



MITEL

Financial Services Solutions

**Capitalizing on Communications:
The Differential for Financial Services Providers**

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Calculating the Effects of Communication on Customer Service

Financial providers understand that in today's competitive marketplace, good customers are worth their weight in gold. Every customer they touch has a set of expectations that must be met. By surpassing these expectations by earning the customer's trust, satisfying their needs and investing in a long-term relationship, financial firms will profit from a fruitful, mutually beneficial association with the customer. Failing to do so, the provider defaults on unknown revenue potential.

The importance of superior customer service to the long-term health of financial services providers is something that is often talked about but not really understood. In many respects, the ability of providers to demonstrate their intimate knowledge of customer needs and to proactively reach out to clients is, in the mind of the marketplace, a prime differentiator among providers. Successful organizations understand the prominent role customer service plays in their organization and have invested significant resources to leverage those strengths.

A study conducted by Forrester Research illustrates this point. According to Forrester, nearly eight out of 10 U.S. consumers claim they are satisfied with their bank. But, the study states, not all satisfied customers are created equal. Very satisfied customers are less likely to switch banks and more likely to consider their bank for future purchases than customers who are merely satisfied. To convert the merely satisfied to very satisfied, Forrester found that banks must improve customers' perceptions of customer advocacy by continuing to improve customer service and by adopting a consultative sales approach that leaves customers feeling that the bank is helping them make better financial decisions.

That's why delivering superior customer service has never been more important to the financial services industry. It's a necessity that touches each part of the organization, going far beyond the confines of the contact center. And the cornerstone behind providing outstanding customer service is seamless communication.

From the executive suite, to regional managers, to sales agents in the field, to customer service representatives, to clients themselves – reliable, secure, scalable and flexible communication solutions enabled by advanced, IP-enabled technologies, allow smart financial organizations to deliver superior customer service and differentiate themselves from the competition by:

- Responding to customer demands more quickly and easily
- Surpassing customer expectations with enhanced customer service
- Improving internal business processes
- Increasing productivity
- Reducing expenses
- Generating new revenue opportunities

The Reliability Factor

More so perhaps than in any other industry, the speed at which business in the financial services field is conducted is not for the faint of heart. Rates, terms and conditions change at a moment's notice. Financial services firms must keep abreast of – and respond to – market dynamics in real time. Communication is key in receiving and distributing information that can make or break their own product portfolios – and subsequently, a client's financial security.

Ensuring business continuity, security, privacy and compliance are also of paramount importance to clients. Financial services providers are tasked with adhering to increasingly stringent regulations regarding operational performance and the handling of proprietary information. Most providers have invested vast sums of money to ensure their systems, including network infrastructure, communications systems, data warehouses, and CRM platforms have reliable back-up capabilities to maintain operations in the event of any natural or man-made occurrence.

Additionally, both customers and regulators are keenly aware of the potential disaster that can occur when network security is breached. Identity theft and other fraud, as well as the other nefarious acts, have put the financial sector on high alert that it needs to pay strict attention to security. Any breaches in this regard could undermine the firm's integrity with customers and regulators, severely hampering its ability to compete.

The pace of change within the financial industry has intensified over the past decade, driven largely by technology and customer demand. Much of this period has been characterized by cost cutting, consolidation and strategy adjustment. In addition, the need to grow in a saturated market has resulted in many enterprises inheriting mixed vendor networks as a result of merger and acquisition activities. Increasingly, financial organizations are recognizing that investment in communications technology pays off, especially where an increasing proportion of business is conducted through multimedia channels.

Service-oriented Architecture for Service-oriented Organizations

Increasing competition, corporate governance, business continuity and ever-higher customer expectations, together with the constant drive for greater operational efficiency, are placing more and more pressure on financial organizations. Those managing legacy systems are finding it increasingly difficult to meet business demands. For some organizations, the size of individual business opportunities can be very significant. The loss of any one of these opportunities due to inflexible systems and outdated processes can threaten an organization's ability to compete and survive.

The ability to be first to market with new products and services, react to changes within the marketplace and meet customer expectations are key to maintaining a competitive edge. Service-oriented architectures (SOA) acknowledge that change is inevitable in complex, dynamic financial organizations. 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 changed to meet the evolving needs of a dynamic financial organization. Using IP communications platforms and applications as part of a service-oriented architecture supports and enhances an organization's ability to sustain growth, drive efficiency gains and enhance the customer experience.

