attendant with Multi-Language Support • Mitel Unified Communicator Advanced • Mitel 5300 Unified Communicator Express • Mitel 5300 Intelligent Directory • Mitel 5300 Intelligent Directory Presence Option • Mitel Audio and Web Conferencing • Mitel Group Directory* • Xarios Dialer 	<ul style="list-style-type: none"> • Extend hours of operation to 24/7/365 so customers can access services on their own schedule • Transact/complete deals without customers ever stepping foot in the showroom • Increase communications and service levels with multi-language capability • Leverage speech recognition capabilities to automatically greet and route callers to appropriate team members and resources • Reduce and/or eliminate hold times • Automatically route callers to the next available or most appropriate customer service resource • Create automated outbound messages for service reminders, special promotions, follow-up satisfaction surveys
Support first-call issue resolution	<ul style="list-style-type: none"> • Mitel Contact Center Solutions • Mitel Attendant Console • Mitel NuPoint Unified Messaging • Mitel Enterprise Messaging 	<ul style="list-style-type: none"> • Streamline operations by enabling customer service agents to focus on solving customer issues • Reduce misrouted calls by enabling staff to properly handle and route inquiries • Provide transparent communications for remote locations, teleworkers and mobile employees • Handle incoming communications from multiple sources, including phone calls, e-mails, faxes, multi-media resources
Attract, retain customers	<ul style="list-style-type: none"> • Mitel Contact Center Solutions • Mitel Attendant Console 	<ul style="list-style-type: none"> • Integration with existing customer databases to screen pop account information • Track customer histories • "At a Glance" directory of names, extensions and presence status for efficient call handling • Generate call logs so associates can return missed and abandoned calls

*Customizable product

Challenge 1: Improve the Customer Experience, Increase CSI Scores cont.

Meet corporate governance and regulatory compliancy requirements

- Mitel Contact Center Solutions
- OAISYS Tracer
- Record and monitor internal and external telephone conversations
- Scheduled or Criteria Based Recording (also known as service observe) supports applications where full time recording is not required
- Create and maintain a comprehensive Catalog database of recordings
- Permit authorized users to easily search for and play back recordings
- Store recordings on hard disk(s) for immediate on-line access
- Archive recordings onto DVD-RAM cartridges for long-term storage and playback
- Create and maintain a library database of easily searchable, previously recorded DVD-RAM cartridges

Leverage distributed workforce

- Mitel Teleworker Solution
- Mitel 5300 Series IP Phones
- Flexibility and familiarity using a standard Mitel IP Phone
- Transparent access to corporate voice and data services
- High levels of security
- Seamless integration with Microsoft® Windows clients for access to corporate data network
- Scalability with support for large numbers of remote workers
- Plug-and-work simplicity

Mitel Applications Suite

Mitel Applications Suite provides dealerships with a select set of advanced IP applications including Mitel Teleworker Solution, Mitel NuPoint Unified Messaging™, Mitel Speech Auto-Attendant, Mitel Unified Communicator® Mobile and Mitel Audio and Web Conferencing. The combination of applications work together seamlessly, on a single server, to improve your ability to manage information flow and save money thanks to reduced time and cost reduction associated with initial deployment and on-going management overhead.



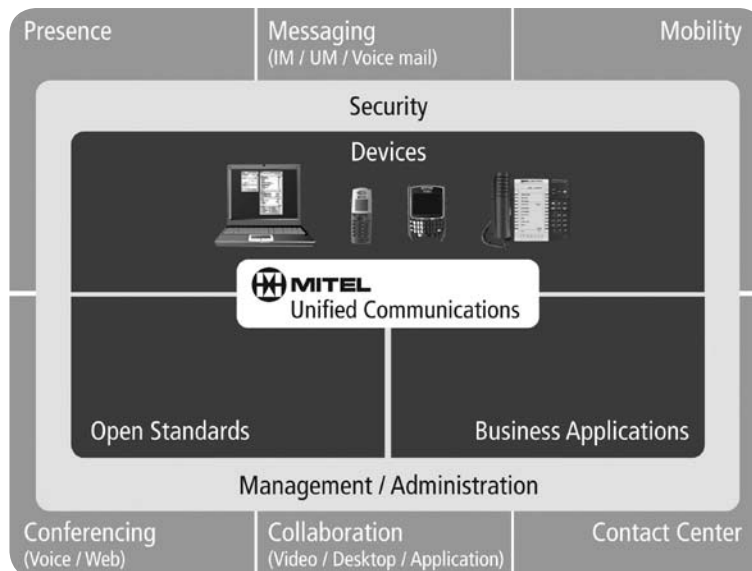
Challenge 2: Increase Staff Efficiency and Productivity

