

TOWN OF  
**HALTON HILLS**  
*Working Together Working for You!*

April 13, 2011

Ms. Rosemarie Patano  
Senior Buyer, Purchasing  
The Town of Markham  
101 Town Centre Blvd.  
Markham, ON L3R 9W3

Dear Ms. Patano,

I have been asked by High Tech Communications if I could provide you with an overview of our evaluation process of alternative VoIP telephone systems, our decision to award our project to High Tech with their proposed ShoreTel solution, our experience in working with High Tech and our experience with the new ShoreTel system.

**The Evaluation Process:**

We issued our RFP for a new phone system in September, 2010. Our existing digital system was manufacturer-discontinued and we felt it would be prudent to implement a new system before we experienced a significant system failure.

We received responses from a number of companies representing a number of manufacturers.

We were quite impressed by High Tech's thorough and comprehensive response.

We narrowed the contenders down to three companies that presented solutions from Avaya, Mitel and ShoreTel. We asked the Mitel and ShoreTel distributors to return for a second presentation to a representative group of our users, including our call centre personnel.

Everyone was most impressed with the presentation of the ShoreTel system such that we awarded the project to High Tech in December, 2010.

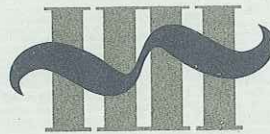
**ShoreTel's Differentiators:**

There were a number of factors that we considered when looking at the various systems, but it came down to three key differentiators.

The first differentiator was the end-users' acceptance of both the phone and more importantly ShoreTel's Personal Communicator unified communications client.

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The second differentiator was the ease and performance of ShoreTel's Administrative Software. We could envision this simple to use software saving us many hours and dollars when it came to completing ongoing Moves, Additions and Changes to the system.

The final differentiator was their "proof-in-advance" third-party report from Nemertes Research. We had more confidence in a VoIP telephone system that was rated the "Best Overall" for 6 consecutive years.

**Working with High Tech:**

What impressed us most was that they did everything they said they would do during their two presentations. Their drive to completely satisfy us was evidenced each time we interfaced with our Project Manager, Victoria, and our Installation Technician, Matt.

Their attention to detail and their use of checklists to ensure nothing is overlooked made the deployment of the ShoreTel systems into our 11 sites over 8 weeks completely painless.

**Our ShoreTel Experience:**

Although the system has been operational for only two weeks, its ease of use and simplicity has us confident we made the right decision.

I would be pleased to host some representatives from the Town of Markham should a visit be of any benefit to your evaluation process. If someone would like to speak with me via phone, I would be pleased to answer any questions and explain our situation more fully.

Sincerely,

Murray Colquhoun  
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