The constant quest to establish and maintain a competitive advantage drives the need to maximize the use of communications technology within a financial organization. By implementing a long-term vision and migration strategy for maintaining a level of investment, financial organizations can avoid expensive, high risk "fork lift" upgrades and enjoy a range of benefits from improved staff retention to reduction in real estate and new ways of engaging with clients.

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 customers • 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 	

Excelling in Customer Service: Portfolio Guide for Financial Services Providers

Mitel's portfolio of Financial Services Solutions delivers advanced communications and a number of deployment options that help improve customer service, and optimize operational productivity and costs for organizations 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 finance 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 customers 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 flexibility to add features and functionality as your requirements change.

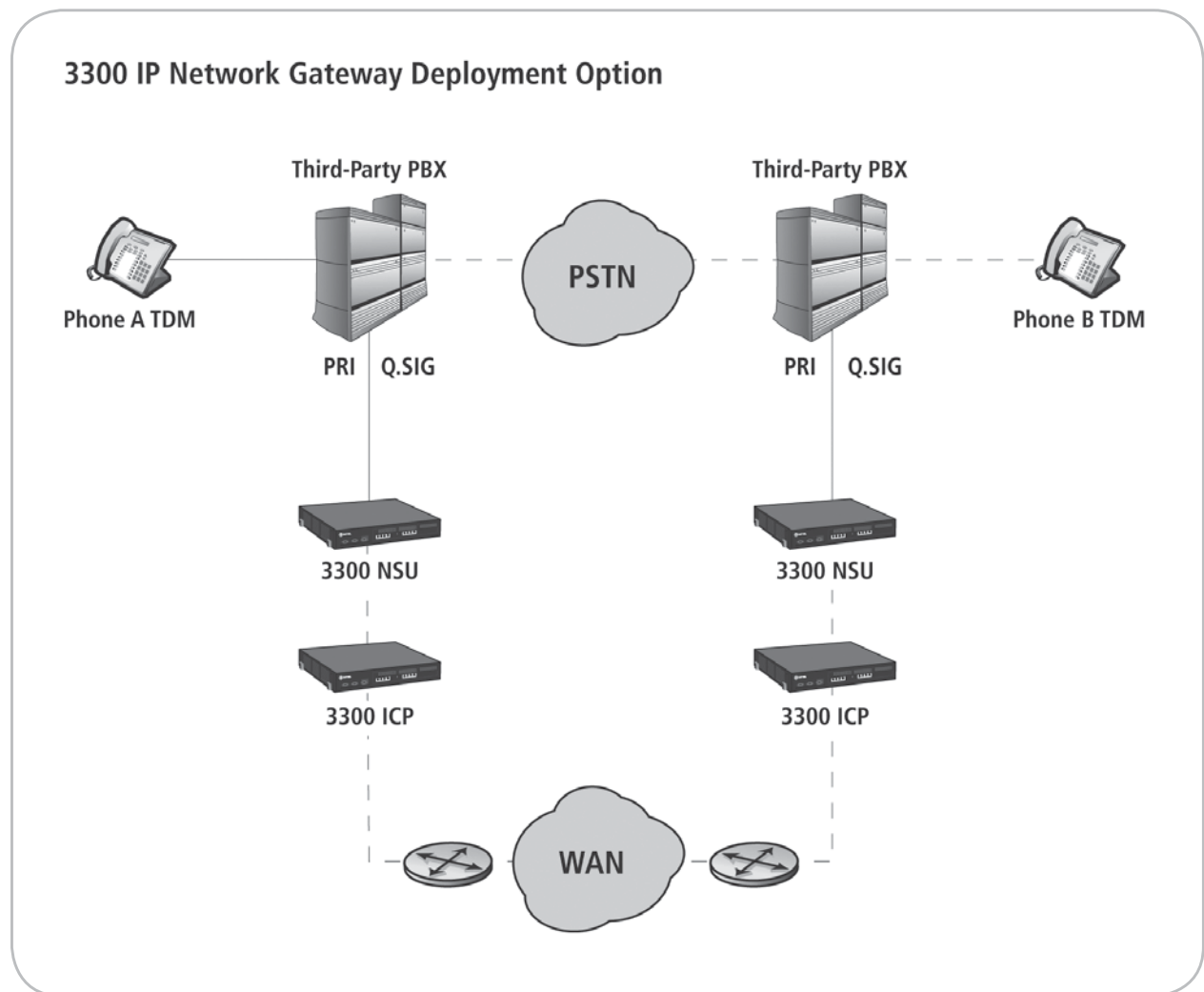


Mitel 5000 Communications Platform (up to 250 users)

Offering advanced multimedia communications capabilities and substantial cost savings for businesses 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 financial organizations 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. Distributed financial organizations can progressively integrate voice and data onto a single IP network without a fork lift upgrade.



