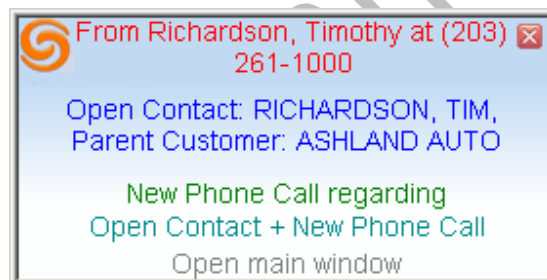


Dear Teledata Customer,

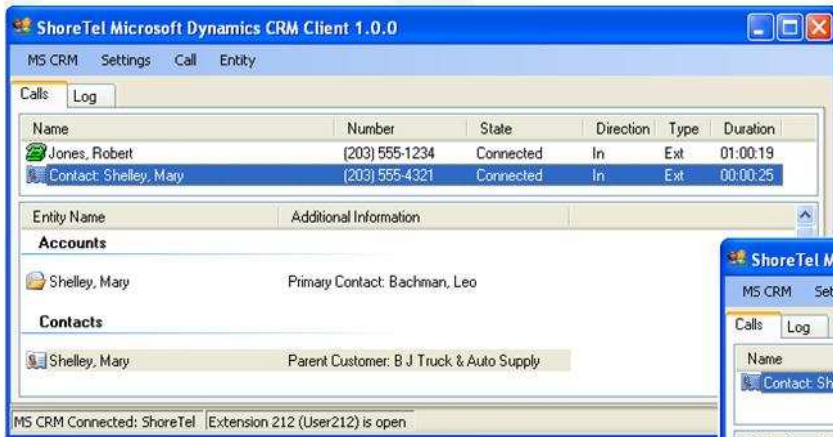
If you want to enhance employee productivity, shorten response times, encourage collaboration, improve handling of new accounts and boost the ROI of both your IP phone system and CRM system, what better way than to give your users all the customer information they need at their fingertips?

In January 2008, ShoreTel announces seamless integration with an industry leading CRM package, [Microsoft Dynamics™ CRM](#), making the combined power of voice and data that much easier for enterprises.

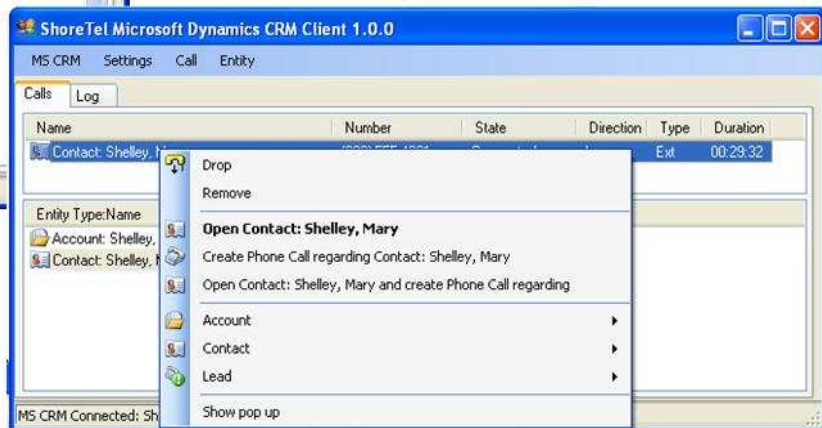


ShoreTel Microsoft Dynamics CRM Integration application enhances the ability to capture and keep customers by seamlessly integrating two of the most important business applications: phone communications and customer tracking. ShoreTel Microsoft Dynamics CRM Integration application automatically links an incoming call to either an existing customer record or one of several new record creation screens. Users can dial out directly from the Microsoft Dynamic™ CRM application using the embedded ShoreWare® Web Dialer application, or they can dial out using ShoreTel's flexible ShoreWare Call Manager and have an associated CRM record open immediately.

The ShoreTel Main window presents an information-rich view of phone calls and associated CRM data



Right click phone call to view list of possible CRM actions



With CRM at the core, key benefits of the solution include the ability to:

- Fully leverage your most valuable information asset: Customer data.
- Use the convergence of voice and data to enhance productivity, shorten response times, and increase customer loyalty.
- Consolidate data for better reporting and improved decision making.
- Integrate seamlessly using personalized setting options.
- Realize immediate benefits from ease of installation and intuitive interface.



Support for custom entities differentiates the ShoreTel implementation from that of its competitors

To address the diverse needs of Microsoft Dynamics CRM users, ShoreTel provides comprehensive out-of-the-box functionality and extensive configurability. Organizations can customize search settings to enable lookup of both standard and custom CRM entities and attributes, and each user can control exactly how the integration software responds to calls and lookup results. ShoreTel Microsoft Dynamics CRM Integration application is easy to install and configure, and because it communicates via web services, it does not require any modifications to any Microsoft® components, eliminating the need to coordinate product updates.

"ShoreTel Microsoft Dynamics CRM Integration application has given us the ability to automatically capture customer information from inbound calls, route calls to the appropriate loan officer, and eliminate unanswered calls and lost leads. The integrated applications work together seamlessly and will allow us to capture more information more quickly, and maintain a complete history of client contact. We believe these capabilities will increase Vertex's 2008 revenue by 20 to 30 percent."

—Jason Seedig, director of IT at Vertex Financial Group

Please click [here](#) if you would like to see a real-time demo of this application.



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