

# Media & Entertainment Solutions



Digital transformation is affecting every part of the media and entertainment industry. By embracing a forward thinking digital business model, organizations can become more agile, access new channels to market and attract new revenue streams. Mitel® Unified Communications and Collaboration enables organizations to differentiate through new ways of interacting with customers and better productivity.

## CHANGING CONSUMER BEHAVIOR

As consumers migrate from traditional to digital media, businesses are transforming their products and services to retain customers and protect revenue streams. In a competitive market, customers will migrate to organizations that can deliver an exceptional user experience.

Mitel can help to create a more flexible and responsive business. Our next generation contact center solutions enable organizations to manage customer interaction by voice, email and webchat. In addition, SMS, social media, mass notification can be integrated to ensure you are always 'connected' to your customers.

## PARTNERSHIPS, MERGERS AND ACQUISITIONS

Media companies are accelerating transformation through partnerships and acquisitions to build new lines of business, access to new digital skills, and expand into more dynamic markets.

Mitel's unique architecture helps businesses to federate without the time and expense normally associated with integrating or changing traditional communication systems. By encouraging team work, individuals are able to overcome cultural challenges, remain engaged and be more productive.



As a business grows, concerns often surround the cost and complexity of system management. Mitel provides suite of management tools that allow simple web based configuration. In addition, our solutions can be deployed as a Virtual Appliance within a VMware environment to simplify support, reduce complexity and improve availability. When moving from a single site solution to a private or public cloud, your investment in IP telephones, software and licensing is protected.

## BUSINESS AGILITY

Media and entertainment organizations must minimize erosion of legacy business while maximizing growth of new revenue streams. In this dynamic market, company strategies are being rewritten to embrace digital transformation and accommodate changing customer behavior.

Unified communications and collaboration facilitates flexible, responsive organizations. A highly distributed workforce can work together as though they were in the same location. Presence and availability enables individuals to be informed about who is available and how they can be contacted. Simple voice calls can be escalated into a video or collaboration session, enabling teams to share graphical information and speed up decision making.

## ATTRACTING AND RETAINING STAFF

The media and entertainment industry is dependent on highly motivated, talented individuals. Talent strategies aimed at new generation workers need to go beyond salaries to focus on the working environment, training and emotional engagement.

Media and entertainment organizations can build a flexible and productive 'human cloud'. Corporate communications can be extended into an employee's home over broadband. Smartphones and tablets can be integrated to enable individuals to work from 'any' location. Freelance staff can be federated with a business using their own devices. Individuals are able to work in a way that fits their lifestyle. Organizations gain access to a wide range of digital skills delivered by a highly motivated workforce.



## MANAGING COMPLIANCE

Managing communications across a highly distributed business can be a major headache, especially where staff are working from a wide variety of devices, some belonging to the individual.

MiVoice Business can present one corporate directory number, one voicemail box and one secure instant messaging environment, all supported by one recording solution. Individuals can manage their presence and availability to ensure communication is always handled in the most appropriate way. Organizations are able to remain in control, manage cost and present a more professional image.

At Mitel, we are on a journey to reduce our carbon footprint. We have long been engaged in designing and developing technology with a view to environmental sustainability. Our aim is to help create new ways of working that not only reduce carbon emissions, but help you to work smarter whilst reducing operating costs.