



OFFER DEFINITION

FOR AVAYA PARTNERS & DISTRIBUTORS

PHONE TRADE UP PROMOTION

EUROPE



VERSION: 1.0

LAST UPDATED: 1 JULY 2018

PROMOTION START DATE: 9 JULY 2018

PROMOTION END DATE: 25 SEPTEMBER 2018

DISTRIBUTOR SALES OUT END DATE: 30 SEPTEMBER 2018

AVAILABILITY: AUSTRIA, BELGIUM, CZECH REPUBLIC, FRANCE, GERMANY, GREECE, HUNGARY, IRELAND, ITALY

NETHERLANDS, NORWAY, POLAND, PORTUGAL, SPAIN, SWEDEN, SWITZERLAND, UK

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Change Log

Version 1.0 – 1 July 2018

- Initial version

Introduction & Overview

Avaya is pleased to introduce the **Phone Trade-Up** Offer as a limited time promotion which is available in the automated discounts tool in Avaya One Source where discounts are applied to quotes quickly through a simple process.

The focus of the program is selling new J100 Series and Vantage devices (except the J129). No other devices are included in the initial release of the promo. The objective of the trade-up is to provide an extra incentive for customers to update old Avaya and non-Avaya devices to new devices.

The following devices are in scope to be 'traded up' to:

- J139 IP Phone, including the 3PCC model (when available)
- J169 IP Phone, including the 3PCC model (when available)
- J179 IP Phone, including the 3PCC model (when available)
- K165 Vantage device
- K175 Vantage device

Discount Summary

The Phone Trade Up promotion provides aggressive discounts on the J-series phones (except J129) and Vantage devices as per the table below:

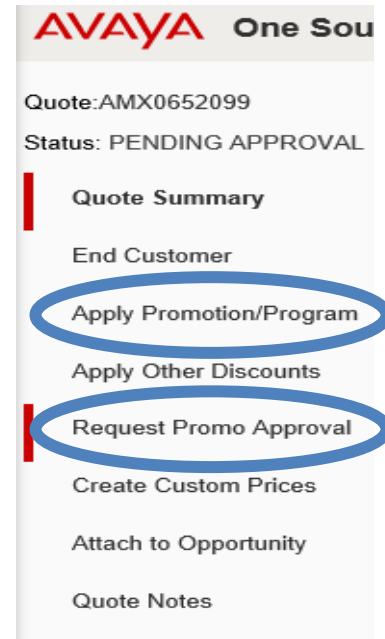
DESCRIPTION	MPG	DISC	Comments
J139, J169, J179 IP Phones	3P	15%	3PCC Devices eligible also
Vantage Devices	3P	12%	

Specific T&Cs and Design requirements

1. Minimum release requirements:
 - a. Avaya Aura 6.3 or later
 - b. IP Office R11.0 or R10.2 for J1xx H323
2. Traded device eligibility
 - a. All Avaya Digital and IP devices, regardless of sales or support status are eligible for the Trade-Up program. Avaya Analog devices are excluded.
 - b. Non-Avaya and 3rd party IP Desk Phone devices are included. Non-Avaya digital and analog devices are excluded.
3. Validation and Phone retrieval
 - a. Documentation to be completed by customer / partner
 - b. This is to be provided during the promotion approval step
 - c. Avaya has the right to contact the customer to retrieve the existing phones for disposal and/or recycling
4. Minimum and maximum order quantities
 - a. There are no minimum or maximum order quantities
 - b. The quantities of phones purchased with this promotion cannot exceed the number of phones traded in
5. Promotion discounts are not applicable to accessories
6. J129 IP Phone is excluded from the promotion.
7. This promotion is combinable with Deal Registration
8. This promotion is not combinable with other promotions

Quoting & Ordering:

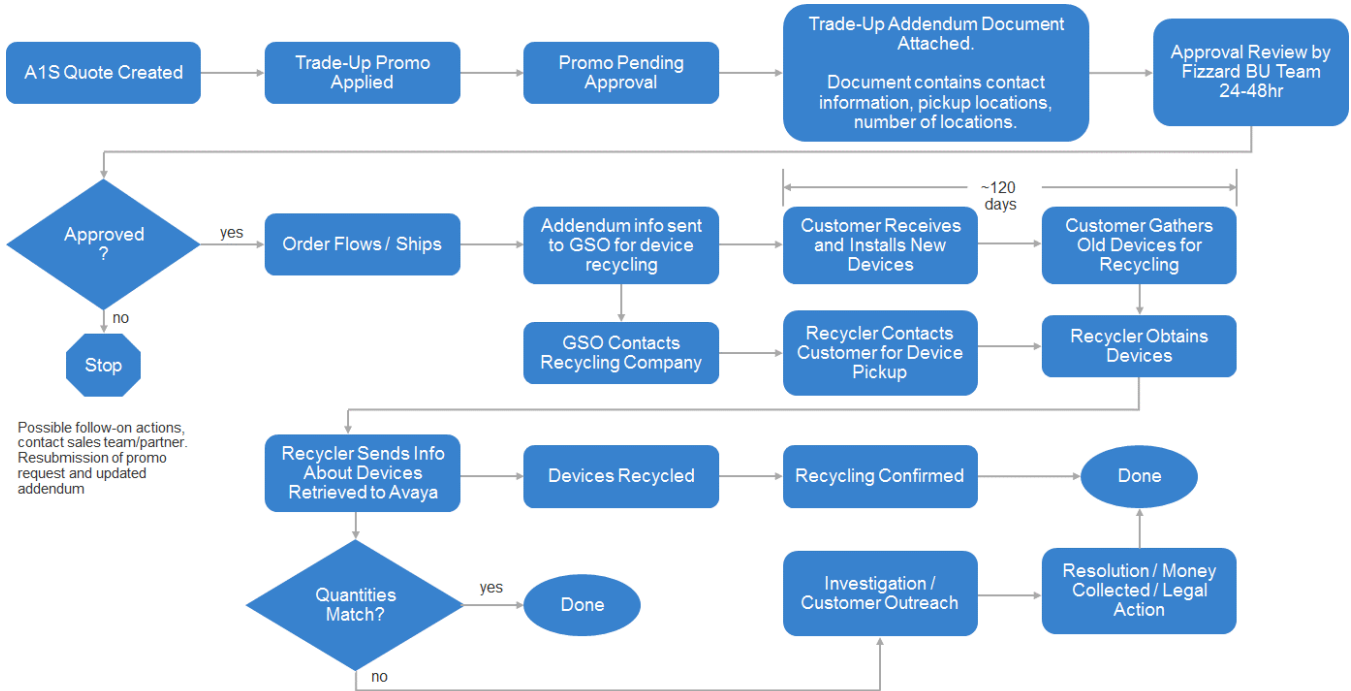
- 1) Create a quote/design as normal with appropriate and eligible material codes
- 2) Process the quote through the Automated Discount Tool in Avaya One Source Configurator, applying the appropriate promotion code (list of promotion codes in Appendix B)*
 - a) Select Apply Promotion/Program.
 - b) Once redirected to the A1S Automated Discounts page, enable the radio button for the Phone Trade Up discount. Click Apply Selected. Your quote will now be in '**Pending Approval**' status
 - c) Select Request Promo Approval.
 - d) Once redirected to the QRN Summary page, add the following customer specific information in the Business Justification field:
 - i) End Customer Name and
 - ii) Also upload a completed Trade Up addendum to the submission (see Appendix C). It collects the following information:
 - (1) Customer name and contact information
 - (2) Approximate quantity, make and model
 - (3) Contact person for recycling
 - (4) Expected date of installation and material retrieval.
 - e) Save & Submit
 - i) Avaya will use reasonable efforts to review your request and target approval/rejection within 2 business days.
 - f) If approved, an approval email will automatically be sent to the requestor once it is processed by the approver.
 - i) If approved, order the quote as normal
 - ii) New quotes and quote modifications for this promotion can be made up to and including end date as on the front page of this offer definition but will require approval



Phone Retrieval Process

Based on the information provided in the Addendum, Avaya may choose to retrieve the existing/old phones for recycling purposes.

The process outlined below will be followed:



Avaya Partner Value Proposition

- Predictable and quick pricing for new sales, reduced reliance on Special Bids.
- The Trade-Up program is a conversations starter with your customers.
- The competitive positioning of Trade-Up allows you to play offense with the new device portfolio.

General Promotion and Package Terms and Conditions

Please see Appendix A for the general global Promotion and Package Terms and Conditions.

Sales Resources

Phone Trade Up Promotion Portal Page

Please see the Phone Trade Up promotion portal page on the Avaya Sales and Partner Portal at:

<https://sales.avaya.com/en/general/phone-trade-up>

Device portal pages

J-series devices: <https://sales.avaya.com/en/pss/j100-series-ip-deskphones>

Vantage devices: <https://sales.avaya.com/en/pss/avaya-vantage>

Contacts

Questions? Please Contact your Avaya distributor, Channel Account Manager, or email