Challenge 1: Excel in Customer Service

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 Unified Communicator Express • Mitel 5300 Intelligent Directory • Mitel 5300 Intelligent Directory Presence Option • Mitel Audio and Web Conferencing • Mitel Group Directory* 	<ul style="list-style-type: none"> • Extend hours of operation to 24/7/365 so clients can access services on their own schedule without requiring additional staffing • 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
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 agents to focus on solving customer issues • Reduce misrouted calls by enabling staff to properly handle and route client 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"> • Integrates 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
Meet corporate governance and regulatory compliancy requirements	<ul style="list-style-type: none"> • Mitel Contact Center Solutions 	<ul style="list-style-type: none"> • 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

Challenge 1: Excel in Customer Service cont.

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

*Customizable product



Mitel Business Dashboard

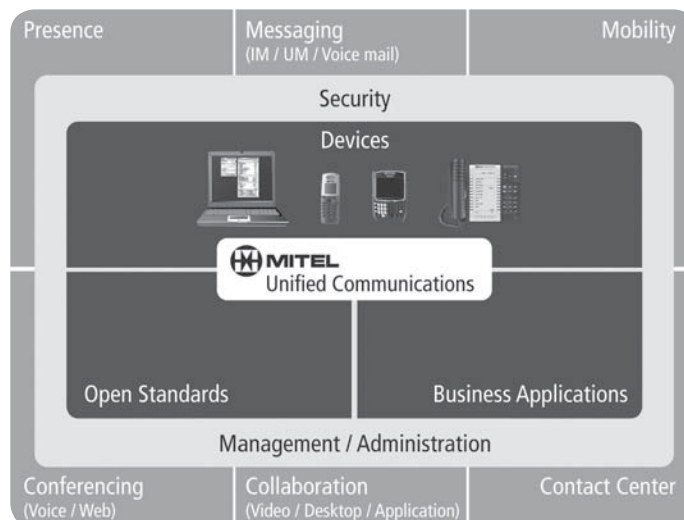
Mitel Business Dashboard provides business-wide telephony reporting to help businesses manage their day-to-day operations. Complete real-time and historical reporting enables you to improve business process and performance, and identify opportunities for cost savings.

Challenge 2: Increase Staff Efficiency and Productivity

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 Handset • Mitel Cordless Headset 	<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 	<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 client 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

Challenge 2: Increase Staff Efficiency and Productivity cont.

Improve decision making and collaboration	<ul style="list-style-type: none"> • Mitel TeleCollaboration Solutions • Mitel Audio and Web Conferencing • Mitel Unified Communicator • Mitel Unified Communicator Advanced • Mitel Live Business Gateway • Dual Forking with Remote Call Control • PC-to-Phone 	<ul style="list-style-type: none"> • Easy to use, scalable, cost-effective conferencing tools • Allow employees in geographically dispersed locations to communicate more effectively • Enables 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 as well as IBM® Lotus Notes®
Enhance training	<ul style="list-style-type: none"> • Mitel Contact Center Solutions • Mitel TeleCollaboration Solutions • Mitel Audio and Web Conferencing 	<ul style="list-style-type: none"> • Monitor and record client/staff telephone conversations for constructive feedback • Resolve issues quickly by monitoring staff/client interactions • Provide interactive and/or on-demand Web-based training
Reduce churn	<ul style="list-style-type: none"> • Mitel Teleworker Solution 	<ul style="list-style-type: none"> • Provide flexible working environment with telecommuting • Empower employees 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 3: Save Money, Generate New Revenue Opportunities

Need	Mitel Solutions	Solution Benefits
Reduce communications and operational costs	<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: Save Money, Generate New Revenue Opportunities cont.

