strategy for success

Avaya Connect
The Steps to Becoming an Avaya SME Partner
Avaya SME On-boarding Overview

1. Register with Avaya

2. Obtain an Avaya SSO ID (Link ID required)

3. Get trained and authorised (sales only or sales & implement)

4. Order an IP Office demonstration system

5. Become an SME Expert

6. Avaya Fast Ramp Incentive

7. Avaya EZQuote

8. Westcon Value Proposition
Step 1 – Register with Avaya

- Your first step is to complete and submit an Avaya Partner Registration Form (right)

- The form can be filled out and submitted online. Go to www.avaya.com, select Partners and then Become a Partner

- If your application is accepted, you will receive an e-mail package welcoming you to Avaya’s partner program

Online resources provided to you by Avaya include the SME Sales Portal at http://partner.avaya.com
Step 2 – Obtain an Avaya SSO ID

- As part of your welcome pack you will receive an Avaya Link ID with instructions

- Follow the instructions and use the Link ID to create your Avaya SSO (single sign-on) ID (see right)

- The SSO ID is your key to all the online Avaya information

Creating the user ID and password you will use to access all Avaya partner content
Step 3 – Get Trained and Authorised

What people and training are required to attain each level of Avaya SME Partnership?

- Two APSS people qualify your company as an **Avaya Authorized Sales Partner**

- These three* people qualify your company as an **Avaya Authorized Sales and Installation Partner** so you can sell product **and** offer installation and maintenance services

- These four* people, and completion of a Services Assessment, qualify your company as an **Avaya Authorized SME Expert Partner** with more partner advantages

* Note: The ACIS accreditation can be earned by one of the two people with APSS standing, and does not have to be earned by a separate (third) individual
### Step 3 – Get Trained and Authorised cont..

#### What training is required to attain each level of certification?

<table>
<thead>
<tr>
<th>Certification Level</th>
<th>Training Details</th>
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</thead>
<tbody>
<tr>
<td><strong>Avaya Professional Sales Specialist (APSS)</strong></td>
<td>Selling IP Office: Three hours, web-based (Avaya ASC00121WEN)</td>
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<tr>
<td></td>
<td>Assessment: Half-hour, web-based (Avaya ASC00121AEN)</td>
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<tr>
<td><strong>Avaya Certified Installation Associate (ACIS)</strong></td>
<td>IP Office Technical Overview: Six hours, web-based (Avaya ACT00916WEN)</td>
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<tr>
<td></td>
<td>IP Office R6 Implementation Workshop: 40 hours, classroom-based (Avaya ATC01225IEN)</td>
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<tr>
<td></td>
<td>Assessment: One hour, web-based (Avaya ATI02011AEN)</td>
</tr>
<tr>
<td><strong>Avaya Certified Solutions Specialist (ACSS)</strong></td>
<td>Completion of all ACIS requirements plus:</td>
</tr>
<tr>
<td></td>
<td>IP Office Advanced Applications Workshop: 40-hour classroom-based course (Avaya ATI00484IEN)</td>
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<tr>
<td></td>
<td>SME Communications Examination: Two-hour, certified, classroom-based exam (Avaya 3000.2)</td>
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</tbody>
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**Web-based** online courses and assessments are provided by the Avaya Learning Centre.

**Classroom-based** instructor-led courses and exams are typically provided by your authorized Avaya distributor.
Step 3 – Get Trained and Authorised cont..