Need	Mitel Solutions	Solution Benefits
Mobility	<ul style="list-style-type: none"> • Mitel Dynamic Expansion • Mitel Teleworker Solution • Mitel Unified Communicator Mobile • Mitel Multi-Protocol Border Gateway • Cordless Handsets • Mitel Cordless Headsets 	<ul style="list-style-type: none"> • Leverage distributed and mobile workforce • Hot desk to any device, even those external to the corporate network • Make and receive calls from your office extension no matter where you are • Connect to any network, even third-party legacy networks • Twin to any number, device and network • Keep your existing legacy architecture (no rip and replace) • Reduce roaming charges by pushing calls to other devices without interrupting the conversation • Route all employee business calls through the corporate network • Use any brand and type of mobile phone without additional client software or hardware • Increase mobility support without the need for an additional server • Switch devices, networks, or communication methods with just one button • Maintain one voice mail box for up to eight devices • Leverage wired or wireless high-speed Internet access to deploy WiFi handsets
Streamline communications	<ul style="list-style-type: none"> • Mitel Unified Communicator • Mitel Contact Center Solutions • Mitel Attendant Console • Mitel NuPoint Unified Messaging • Mitel Enterprise Messaging • Mitel 5300 Intelligent Directory • Mitel 5300 Intelligent Directory Presence Option • Benbria BlazeCast 	<ul style="list-style-type: none"> • Give staff immediate visibility into the status of their colleagues, anywhere on the network • Centralize call services • Reduce misrouted calls by enabling staff to properly handle and route inquiries • Provide transparent communications for remote locations, teleworkers and mobile employees • Handle incoming communications from multiple sources, including phone calls, e-mails, faxes, multi-media resources • Searchable onscreen directory of both corporate and personal contacts • On-premise alert notification and IP paging to reach thousands of recipients through phone, e-mail, SMS, loudspeaker paging and compatible Mitel IP phones • Centralized contact management, administration, broadcast controls and reporting

Challenge 2: Increase Staff Efficiency and Productivity cont.

Improve decision making and collaboration

- Mitel TeleCollaboration Solution
- Mitel Audio and Web Conferencing
- Mitel Unified Communicator
- Mitel Unified Communicator Advanced Collaboration Option
- Mitel Live Business Gateway
- Dual Forking with Remote Call Control
- PC-to-Phone
- Easy to use, scalable, cost-effective conferencing tools
- Allow staff in geographically dispersed locations to communicate more effectively
- Enable highly interactive online meetings, training and presentations
- Conduct conference calls “on the fly”
- Click-to-dial, incoming caller ID pop-up, PC-based missed calls and speed calls list
- Integration with leading business productivity tools like Microsoft Exchange®/Outlook and Office and IBM® Lotus Notes®



Challenge 3: Reduce Operational Costs, Create New Revenue Opportunities

Need	Mitel Solutions	Solution Benefits
<p>Reduce communications and operational costs</p>	<ul style="list-style-type: none"> • Mitel Managed Services • Mitel Mobility • Mitel Application Suite • Mitel Contact Center Solutions • Mitel Attendant Console • Mitel TeleCollaboration Solutions • Mitel Call Accounting 	<ul style="list-style-type: none"> • End-to-end communications services including hardware and software; data networking solutions; managed network services; financing and service options; and third-party solutions • Eliminate communications-related financial risk and simplify planning and budgeting • Free software upgrades and guaranteed rates of expansion keep your costs down, even as capacity and functionality grow with your business • Significantly reduce mobile phone costs • Use choice of mobile or fixed device – no need for standardized devices or mobile device contracts • All business calls from mobile devices are routed through the business PBX and billed to the company while personal calls remain the responsibility of the user • Reduce the need for unnecessary corporate travel and related costs • Reduce/eliminate high costs of outsourced conferencing services • No limitations to number of conferencing hosts, no special event connection costs • No per user minute costs for web conferencing or charges for internal users accessing the audio conferencing bridge • International callers can be configured to call over the IP telephony network using least cost routing • Track, report and control telecommunication costs • Reduce network services by leveraging WAN for multi-location and head office voice traffic • Leverage LAN and WAN with IP connectivity and support for PMS, SMDR, call accounting and embedded messaging • Improve ROI with hosted solutions

Challenge 3: Reduce Operational Costs, Create New Revenue Opportunities cont.

