Mitel SMB Solutions Competitive Comparison Guide

Cisco Small Business

Solution Overview

3000

3000 – Mitel's 3000 supports up to 52 users in a voice-centric solution for SMB applications. Voicemail and Auto Attendant are extra-price options. The optional Broadband Module provides an Ethernet switch, WAN port, 802.11g wireless access point, and allows users to establish remote extensions over any Internet connection.

3300 CX

3300 CXi

3300 - The Mitel 3300 series can support between 10 and 65,000 users, depending on the server and networking configuration utilized. Integrated voice mail, ACD, data networking (CXi), networked controllers, teleworker, conferencing and collaboration, and auto attendant.

Target Applications

- Small regional offices & branch locations such as restaurants, retail, and convenience stores, and professional business services such as law firms, insurance agencies, small healthcare facilities .

Insertion Strategy

- **Customers**: Small offices, branch offices.
- **Channels**: Mitel resellers and partners.
- **Mitel Product Positioning**: Voice-centric PBX, voicemail and contact center platforms. 3000 requires optional Voice Mail and Broadband module to match functionality of UC320. 3300 CX/CXi platform adds data capabilities and allows customers with older Mitel systems such as SX-200 to retain their phones when upgrading.

Mitel Weaknesses

- Mitel continues to have difficulty financially. Cisco can position with confidence against a much smaller, struggling player.
- Mitel's strength – voice-centric systems for the mid-market – is quickly becoming a liability as SMBs flock to converged voice and data solutions.
- UC320's integrated data capability, voice mail, auto attendant, and 802.11n wireless provides features small businesses need at no extra cost.
- Mitel's new AnyWare hosted UC service brings it into competition with its telco partners. Mitel customers may end up paying the price as Mitel dealers find other companies to work with.

Product Comparison (Mitel solutions vs. Cisco UC300 Series, Model UC320W)

	3000	3300 CX II / CXi II	UC320W
Maximum IP phones, analog station, and/or analog trunk.	From 2 lines / 8 extensions up to 20 lines 52 extensions (40 hybrid analog/digital and up to 12 VoIP extensions)	10 up to 150 IP phones / analog stations NOTE: 3300's can be networked (up to 250) to support up to 65,000 users	24 user licenses and 4 FXO lines included in base system, expandable to 12 lines with SPA8800. Max of 9 analog phones when used with SPA8800 IP Telephony Gateway
SIP Trunking Support	Additional SIP trunking licenses required: $64/user	Additional SIP trunking licenses required: $64/user	Included
Phone license included	No	No	Yes – all 24 user licenses are included
Inbuilt Ethernet Switch and IP Routing support	Broadband Module (extra cost option) provides static & dynamic IP routing, 4x 100 Ethernet, firewall and 802.11g WLAN	CXi II controller includes integrated switch, router and firewall	Integrated 10/100/1000 routing; 4-port 10/100/1000 switch. Dual VLAN support
Voicemail to e-mail integration	Extra-cost option	included	Included
Wireless LAN Support	802.11g WLAN is an extra-cost option	Extra-cost option	Yes, 802.11b/g/n wireless access point included with support for two SSID's

Mitel Solution Pricing

3000 Base system package, controller + 2 digital phones: $900 street ($1,700 with 4-port, 10-hour voicemail). Sample 12-user configuration pricing: $ including SIP trunk licenses: $5,284 street ($440/user)

3300 CX Controller: $930; CXi $1,550 (street)

5120 IP Phone: $280 street

5100 Softphone 8-pack: $285 street

3000 Broadband Module: $550-700 street price

In November 2010 Mitel introduced the AnyWare cloud-based UC service which includes a DID phone number, unlimited local and long distance calling, local number portability, and mobile twinning, at $35.00 per user/per month. However, selling this service puts it into competition with many of the CLECs that traditionally have sold Mitel solutions.

Mitel SMB Solutions Competitive Comparison Guide (Cisco Channel Partner Use Only)

Cisco Small Business

Competitive Selling Strategies	
How to Beat the Competition	Set the Agenda: Lead the discussion with the advantages that Cisco's Unified Communications 320 will bring to the sub-20 line market: a full-featured IP voice system with SIP trunking support, integrated with the data features that SMBs need: routing, switching, and WLAN. Highlight the fact that the UC320, while built for small businesses, has the big-league reliability and ease of use that the Cisco name implies. Many future features will be downloadable at no charge, providing another Cisco advantage. Challenge Mitel: Mitel's all-in-one solution for the SMB, the 3000, requires optional modules costing $1,000 or more to add switching, routing, and WLAN capabilities. These features are included in the UC320 out of the box. Cisco can also claim better integration as a result than Mitel's two- or three-box solution, leading to lower overall costs and operational headaches compared to the Mitel 3000. Regarding the 3300 platform, Cisco can question whether the 3300 is overkill for the sub-20 line market, bringing additional scale and complexity that most small businesses just don't need. Arguably, the 3300's sweet spot is in the 50-80 line segment, whereas UC320 is purpose-made for accounts with 4-16 lines.
Strengths and Positioning	Mitel's Positioning: The 3000 is Mitel's core solution for the under-50 line segment. It provides a traditional hybrid voice-centric solution that can be expanded with the addition of the Voice Mail and Broadband Modules, which brings voice mail / auto attendant and local and remote data capabilities, respectively. Mitel positions the larger 3300 CX/ CXi as a solution that can be deployed for the smaller business, or as part of the enterprise edge for large networks either as a survivable branch solution or as a dedicated PBX operating as part of a larger distributed network. Unlike the 3300 CX, the 3300 CXi controller features an integrated switch, router, and firewall. Key Strengths Mitel's heritage is in the mid-market, which has traditionally been voice-centric. The 3000 platform serves this niche with a basic voice platform, suggesting to customers 'why pay extra for data if you don't need it?' The add-on Broadband Module adds switching, routing, and WLAN to the system – but at an extra cost of over $500 to the basic system. Mitel is moving ambitiously into more data- and application-centric communications models with its Mitel Communications Director (MCD) software, available for the 3300 hardware platform. MCD's capabilities are less relevant to the sub-20 marketplace, as is the 3300 CX chassis, the smallest switch in the line which nonetheless supports up to 150 lines.
Mitel's SMB Solution Weaknesses	Optional voicemail, auto attendant, switching and routing and WLAN on 3000 platform → More complexity and cost for the SMB customer to add data features that are included on the UC320 Both 3000 and 3300 platforms are purpose-built for larger SMBs → Smaller customers with 4-16 lines will feel that the Mitel solution is over-dimensioned for their needs Continuing financial troubles threaten Mitel's credibility as a long-term player in the marketplace
Countering Mitel FUD Sales Tactics	With the pure-play UC320 for small, sub-20 line accounts, Cisco can position itself much more effectively to SMBs than Mitel, which has only larger, or much larger systems to offer. UC320's integrated, all-in-one design is truly the "voice and data appliance" that SMBs need; Mitel's closest rival, the 3000 platform, requires $1,000 in upgrades in order to compare.

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