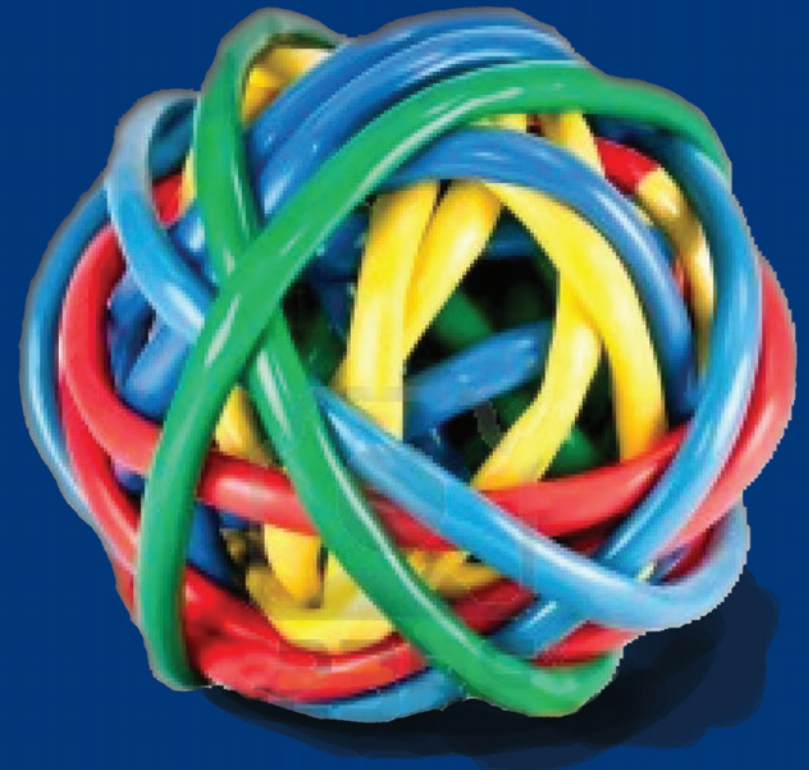# *ShoreTel* & *Kevin Akers*

ShoreTel provides Unified Communications solutions based on its IP business phone system. ShoreTel asked Kevin Akers design + imagery to review their overall branding image, printed materials and corporate identity, then make recommendations for upgrading the look and feel of the company's various design components.

Here is a look at how Kevin helped to unify the communications of a Unified Communications company.

925.735.1015   www.kevinakers.com

The first order of business was to tackle ShoreTel's print materials.

A survey of the materials revealed a lack of theme or memorable concept, type readability issues and a never-ending series of loose data sheets, all too similar to one another with too much copy and not enough visuals.

A well thought-out system had to be designed that helped with product differentiation, typographic hierarchy and brand messaging. It had to be easy to use, for ShoreTel's marketing efforts as well as those of its channel partners, and present a confident, unique and consistent voice in the crowded, hyperkinetic technology marketplace.

ShoreTel's print materials needed better readablility, more imagery and a focus.

Focus groups concluded that it was ShoreTel's unique architecture that made it superior to it's competitors. This architecture was created from the ground up and not patched together from a series of unrelated products.

Architecture could be the unifiying theme and bring much needed imagery to an ethereal tech-sector product that is difficult to visualize. It also dovetailed with the enterprise business audience that ShoreTel was eager to engage. A main "Evergreen" brochure was designed with a back pocket to fit a stream-lined suite of color-coded data sheets. By having the overall company story accompany the product data sheets order was brought to the chaos of loose information and a unified message was easier to control.

Architected to anticipate your needs

ShoreTel's Pure IP Unified Communications solutions deliver performance, reliability and value—with no surprises!

World Headquarters:
ShoreTel, Inc.
960 Stewart Dr.
Sunnyvale, CA
94085 USA

+1 (800) 425-9385 Toll Free
+1 (408) 331-3300 Tel
+1 (408) 331-3333 Fax
www.shoretel.com

EMEA:
Oakwood House
Grove Business Park
White Waltham
Maidenhead
SL6 3HY
UK

00800 408 33133 Free
+44 (1628) 826300 Tel

Asia Pacific:
Suite 27, Level 9
53 Walker St.
North Sydney, NSW
2060 Australia

+61 (0)2 9959 8000 Tel
+61 (0)2 9959 8011 Fax

ShoreTel's stack of switches creatively morph into conceptual architecture.

Customer focus drives our success

In the white-hot market of unified communications, ShoreTel stands out. Our success is based on more than superior technology; organizations like yours are choosing ShoreTel because we deliver more than customer satisfaction—we deliver customer delight.

