

November 1, 2023

## **The Mitel User Group (MUG) Board and Mitel Collaborate for the Annual MUG Board Meeting focused on Expansion and New Key Member Benefits**

ROME, Italy – The Board of Directors of the Mitel User Group (MUG), a customer-led, global community of users, joined together for networking, driving influence into Mitel, and learning and sharing best practices convened for its annual two-day meeting to discuss the strategic course for the future of the MUG.

With a warm welcome from the Italy-based Mitel team, the MUG Board, which consists of key Mitel customers worldwide, hosted one of its most impactful meetings yet. With a key priority of the meeting to connect with the Mitel Italy team and local Mitel customers, the Board listened to how the strength of the community could translate into a new Italian chapter to provide an ongoing support system for local users to meet, discuss their challenges and amplify a collective voice with Mitel and its reseller partners.

The representation of stakeholders from around the globe, bringing a myriad of languages, cultures, and viewpoints together, embodied the power of community in action. The commitment from Mitel to its customers and the dedication from the users to share their voice and advance the community sets MUG on a path for great things in 2024.

Bob Baddeley, President of the global MUG Board of Directors, emphasized the importance of the meeting: “It is really important that the Board get together once a year to help expand and strengthen our relationships. It is where we plan for the next year and highlight what we are delivering for members – and we’re always striving to deliver more and to deliver better. These Board meetings result in improved outcomes for the user community.”

Before looking ahead, time was spent reflecting upon the year’s successes, including comprehensive training sessions for MUG members on key topics including Mitel vertical offerings, a MiContact Center demo, and updates on MiVoice Business and MiCollab. The user group launched special interest groups, each curated around specific industries, a library of resources via Mitel’s PowerUP Hub, a direct channel for customer feedback via UserInsights and new features to MUGpro, including access to software downloads.

Mitel’s Martin Bitzinger, Senior VP PLM & Product Marketing, led the Board through what customers can expect from Mitel’s strategy by highlighting choice and flexibility for customers across their communications lifecycle. Some of these initiatives include an aligned global partner program, vertical specialization programs, and consultant expertise designed to bring customers the greatest possible value in their communications experience.

Martin summarized Mitel's approach by noting that "the technology is there; it's really how do you apply that technology to solve real business problems. And that's where we find it more important than ever to talk to our customers about what they are seeing in the market and what challenges they are experiencing."

Following small breakout groups and related discussions, the MUG Board solidified its plans to expand globally by kick-starting new local Chapters. Leveraging input from MUG members in advance of the meeting, the Board began plans to bring back in-person customer events, prioritize premier trainings and tools, make resources more easily accessible, and offer a "hot topics" discussion forum on relevant issues and challenges. MUGpro members should prepare for exciting updates on license trials, premier training access and enhanced benefits.

Rome had a chance to shine throughout the agenda as well. From the collaborative Mitel meeting space to the quintessential espresso and iconic history, Italy is a place the MUG Board is ready to welcome with open arms.

### **MUG Membership**

Led by a Global Board of Directors brought together by their use of Mitel communications products and services, MUG features two levels of membership: a free membership which includes access to the global community, technical webinars and training sessions, online forums, product updates and professional networking. A premium MUGpro membership includes all the basic features of membership, plus exclusive access to Mitel resources and sandbox environment. For more information and to become a MUG member, visit [mitelusergroup.org](http://mitelusergroup.org).

### **About Mitel**

A global market leader in business communications powering more than two billion business connections, Mitel helps businesses and service providers connect, collaborate and provide innovative services to their customers. Our innovation and communications experts serve business users in more than 100 countries. For more information, go to [www.mitel.com](http://www.mitel.com) and follow us on [LinkedIn](#) and Twitter [@Mitel](#).