<p>Automate basic business processes</p>	<ul style="list-style-type: none"> • Mitel Contact Center Enterprise Edition • Mitel Auto Attendant 	<ul style="list-style-type: none"> • Customized integrations for customer relationship management (CRM) and workforce management (WFM)
<p>Generate new revenue opportunities</p>	<ul style="list-style-type: none"> • Customized Interactive Voice Response (IVR) • 5300 Series IP Phones • Mitel Business Dashboard • Mitel Call Accounting 	<ul style="list-style-type: none"> • 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
<p>Simplify system administration and management</p>	<ul style="list-style-type: none"> • Mitel Managed Services • Mitel Applications Suite • Mitel Enterprise Manager • Remote Management 	<ul style="list-style-type: none"> • 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 from a set of starter applications packages best suited to your business needs • Greatly decrease service costs by reducing engineer site visits • Drastically improve response times in resolving customer issues • Automatically forward system alarms to specific service providers
<p>Monitor and maximize resources</p>	<ul style="list-style-type: none"> • Mitel Contact Center Solutions • Mitel Business Dashboard • Mitel Call Accounting 	<ul style="list-style-type: none"> • 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: Save Money, Generate 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

Challenge 4: 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 Handset • Mitel Cordless Headset • Sun Ray™ Unified IP Client powered by Mitel 	<ul style="list-style-type: none"> • When workers 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

Mitel Applications Suite

Mitel Applications Suite provides small- and mid-size businesses 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 on-going management overhead.



Challenge 4: Business Continuity and Security cont.

Call recording	<ul style="list-style-type: none">• Mitel Secure Recording Connector	<ul style="list-style-type: none">• 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/client interactions
Emergency response	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Notify emergency response personnel of an emergency, regardless of location at time of the event• Pinpoint the exact location of a 911 call to greatly improve response times and outcomes in an emergency situation• 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	<ul style="list-style-type: none">• Mitel Managed Services• Remote Management• Mitel Management Access Point	<ul style="list-style-type: none">• 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

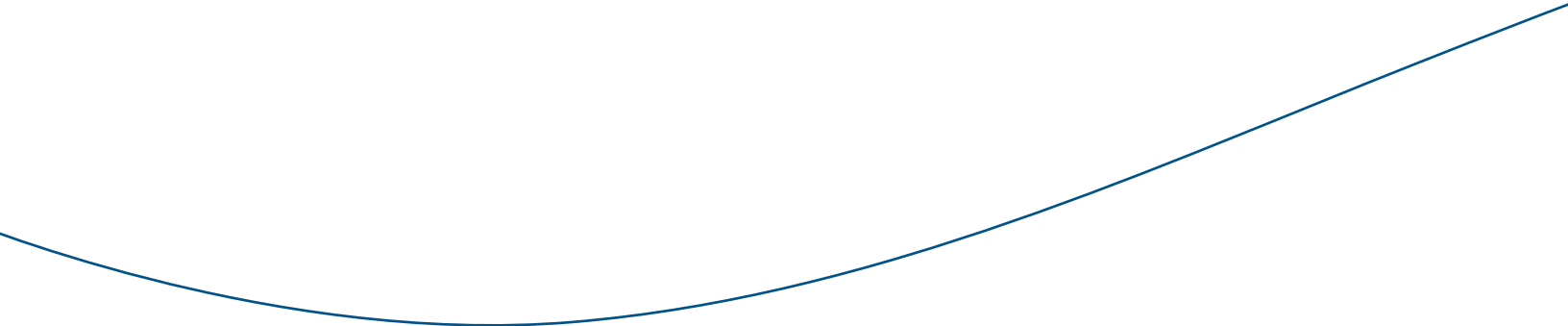
The Bottom Line

While complex in nature, financial services organizations – banks, brokerages, credit unions, mortgage companies, and related firms – have fundamental business challenges: manage an increasingly distributed workforce and customer base; maintain the highest level of reliability, security and integrity regarding infrastructure; manage costs; and above all, differentiate themselves by more proactively and efficiently serving customers. Advanced communications – including IP communications, customer interaction solutions, mobility tools and collaboration applications – have a tangible impact on business performance and productivity, cost-efficiency and enhancing the customer experience.

Choosing the right technology partner – preferably a firm with in-depth domain expertise, a track record in developing solutions that are germane to market needs, and one with the foresight to create solutions that evolve as business needs change – is incumbent on financial providers who are looking to build both brand awareness and long-term relationships with their customers.

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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