



Innovation Network

Innovation Network Program Guide

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Introduction

ShoreTel's Unified Communications solution is based on an open architecture which allows third-party solutions to interoperate and integrate with ShoreTel's solution and applications to deliver extended value to our mutual customers.

The ShoreTel Innovation Network offers third-parties a way to test, document and have their solution validated with the ShoreTel UC solution.

The purpose of this document is to outline the program and process for third-party vendors to work within the ShoreTel Innovation Network.

Disclaimer:

ShoreTel tests and validates the interoperability of the Member's solution with ShoreTel's published software interfaces. ShoreTel does not test, nor vouch for the Member's development and/or quality assurance process, nor the overall feature functionality of the Member's solution(s). ShoreTel does not test the Member's solution under load or assess the scalability of the Member's solution. It is the responsibility of the Member to ensure their solution is current with ShoreTel's published interfaces.

The ShoreTel Technical Support organization will provide Customers with support of ShoreTel's published software interfaces. This does not imply any support for the Member's solution directly. Customers or reseller partners will need to work directly with the Member to obtain support for their solution.

The ShoreTel Innovation Network is the ideal way to develop, validate, and document your product's interoperability with ShoreTel's UC solution. Additionally, it provides a unique way to introduce your company to ShoreTel's vast array of Reseller Partners and end-user customers.

Program overview

The Innovation Network is structured into two primary levels:

- Foundation
- Alliance

All prospective members will begin by applying to be Foundation Members. Here you will gain access to ShoreTel's growing collection of APIs, SDKs and tools to help you integrate your products with ShoreTel's UC solutions.

Once members have completed their development and have self-tested their solution with ShoreTel's solution, they will be eligible to apply to the next level – Alliance Membership.

The following sections will explore the details of each of the program levels including requirements, process and benefits.

Program levels and requirements

Foundation

The Foundation member level is designed to provide the technical information and tools necessary for third parties to integrate their solution with ShoreTel. There is no fee to participate in this program.

The following steps are required to participate in this level:

- Third parties must apply to participate in the program as well as sign the ShoreTel Developer Agreement.
- Once approved, members will be given login credentials to gain access to the ShoreTel Foundation developer portal including APIs and SDKs, as well as access to the ShoreTel Innovation Network forums.
- For members who require additional assistance through their development process, they may purchase a Developer Support package for \$700 which will provide the members

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with up to two (2) hours of support with Engineers. Additional hours may be purchased at \$350 per hour. Further support options are available and will be quoted separately.

Members must have access to a ShoreTel system for their development purposes. Members have the option to purchase a ShoreTel lab system at a substantial discount off list to support their development and test efforts. Should you wish to take advantage of this option, please contact the [program administrator](#) to obtain a quote.

Alliance

Participants who have completed their development effort may apply to become a ShoreTel Alliance Member. At this stage, ShoreTel will work with the member to validate the interoperability of the combined solution in ShoreTel's Interoperability Lab. Note: each product that the member wishes to have validated will require a separate test session.

The following steps are required to participate in the Innovation Network as an Alliance Member:

- Members must apply to have their solution validated.
- Once approved, the members must complete and sign the Innovation Network Alliance Agreement.
- Members must pay the program fee of \$5000 which will include the following:
 - One (1) week, Monday through Friday, of in lab testing. Note, if testing has not been completed within the allotted time, the member may purchase additional test days at a rate of \$1500 per day.
 - One (1) self test re-validation within one (1) year of the initial validation
- Members are expected to complete the Interop Validation Checklist and submit it to the [program administrator](#).
- Members will receive a scheduled lab test date and will be expected to supply any hardware or software required to effectively test the member's solution. Members are expected to make a resource available on-site for the duration of the testing unless agreed upon in advance.
- Working with ShoreTel's interoperability engineers, members are expected to complete an Application Note which, upon successful completing of testing, will be posted on ShoreTel's program website.

- If issues are uncovered during the test activity, the member is expected to resolve the issue during the scheduled test window. If the issue is considered minor, as deemed by ShoreTel's interoperability engineers, it will be documented as such and the testing may proceed. If however the issue is major and could not be resolved during the test window, the member will have the option to return to the test lab at a future date. The cost to reschedule the lab will be \$1500 per day and is subject to availability.
- Once the solution has been validated by ShoreTel, and the member has completed all documentation, ShoreTel will display the member's logo, company name, company description and the application note on ShoreTel's program website(s).
- Members are expected to post the ShoreTel Innovation Network logo on their website.
- Upon completion of initial validation members are expected to complete a press release, with prior written consent, indicating their participation in the program.

