

CurrentCOMPETE Company Assessments – Sales View

The **Sales View** of a Company Assessment report help sales people understand the competition and its products, as well as their own company's products and market presence.

Quickly navigate to related intelligence reports, and competitor, product, and market assessments.

Competitive Market Ratings compare a company to its top competitors by analyst perspective, market tier, market status, momentum, and vision.

Summary

| Company Ratings | Enterprise |
|-----------------|------------------|
| Perspective | Neutral/Positive |
| Market Tier | 2nd Tier |
| Market Status | Emerging |
| Momentum | Positive |
| Vision | Neutral/Positive |

Strengths and Opportunities

- ShoreTel's focus on the development and marketing of a single pure IP telephony system is of real benefit to the small company with its resources limited in comparison to its much larger competitors. With no legacy technology or customer base to maintain, ShoreTel has a development advantage over rivals with TDM product lines and customers that need catering to while still trying to move forward with newer IP communications systems development.
- ShoreTel's distributed call control architecture gives it a competitive advantage over competitors as the crowded IP PBX market. The company has done a commendable job of staying ahead of the curve in terms of product development. If any alternative solutions exist, they are few, if any, alternative solutions exist.
- A steady R&D pace and ongoing competitive updates to its user management, third party switches and endpoints, has helped ShoreTel maintain its competitive edge.

Weaknesses

- ShoreTel suffers from a lack of advertising campaigns in major U.S. market chock-full of small suppliers seeking to establish a presence.
- ShoreTel lags behind competitors in terms of advertising campaigns in major U.S. market chock-full of small suppliers seeking to establish a presence.
- Producing and maintaining a serviceable Enterprise Edition's scalability, the company's sales efforts, which is different to other enterprises. This puts ShoreTel at a disadvantage against competitors that utilize far fewer network configurations.

Markets and Competitors

| Vendor Name | Perspective | Market Tier | Market Status | Momentum | Vision |
|-----------------|------------------|-------------|---------------|----------|------------------|
| ShoreTel - EC | Positive | 2nd Tier | Emerging | Positive | Neutral/Positive |
| IBM - EC | Positive | 1st Tier | Established | Positive | Neutral/Positive |
| Cisco - EC | Positive | 1st Tier | Established | Positive | Neutral/Positive |
| NextiraOne - EC | Positive | 2nd Tier | Startup | Positive | Positive |
| ShoreTel - EC | Neutral/Positive | 2nd Tier | Emerging | Positive | Neutral/Positive |

Company ratings include Perspective, Market Tier, Market Status, Momentum and Vision..

In-depth look at a company's **Strengths and Weaknesses**

Service Info

Primary Audience
Product Managers
Sales

- Benefits**
- ✓ Compete more effectively with insight on competitor strengths, weaknesses, and market strategy
 - ✓ Gain awareness of key competitors and their relative positions
 - ✓ Stay informed of recent competitor activities

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