We have built our business by ensuring that ShoreTel solutions, service and performance exceed customer expectations— a rigorous approach that has been rewarded with many accolades and world-class customer satisfaction ratings.

"ShoreTel has been named the Best Overall VoIP Provider for the fifth year in a row."

Nemertes PilotHouse Awards for Unified Communications and Collaboration, July 2008.

Build your business on the performance and reliability of Pure IP communications

Across industries, companies of all sizes are embracing unified communications— the integrated delivery of voice, data and video—to accomplish four critical goals:

- Improve employee productivity by transforming the way people communicate
- Integrate the communication system into business processes
- Deliver communications services with superior reliability and availability
- Reduce capital and operating expenditures

ShoreTel delivers high-performance *Pure IP* communications

ShoreTel delivers breakthrough unified communications solutions that can help you achieve all of these goals, and more. Our market-leading *Pure IP* solutions redefine the traditional phone system to offer:

- Extremely high levels of scalability, reliability and availability that meet the needs of global enterprises, and small and medium businesses, alike
- Exceptional ease of installation, management and use
- Accessibility by mobile users, transferring the full productivity of their office environment to their mobile phones
- Lower total cost of ownership

Unbeatable reliability and value

ShoreTel's distributed software architecture and innovative product design provide enterprise-class reliability and scalability for businesses of every size—from ten users to tens of thousands. No matter what the size of your deployment, you can expect reliability that exceeds the most stringent measure of availability commonly used today—"five 9s," or 99.999 percent—while enjoying low cost of ownership and streamlined, centralized management.

But a communications solution is more than just an architecture. ShoreTel complements its technology and design leadership with equal strengths in ease of use, customer service and support, and an exceptional commitment to customer satisfaction. Our entire business is focused on delighting customers at every step, from initial consultations, through installation and deployment, to ongoing use and system expansion. In every way, ShoreTel delivers its *Pure IP* solutions to meet the needs of virtually any business — including yours.
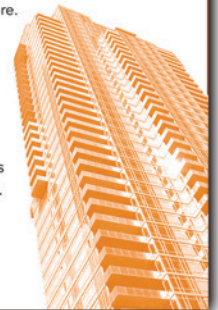
ShoreTel's corporate brochure interior carried on the theme of architecture.

ShoreGear Voice Switches

Enabling business
Unified Communi...
with hi...

BENEFITS

- Pure IP unified communications delivers exceptional quality

- Highly scalable switch solutions meet the needs of enterprises, and small and medium businesses

- 99.999% system availability exceeds stringent enterprise standards

- One system spans multiple locations

- Centralized management helps reduce installation

- RoHS/WEEE compliant

ShoreTel Channel...

BENEFITS
For our channel partne...
ShoreTel offers:

- An innovative, co... that differentiat...

- Advanced pr... multi-site o... PBXs and...

- Aggress... proto... resel...

- A...

ShoreCare Support Services

DO WE HAVE ANY SIDE-
BAR INFORMATION FOR
THIS?

- Increase productivity by freeing up your staff

- Focus your resources on core business opportunities

- Reduce staffing and training costs

- Stay ahead in IP Unified Communications

- Streamline access to all ShoreTel teams

Why...
- Acc...
Acc...
engi...
frees...

- Speci...
need...

- Advice...
and up...

- Excepti...
question...
updates...
protect...

Which S...
Fits Your...
ShoreCare S...

- You have...

- You want...
to an IP UC...
environme...

- You have hi...
communica...
features and...

- You have a li...

- You have use...
uptime so yo...
onsite for dia...

- You have Sho...
multiple locati...

- Skill transfer thi...
training augme...

SHORETEL VPN PHONE

Secure and effective
Unified Communications
for remote users

...raffic flows

...r remote network access increases, the
...uses a dedicated VPN Concentrator
...hones, enabling IT staff to implement
...e and flexible remote access policy.
...connections for remote computer
...unaffected by remote phone traffic
...managed and secured independently
...flexibility. Existing firewalls do not
...placed or re-configured. This also
...high performance and high network
...ven at peak traffic times.

...ding security
...VPN uses industry standard Secure
...SSL) encryption technology to
...e network. SSL is commonly used in
...to secure Web traffic, for instance
...banking transactions, and most
...firewalls are engineered to handle
...ffic. All data packets to and from
...Phone are securely encapsulated
...connection.