Automate basic business processes

- Mitel Contact Center Enterprise Edition
- Mitel Auto Attendant
- Customized Interactive Voice Response (IVR)
- 5300 Series IP Phones
- Mitel Business Dashboard
- Mitel Call Accounting
- Xarios Dialer

Generate new revenue opportunities

- Customized integrations for customer relationship management (CRM) and workforce management (WFM)
- Create customized on-hold messages to promote your business
- Reduce/eliminate hold times with customized IVR greetings and menus
- Enable DIY services for customer account management
- Provide 24/7 access to customer account and other personalized information
- Track effectiveness of marketing and ad campaigns
- Monitor phone usage and establish call patterns for departments and work groups
- Perform cost recovery and carrier bill reconciliation

Simplify system administration and management

- Mitel Managed Services
- Mitel Applications Suite
- Mitel Enterprise Manager
- Remote Management

- Single-point-of-contact for complete management of your communications infrastructure
- Access to multiple sites and systems from a single interface, lowering business costs and increasing staff productivity
- Reduced time and cost reduction associated with initial deployment and on-going management overhead
- Select and benefit from a set of starter packages best suited to your business needs
- Decrease service costs by reducing engineer site visits
- Improve response times in resolving customer issues
- Automatically forward system alarms to specific service providers

Monitor and maximize resources

- Mitel Contact Center Solutions
- Mitel Business Dashboard
- Mitel Call Accounting
- Mitel Contact Center Phone Set Manager
- OAISYS Tracer

- Extensive custom reporting options for real-time visual of business performance
- Skill-based and labor cost scheduling tools for more efficient, cost-effective staffing
- Support for distributed, multi-site, virtual deployments
- Optimize use of both employee and system resources
- Monitor employee performance and identify opportunities for improvement
- Identify opportunities for cost savings

Challenge 3: Reduce Operational Costs, Create New Revenue Opportunities cont.

Reduce energy costs, be green

- Sun Ray™ Unified IP Client powered by Mitel
- Mitel Teleworker Solution
- Mitel TeleCollaboration Solutions
- Mitel IP Phones
- Consolidate mission critical voice applications such as messaging, mobility, conferencing and Microsoft® Office Communications Server 2007 in the data room environment
- Significantly reduce power consumption with need for fewer servers, and a combined 9W required to power the Sun Ray Thin Client and Mitel IP phone compared with 80W PC/60W laptop and 10W IP phones
- Reduce the need for unnecessary corporate travel and related costs
- Decrease facilities overhead by enabling employees to telecommute with full access to voice mail, conferencing and other features of the office phone system
- Manage all communications from one application with presence, instant messaging, telephony, video and messaging
- Manage electricity costs by providing telephony control to building lighting

Reduce churn

- Mitel Teleworker Solution
- Provide flexible working environment with telecommuting
- Empower staff to focus on helping customers
- Transparent access to corporate voice and data services
- Seamless integration with Microsoft® Windows clients for access to corporate data network
- Scalability with support for large numbers of remote workers
- Plug-and-work simplicity

Challenge 4: Maintain Business Continuity and Security

Need	Mitel Solutions	Solution Benefits
Mobility	<ul style="list-style-type: none"> • Mitel Dynamic Extension • Mitel Teleworker Solution • Mitel Unified Communicator Mobile • Mitel Multi-Protocol Border Gateway • Cordless Handsets • Mitel Cordless Headsets • Sun Ray™ Unified IP Client powered by Mitel 	<ul style="list-style-type: none"> • When staff can't get into the office, enable business continuity and employee productivity from anywhere • Leverage wired or wireless high-speed Internet access to deploy WiFi handsets • Hot desk into both Mitel IP phones and Sun Ray thin client terminals using a personal, authenticated Java Card for secure access to voice and data services at any workstation on the network

Challenge 4: Maintain Business Continuity and Security cont.

