

CurrentCOMPETE Company Assessments

Company Assessment reports provide a **comprehensive look** at a company and its competitive presence in a market.

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

Tactical analysis of a company's **Market and Sales Strategy**

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

Read **Recommended Actions** for the company, its competitors, and its and customers.

The screenshot displays the 'Current Analysis' software interface for a 'ShoreTel' company assessment. The main content area is divided into several sections:

- Description:** ShoreTel is a publicly traded company (NASDAQ: SHOR), having completed its initial public offering in July 2007 with proceeds of \$86.3 million. The company develops and markets IP telephony systems, along with the associated conferencing, contact center, administration, and monitoring software sold with them. Target markets include both SMBs and the enterprise. Founded in 1996, ShoreTel introduced its first products to market two years later. ShoreTel is based in Summerville, CA and it had approximately 375 employees as of July 2009.
- Markets/Sales Strategy:** Includes a table comparing Enterprise Communications and Unified Communications Solutions.
- Financial Summary:** Includes a table with quarterly and annual financial data.
- All Market Assessments:** Lists various market and product assessments.

On the right side, there are several smaller tables and sections:

- Enterprise Ratings:** A table comparing Enterprise PBX, SME PBX, and Unified Communications Solutions.
- Summary:** A brief overview of the company's performance and market position.
- Recommended Vendor Actions:** Lists actions for ShoreTel, such as raising its profile and advertising campaigns.
- Recommended Competitor Actions:** Lists actions for competitors like Alcatel-Lucent, Avaya, and Cisco.

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

Recent related **Current Analysis Intelligence Reports**

Convenient access to company news, press releases, and financial information.

Competitive Ratings for the company in other markets it competes.

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

Current Analysis
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