Testing generally occurs at ShoreTel's lab. In some cases, ShoreTel's engineer will travel to the member's site to complete the interoperability work. In this case the member is expected to pay the program fee as well as cover all reasonable travel expenses for the ShoreTel onsite engineer. Further, some solutions are best tested remotely, lab-to-lab. In those scenarios, the member is expected to provide all connectivity points, products and testing resources to complete the activity at their own cost, in addition to the program fee.

Maintaining program membership and compliance

Members are expected to keep their validation current with ShoreTel's core system releases. ShoreTel requires that members re-validate their solution with every major release of ShoreTel and/or the member's solution.

Members whose solution falls more than one (1) major release behind ShoreTel's currently GA release may lose their program validation status and be deemed out of compliance losing the marketing benefits outlined below.

There are two (2) options to complete the re-validation process.

Self-revalidation

Members are encouraged to perform self-revalidation and update their documentation. Members will submit the updated application note and other program documentation, as well as pay the \$2000 validation renewal fee.

When self-revalidating, members are expected to leverage a ShoreTel solution at the then current release to re-test all test cases completed in the initial validation. Lab only solutions are available direct from ShoreTel at a substantial discount off list and are an excellent way to keep testing current and support end customers inquiries.

Upon receipt of the updated documentation and test results, ShoreTel program engineers will review the documents for completeness and accuracy. Once approved the member's validation will be updated to reflect being current with the tested release.

Note that with initial membership fee and certification one (1) self validation is included within the first year.

ShoreTel revalidation

Should members be unable or unwilling to leverage the self-revalidate option for their solution, they may request ShoreTel to perform the re-validation in its interoperability lab. Members will be expected to supply all equipment and software necessary to perform the testing, a technical resource to assist in the testing and pay the \$5000 program renewal fee.

Reporting of mutual customer deployments

Members will be expected to provide ShoreTel with details on mutual customer deployments quarterly. A template will be provided to the member outlining the required details. This information may be leveraged to develop case studies, press releases and other promotional material. Any use of this information will be agreed upon mutually in advance of its use.

Case studies

Members will be expected to provide ShoreTel with at least one candidate for a mutual case study each year. Together, ShoreTel and the member will interview and craft a case study to be jointly published.

Supporting Joint Customers

Members are expected to provide support for joint customers directly. Members must work with the customer to identify the root cause of their issue and whether the issue is a result of the Member's solution and/or development to ShoreTel's interface, or if it is a result of the ShoreTel interface or product.

If the issue is a result of the Member's product, the Member will be responsible for working with the Customer in a timely manner to resolve the issue through their normal support process. The

member will further be responsible for providing a report on the findings and resolution plan to ShoreTel.

If based on the analysis the issue appears to be a result of the ShoreTel interface or product the Customer must submit a case to ShoreTel's support organization, per the Customer's support contract, and include any and all traces indicating that the issue is with the ShoreTel product or interface. In many cases the end-user customer has a support agreement with ShoreTel's Reseller or Distributor. In those cases the Reseller or Distributor will be responsible for submitting the case to ShoreTel's support organization.

When working with the customer should the ShoreTel support organization determine that ShoreTel's interface is performing as designed, as per ShoreTel's published interface documentation, the Member will be responsible for resolving the Customer's issue.

Authorized Contacts

Members will be required to provide no more than 3 individual names designated as Authorized Contacts. Authorized Contacts will be the prime points of contact for all communication. Further, Authorized Contacts will receive login credentials to access ShoreTel's forums

Program requirements summary

The following is a summary of the requirements within each level of the program.

Requirement	Foundation	Alliance
Completion of Application	✓	✓
Completion of Developer Agreement	✓	✓
Access to a ShoreTel system for development and testing	✓	✓
Identify Authorized Contacts	✓	✓
Completion of NDA, Program Agreement and test validation fees		✓
Submission of completed Interop Validation Checklist		✓
Successfully complete validation testing		✓
Submit program documentation for catalog posting		✓
Provide support and sales contact information		✓
Display the ShoreTel Innovation Network logo on member's public website		✓
Develop press release indicating member's participation in the ShoreTel Innovation Network		✓
Submit quarterly mutual customer deployment details		✓
Submit at least one (1) candidate per year for a joint case study		✓
Member must keep validation current within one (1) major ShoreTel release		✓

Program benefits

Members who maintain their level of certification within the program are entitled to many benefits that will provide greater visibility with ShoreTel's sales, marketing and reseller communities.