Call recording

- Mitel Secure Recording Connector
- Mitel Contact Center Phone Set Manager
- OAISYS Tracer
- Implement call recording solutions without having to sacrifice the added security of voice encryption
- Conduct financial transactions safely and securely
- Record, retrieve and archive calls for documentation and follow-up
- Resolve issues quickly by discreetly monitoring staff/customer interactions
- Liability protection

Emergency response

- Emergency Response Advisor
- IP Duress Alarm
- Zone based Paging and Mass Notification
- 5300 HTML Emergency Broadcast
- Malicious Call Tagging
- Security Call Box
- Record-a-Call
- SpectraLink Wireless Telephones
- Enable on- and offsite emergency notification and response, regardless of location at time of the event
- Pinpoint exact location of 911 calls to greatly improve response times
- Provide staff with the ability to generate silent alarms requesting security assistance
- Disseminate critical operating information to designated safety officials during an emergency
- Record, schedule and deliver simultaneous messages to all or selected phones and speakers across multiple sites
- Integrate the features and functions of emergency call, security, wireless communications and telephone services into one solution
- Develop customized HTML screen applications that interact directly with information systems databases
- Record, retrieve and archive all threatening incoming calls (e.g., security threats, angry employees)

Network security

- Mitel Managed Services
- Remote Management
- Mitel Management Access Point
- Full system replacement in case of disaster
- Notification for alerting service provider of alarm changes
- Screening of in-bound modem calls based on originating phone numbers
- Screening of Internet VPN tunnel connections based on originating IP addresses
- Inability to sniff, capture, or replay passwords
- MS-CHAPv2 forced for highly secure VPN connections
- Restriction of LAN access to select Mitel devices and ports
- Tracking of configuration changes during privileged connections

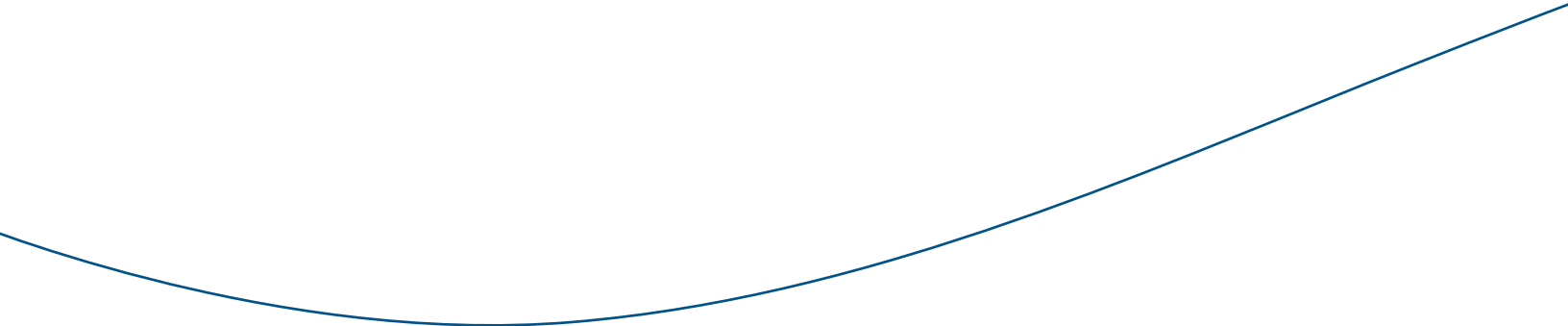
Closing the Deal

From the sales floor to the service bay, automotive dealerships have unique communications needs. With employees constantly on the move, anything that helps them stay connected, collaborate more effectively and respond more quickly to customers can directly impact a dealership's Customer Satisfaction Index scores – and ultimately, its bottom line.

Auto dealerships must improve customer service levels, reach potential customers faster and enhance the car-buying experience in order to capture more market share. To do so, effective communication tools are an essential key to remaining competitive and growing a successful dealership.

About Mitel

Mitel delivers flexibility and simplicity in smart unified communications solutions and applications for organizations of all sizes. Combined with a full range of managed services that include voice and data network design and traffic provisioning, custom application development, and attractive financing options, Mitel is reinventing how successful organizations gain competitive advantage by easily collaborating and communicating over distance and time with customers, colleagues and partners. Mitel's (www.mitel.com) US headquarters are in Phoenix, AZ. Global headquarters are in Ottawa, Canada, with offices, partners and resellers worldwide.



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