

# JOHN JARVIS HEADS UP AWARD WINNING VOIP COMPANY SHORETEL AS IT CROSSES THE ATLANTIC

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## ShoreTel Looks To Europe To Grow Business

To leverage the predicted growth in the European VOIP equipment market, ShoreTel, Inc., the innovation leader in enterprise IP telephony, today announced the opening of a UK office to bring the benefits of next-generation voice technologies to the region's businesses via its handpicked community of resellers and business partners.

According to IDC, the European VOIP equipment market is estimated to be \$11.4 billion in 2006. "ShoreTel's award-winning products and platform create cost-effective business phone systems that can bring voice and data together in powerful ways, including voice-and-data conferencing and virtual contact centers," comments Jarvis. "The simplicity and reliability of ShoreTel's IP voice technology means that convergence is no longer restricted and it is now a practical alternative for businesses of all types, sizes and geographic configurations. Voice and data are moving inexorably together, and ShoreTel's unique IP voice systems are now giving our customers a head start on the future as well as the competitive advantage today."

"ShoreTel has made headway into Europe with customer wins including Insurance giant AXA. We are committed to the market and to delivering productivity-boosting business phone systems, " said John Jarvis, CEO ShoreTel, EMEA. "We are looking to grow our in-house teams as well as recruit partners in the UK, France, Germany and Spain over the next 12 months."

"Jarvis brings his wide international experience, as CEO, director and consultant for companies such as Mitel and Cellular Design Services and in leading edge information technology from both the manufacturing and services sides of the IT and telecommunications industries," said John Combs, CEO ShoreTel Inc., "We are confident of success across Europe under Jarvis' leadership."

Supporting ShoreTel's position as the innovation leader in enterprise IP telephony, the company participates in regular customer satisfaction surveys across its end-user base and measures the success of its reseller community against these results. In addition, and for the second year running, ShoreTel has swept the board in a comprehensive study of VoIP adoption conducted by Nemertes Research. A wide range of businesses reported that ShoreTel's VoIP solution is the easiest to implement, manage, and use, comes with the best support and customer service, and has the lowest total start-up costs.

### About ShoreTel, Inc.

ShoreTel is the innovation leader in enterprise IP telephony. The company has shipped its groundbreaking intelligent phones systems since 1998 and continues to outpace the rapidly expanding Voice over Internet Protocol (VoIP) market with technological advances and 100% year-over-year growth. ShoreTel Smart™ technology and a world class channel organisation bring the full promise of VoIP to the enterprise, setting new standards for usability and manageability while reducing telecommunications costs. A uniquely distributed architecture extends enterprise-class voice services to every office and outpost, keeping

employees fully connected wherever they go.

ShoreTel's European offices are in London and Munich and are building a strong presence in Madrid. The company is headquartered in California, USA.

[www.shoretel.com](http://www.shoretel.com)

For more information, interviews, imagery or copies of the Nemertes research, please contact:

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