Benefits at all levels

All participants in the program will receive the following benefits:

- Access to ShoreTel's catalog of APIs and SDKs
- Access to ShoreTel's online forums for posting questions and gathering tips and suggestions about integrating your solution with ShoreTel.
- All members will have the ability to purchase, at a significant discount, ShoreTel lab systems which can be leveraged by the member for their development and test efforts, as well as demonstrations to prospective customers. Members must have and maintain a valid support contract.
- For members who have purchased a lab system and are under a current support agreement, access to ShoreTel's Support Knowledge Base where members can review product documentation.

Benefits to Alliance Members

In addition to the above benefits, members who have been validated and are in current standing as an Alliance Member may receive the following additional benefits.

- Members will be able to use the ShoreTel Innovation Network logo to post on their website, within presentations and on other promotional materials.
- Members will receive significant exposure through their own dedicated web page within ShoreTel's online catalog of validated solutions.
- Product specific Solutions Brief and Application Notes will be jointly created and posted within ShoreTel's online catalog. These will include details on the

solution tested, test cases, releases used as well as configuration details required to get the desired results.

- ShoreTel and the member will jointly develop a press release upon successful testing. In addition, both parties will strive to develop case studies to further the promotion of the combined solution.
- Members must maintain their validation within one (1) major ShoreTel release. As a reward for the initial successful validation, members will receive one complimentary re-validation within their first year of membership. This will be a self test activity whereby the member will submit the updated documents and details to ShoreTel for review and posting.
- Members will have the opportunity to present to ShoreTel’s reseller partner community as well as ShoreTel’s sales and marketing personnel through a series of webinars. These regularly scheduled sessions are a great opportunity to reach out to the teams that will drive sales of your solutions with ShoreTel. Sessions are scheduled at the discretion of the [program administrator](#).
- ShoreTel’s premier event for connecting with its reseller partners, sales and marketing teams as well as its executive team is the annual partner conference. Members will receive invitations to exhibit, and in some cases speak at the conference. Additionally, ShoreTel sponsors regional based events with both partners and customers and from time to time will invite our valued technology partners.

Program benefits summary

Benefits	Foundation	Alliance
Access to ShoreTel’s APIs and SDKs	✓	✓
Access to the ShoreTel Innovation Network Forums	✓	✓
Access to ShoreTel product documentation	✓	✓
Discounted lab systems	✓	✓

Access to ShoreTel's Knowledge Base – with current support agreement	✓	✓
Ability to purchase additional development support	✓	✓
Use of ShoreTel's Innovation Network logo		✓
Dedicated program catalog page		✓
Solutions Brief & Application Note		✓
Joint press release		✓
Joint case studies		✓
One self administered revalidation included within first year		✓
Opportunity to present via webinar to ShoreTel's sales and reseller community		✓
Invitations to exhibit and participate in ShoreTel's annual partner conference and other events		✓

Contact information

To reach the ShoreTel Innovation Network:

By Phone: Dial +1 408-331-3300 and choose Option 5 (Innovation Network Program Manager)

By email: InnovationNetwork@ShoreTel.com

To reach ShoreTel technical support services:

By Phone: Dial +1 408-331-3300 and choose Option 3 (Customer Support) or +1-800-742-2348

By email: Support@ShoreTel.com

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Legal notices with regard to your membership should be sent to:

ShoreTel, Inc.
960 Stewart Drive
Sunnyvale, CA 94085
Attn: Innovation Network Program Manager

ShoreTel will send all product release, renewal, and other notices with respect to your membership to the address noted in your membership agreement unless you have provided to ShoreTel and ShoreTel has acknowledged and agreed to, a new contact mechanism.

Notices

The use of the term “Member” in this agreement does not change the independent contractor relationship of the parties to each other and neither party will publicly announce or otherwise use the names “Member or Innovation Network or Innovation Network Participant” in its advertising or marketing without noting the following disclaimer in such communication: “Notwithstanding the use of the term “Member” in the lay/commercial sense, the parties are not legal partners of one another but are instead independent contractors.”

If there are conflicts between this document and the ShoreTel Innovation Network Alliance Agreement, the Program agreement is the final word.

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Revision History Table

Rev / Date	Who	Description
1.0 April 2011	Steve Weinstock	Initial Revision