LAN

DMZ — Existing Firewall

SSL Connection

INTERNET

...rewalls to minimize configuration

ShorePhone Telephones

Unifying the flow of
information across
your business

BENEFITS

- Ergonomic design for effortless communication

- Immediate gains in workforce productivity

- Dramatically lower installation, training, and support costs

- A wide range of phones to fit enterprise requirements

ShoreTel® ShorePhone™ IP Telephones boost productivity everyday across the organization, and are part of the ShoreTel Unified Communications (UC) system. ShorePhone IP Telephones are designed for effortless communication—with style and elegance. Our family of ergonomically designed, high performance phones enables everyone in your organization to communicate easily and effectively. ShorePhones also offer huge benefits to your IT group since they are pre-configured to be added instantly to the network, and eliminate time-consuming manual installation.

Ergonomic design for effortless communication

ShorePhone IP Telephones are designed to conform to the human body, providing quick and easy access to a full range of communication services. Tactile keys reduce strain on the fingers and wrists, while the precision-balanced, contoured handset can rest comfortably in your hand or on your shoulder.

Visually, ShorePhone IP Telephones are designed to keep communication flowing across your organization by instantly conveying comprehensive information. Users can easily see who is calling (Caller ID), check for missed calls and unheard voicemail messages, and quickly read the call's status (on hold, muted, etc.). All of this data is easily viewed on the ShorePhone vertical display, and some selected models are enhanced by backlit displays.

All ShorePhones feature a message-waiting light visible from a 360° viewing angle to instantly alert users, and color-lit line buttons that provide immediate, at-a-glance information about incoming calls and messages. All ShorePhone IP Telephones are available in silver or black to complement any décor.

ShorePhone IP Telephones feature crystal-clear audio quality, and offers a wideband audio codec that supports seven full octaves of human sound, available across the entire portfolio line. In

addition, ShorePhone's high fidelity, full-duplex speakerphones deliver exceptionally clear audio and enable hands-free conversation.

Engines of productivity

The intuitive user interface on all ShorePhone IP Telephones simplifies all telephony tasks including call transfer, conferencing, call pick up, call parking and intercom—even in a multiple-site enterprise. Users can extend the power of their ShorePhone far beyond their desks with ShoreTel Office Anywhere, which allows them to assign their extension to any phone, including a mobile phone or home phone.

Through ShoreWare® Personal Call Manager, ShorePhone IP Telephones are automatically populated with system directories. This provides instant connectivity through smart directory dialing that allows users to instantly locate and call others by entering the first few characters of a name on the key pad. ShoreWare Advanced Call Manager also provides presence information about the call recipient—whether the user is idle, busy, or in Do-Not-Disturb (DND) mode.
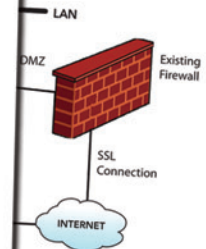
Lower cost of ownership

All ShorePhone IP Telephones support plug-and-play installation, reducing time-to-deploy and easing administrator workload. As you connect new telephones to the network, ShoreWare Director automatically discovers the new devices and adds them to the ShoreTel UC system, where they can be centrally managed as nodes on your enterprise network. As new software releases or versions become available, all of your IP telephones can be automatically updated via network downloads, further reducing administration costs.

Data sheets were categorized into groups, color-coded and elegantly typeset

A new network diagram was designed with a library of ShoreTel components.

ShoreTel's identity was standardized with consistent logo, type and color usage.

An assortment of print collateral helps to reinforce the new brand standards.

ShoreTel's advertising: recruiting & image ads as well as foreign language versions.

ShoreTel needed a whole family of displays for marketing around the world.

A variety of learning and training tools offered through "Shoretel University."

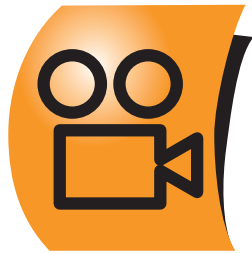|				
Open Options	New Voicemail	Chat	Generic Arrow	Download Arrow
Configuration	Call Configuration	Open Options	Call Control	Voice Mail Distribution
Action Video	Converged Conferencing	Contact Center	E911 Notification	Personal Call Manager

A suite of tiny pictorial icons was specially designed for ShoreTel's UC System.

A news release delivered in a talking tube presents a chance for a little humor.

If you have some communications you need to unify or a design project
you'd like to launch, please contact:

KEVIN AKERS design + imagery

at 925.735.1015

or kevin@kevinakers.com

To learn more about Kevin's work,
visit www.kevinakers.com and http://issuu.com/akers