



## Mitel Redesigns the International Herald Tribune's Communications System

### Unified Communications Solution to Help Improve Efficiency and Connectivity for Staff, Anywhere

**PARIS, France - September 13, 2010** - Mitel®(NASDAQ:MITL), a leading provider of unified communications software solutions, has been selected to redesign the communication system for the International Herald Tribune to help improve staff efficiency, reduce costs and provide unified communications capabilities and connectivity from anywhere. The International Herald Tribune is the global edition of the New York Times.

The paper is for sale in 180 countries, is published six days a week, has a worldwide circulation of nearly 220,000 copies and is the Global Edition of NYTimes.com which attracts 44 million monthly unique users (Source, comScore July 2010). In order to optimize its production, while taking into account the human, structural, and technological challenges facing the business, the IHT wanted to modernize its communication architecture to make life easier for employees on the road; reduce costs; consolidate its infrastructure; and standardize its entire architecture in Europe.

Taking advantage of the reorganization of its Paris head office, the IHT decided to replace its communications system, which had been in place for nine years, in favor of an IP telephony and unified communications solution from Mitel.

"Our organizational needs have changed since 2007, as has the way we do business. With staff in offices across the globe constantly in touch we needed a systems update that would streamline communications, with reliable back-up, making it easier for staff to carry out activities like call dispatching, multi-participant telephone meetings and stay in touch while on the road. Achieving all this cost effectively was also a priority," said Christophe Duprat, director of information systems for the International Herald Tribune, EMEA.

Mitel designed and implemented a communications architecture to address the company's communication challenges. The IHT selected the Mitel Communications Director (MCD) to centralize the administration of the entire solution across Europe.

Secondly, Mitel introduced value added services to optimize costs and facilitate alternative ways of working:

- The IT team's DECT antennas and handsets were replaced by the Mitel Dynamic Extension application, which provides single number reachability, enabling a call to a user's business number simultaneously ring up to eight devices in a personal ring group, and provides seamless hand off between devices. This ability redefines 'work where you are' with a single voice mail box and simple access to business communications features from any location. This combined with the Mitel Teleworker Solution that enables businesses to easily enjoy the benefits of UC through a low-cost, secure, "plug and work" at remote workstations, can cut IHT's international communication costs considerably and increase productivity.
- The implementation of the unified messaging solution, Mitel NuPoint Messenger IP, allows users to listen to their voicemails from their mailbox. The mobile users can now access to their desktop voicemail from anywhere.
- The new communication infrastructure allowed to implement a system for controlling costs and to give the computer service desk an Automatic Call Distribution (ACD) solution so that they no longer miss any incoming calls or give callers the endless run-around among various positions.

The deployed solutions allow now to cover the needs of all users, regardless of profile:

- Deskbound user with a dedicated workstation,
- Teleworker at a small remote site or working from home,
- Mobile users, generally travelling and occasionally working from home,
- On site mobile users.

"The chosen communications architecture and its mobility, integrated messaging, collaborative capabilities, IP telephony and administration applications have made the company more flexible and more mobile while allowing us to control our costs. Thanks to our transition to unified communications with Mitel, our communications worldwide have become smoother and much more efficient," concludes Duprat.

**About the International Herald Tribune ([global.nytimes.com](http://global.nytimes.com))**

The International Herald Tribune (IHT) is the premier international newspaper for opinion leaders and decision-makers around the globe. It combines the extensive resources of its own correspondents with those of The New York Times, is printed at 38 sites throughout the world and is for sale in more than 180 countries. Based in Paris since 1887, the IHT is owned by The New York Times Company. For more information about the IHT visit [ihtinfo.com](http://ihtinfo.com)

**About Mitel**

Mitel Networks (NASDAQ: MITL) is a global provider of business communications solutions and services, consisting of unified communications and collaboration software applications, IP telephony platforms, mobility applications and managed and network services. Mitel enables businesses of all sizes to move beyond basic fixed telephony tools toward integrated multi-media collaboration solutions, accessible from anywhere, helping to improve performance, gain competitive advantage, and reduce costs. Mitel's global headquarters are in Ottawa, Canada, US headquarters are in Chandler, Arizona and EMEA headquarters are in Caldicot, UK, with offices, partners, and resellers worldwide. For more information visit: <http://www.mitel.com>

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