About The Avaya Learning Centre

The Avaya Learning Centre is your destination for web-based IP Office training. Tools like the Learning Navigator, and automatically updated curriculum maps, will show you what’s required and help you track your progress. You can also get course descriptions, register for and actually take the training, all from this site. Access the site at www.avaya-learning.com.
Step 4 – Order an IP Office Demo System

- Show your customers the full functionality of IP Office and demo how Avaya can deliver a range of business benefits

- The demo system includes all the hardware and software required to fully demonstrate IP Office, and includes software valued at over $30,000

<table>
<thead>
<tr>
<th>Avaya Code</th>
<th>Description</th>
<th>RRP</th>
</tr>
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<tbody>
<tr>
<td>700500404</td>
<td>IP Office 5002 Demo Kit</td>
<td>$1995</td>
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</table>

Avaya has a series of “How to Demo IP Office” video’s designed to help Partners understand how to run effective demonstrations – please see the Avaya Business Partner Portal.
Step 5 – Become an SME Expert

The highest authorization level for an Avaya IP Office Partner

To become an SME Expert Partner:
- Train two people as APSS (Avaya Professional Sales Specialists)
- Train one person as an ACIS (Avaya Certified Installation Specialist)
- Train one person as an ACSS (Avaya Professional Solutions Specialist)
- Successfully complete an Avaya Services Assessment*

Benefits of becoming an SME Expert Partner:
- Business development funding
- Direct, purchased access to Avaya backbone support for maintenance
- Current Analysis research
- Placement on “Find a Partner” locator
- Branding and logos
- Feature request submittal

*A Service Assessment is required as part of the initial qualification, and must be performed every two years thereafter. Avaya administers the Service Assessment to ensure that partners have the necessary infrastructure, processes, and systems in place to provide effective implementation and support services to customers - $1000 fee
Avaya EZQuote

Easily and quickly create customer IP Office quotes

- Online Avaya quotation and proposal tool
- Two modes of operation:
  - Configurator
  - Product Advisor
- Full IP Office online catalogue
- Include your own Professional Services
- Proposal tool to enable you to quickly create professional and customised end user proposals

https://ezquote.avaya.com
Step 6: Avaya Fast Ramp Incentive

Start selling Avaya IP Office and receive $4k rebate to cover on-boarding costs

- The offer is for any net new Partner who meets requirements as listed below to obtain a rebate of $4,000 that will cover on-boarding costs:
  - Obtain Avaya Link ID
  - Purchase IP Office Power demo kit by 30th June 2010
  - 2 x APSS individuals certified by 30th June 2010
  - 1 x APIA individual certified by 30th June 2010
  - Achieve $50k net sales out IP Office revenue by 31st December 2010

- Rebate will be paid once Partner achieves $50k revenue threshold

Qualifying criteria – 1st January to 30th June 2010
Revenue threshold – 1st January to 30th December 2010
Westcon Avaya SME Support

A comprehensive range of Avaya IP Office support

- Sales Training – regular sales training to ensure you maximise revenue opportunities
- Pre Sales Support - pricing, quote and solution demonstration support
- Post Sales Support - technical help, configuration advice and proof of concept testing

Tel: 0870 850 7607
Email: totalsupport@westcon.co.uk
Westcon Marketing Support

A comprehensive range of Avaya IP Office support

- **Collateral – End User and Partner sales aids / collateral:**
  - Westcon Avaya SME Tell Me About Guide
  - SME Worker Profile Solution Guides
  - IP Office End User fact sheets

- **ConvergencePoint – Westcon Partner Portal:**
  - Avaya SME portfolio information
  - Avaya SME promotions
  - Collateral / sales tools
  - Westcon Academy
  - Events / training

- **Partner Education – regular mailers and events:**
  - Partner email-shots provide product and promotion updates
  - Partner events to educate on key Avaya SME updates
  - Sales workshops and roundtable events
  - Regional road shows
Useful Links and Tools

Use the following websites and tools to help grow your SME business with Westcon

- Westcon ConvergencePoint - http://uk.convergencepoint.westcon.com
- Westcon Academy - http://academy.westcon.co.uk
- Avaya Business Partner Portal - https://sso.avaya.com
- Avaya Learning Centre - https://www.avaya-learning.com
Westcon Contacts

These key Westcon contacts will support your SME business

Westcon Account Manager
  • T. E.

Pre-Sales Support
  • T. E.

Post-Sales Support
  • T. E.

Order Management
  • T. E.

Marketing
  • T. E.

Product Management
  • T. E.