emeapromotions@avaya.com

Appendix A: General Promotion Terms & Conditions

Updated June 20, 2017

1. The terms and conditions outlined herein will be in effect for the duration of this promotion (herein identified as the "Promotion").
2. The word "Partner" in these terms and conditions means the Avaya distributor or reseller that claims discounts under the Promotion. Partner must be authorized for each product line/service offerings and meet any additional requirements for reselling specific products/services. Partner is not automatically authorized for a product line /service by virtue of receiving this notice.
3. Breach of any of the terms and conditions within this document may result in Partner being de-authorized as an Avaya Authorized Partner. In addition, Avaya has the right, if it so determines, to claim damages from any Partner participating in this Promotion, in the sum of the difference between the price at which the Avaya products are sold pursuant to this Promotion, and the price which the Partner would have paid under normal circumstances, without the Promotion.
4. All sales made from this Promotion are fulfilled under the terms and conditions under which Partner has agreed to resell products and services. This Promotion does not alter or change the terms and conditions under which Partner has agreed to resell Avaya solutions unless otherwise specifically stated in this Promotion.
5. Avaya expressly disclaims any and all liability relating to the results of any of its marketing plans or promotions.
6. The Avaya account representatives have no authority to interpret or vary the terms of this Promotion.
7. Avaya reserves the sole right to interpret and establish the terms and conditions of this Promotion.
8. Partner must place a single Purchase Order on their distributor for all material codes included in the approved quote, upon which the promotional discount has been authorized. The distributor must execute product shipment, invoicing all claim details, including mandatory materials, with invoice dates that are on or before the promotion claim by date. Any invoice submitted, but not completed by the promotion claim by date, will be viewed as a non-compliant purchase order and should be rejected by the distributor. Distributor claims received after the last promotion claim by date reporting period will be rejected by Avaya.
9. When applicable to a specific promotion, all IP Office licenses must be ordered as a License Key within either the ADI or PLDS system. Use of Certificates is not allowed when receiving transactional preferential pricing (promotions, special bids, deal registration, etc.).
10. This Promotion may not be used in conjunction with any other Avaya promotion unless otherwise specified within the terms and conditions of this Promotion or another Avaya promotion.
11. All orders must be placed through Avaya's order management system or an authorized Distributor. Billing, shipment, and payment of equipment purchased under this Promotion follow standard Avaya procedures.
12. Information contained herein is confidential and proprietary information of Avaya and is provided for the internal use of Avaya and its authorized Partners. Except as specifically authorized in writing by Avaya, the Partner shall not alter any terms and conditions of this promotion. Any attempted alteration shall be deemed null and void and of no force or effect. In no event shall Avaya be liable for any errors or omissions resulting from the information contained herein.
13. Partner's participation in this Promotion is Avaya partner's acceptance of the terms and conditions of this Promotion. In the event that Partner does not agree with any terms or conditions of this promotion, Partner may not participate in this program.
14. Both Avaya and the Partner agree that customer information, or any other sales-related information, provided under this Promotion is confidential and proprietary whether marked as such or not. Avaya agrees that it shall use such information solely for the purposes of this Promotion or for internal Avaya operation management.
15. It is Partner's responsibility to ensure all products purchased under this Promotion are resold to End Users within the Territory in which Partner is authorized by Avaya to resell Products. It is Partner's responsibility to ensure no Products sold under this Promotion are resold to unauthorized resellers and/or intermediaries. Breach of this condition shall be considered material.
16. Avaya reserves the right to audit all elements of the resale of the Avaya products purchased under this Promotion for validation that the Products have been resold to End Users within the Territory in which Partner is authorized by Avaya to resell Products and to ensure the

Promotion requirements are adhered to. Avaya shall solely determine the documentation that Partner is required to provide in order to prove compliance with this requirement.

17. Orders to be installed as demonstration equipment, defined as hardware and software purchases for use in internal offices, demonstration centers, training facilities, technical labs, and other locations exhibiting Avaya products for customer viewing, do not qualify for this Promotion.
18. All system upgrades purchased under this Promotion require the Avaya partner to register the system with Avaya in accordance with the terms and conditions under which Avaya partner has agreed to resell Avaya products and services. Failure to do so within the specified time frame will result in the Avaya partner forfeiting any and all promotion incentives.
19. Avaya may confirm the location and installation of all Avaya products sold/licensed under this promotion.
20. All terms and conditions identified in the Reseller Sales Reporting Policy, the Distributor Sales Out Reporting Policy and the Avaya Back End Credit policy not specifically identified above, continue to apply to the sale of all Avaya products.
21. Effective with the launch of the Promotion Module on April 7, 2014, it is the Partner's responsibility to ensure that any promotional discount applied to a quote is approved in accordance with the specific terms outlined in the respective promotion offer documentation, for use in the installation location country of the customer. If a Partner applies a promotional discount to a sale outside of the defined and stated parameters posted in the promotion offer definition, the Partner may be liable for penalties described in these promotional terms and conditions.

Appendix B: Promotion Codes

Promo code	Description
PTUP-EU	Phone Trade-Up – Europe (Approval required)

Appendix C: Phone Trade-up Addendum

The full Addendum form for the Phone Trade-Up promotion to needs to be completed can be downloaded here:

<https://sales.avaya.com/en/general/phone-trade-up>

Phone Trade-In Promo Addendum (page 1)

Sales Quote (QRN#)	
Sales Order (SO#)	
Account Manager:	
Disty Name:	
Disty Contact Name:	
Disty Contact Email:	
Disty Contact Phone#:	
Partner Name:	
Partner Contact Name:	
Partner Contact Email:	
Partner Contact Phone#:	
Customer Name:	
Customer Contact Name:	
Customer Contact Email:	
Customer Contact Phone#:	
Estimated Date for device retrieval	
Provide view of what makes and models will be traded up	
Estimated number of sites to retrieve from.	
TOTAL TRADE-IN QUANTITY:	
DATA BELOW THIS ROW CAN BE FILLED OUT AFTER THE ORDER IS APPROVED - RECOVERY SITES AND QUANTITIES PER SITE -	
SITE 1:	
Street Number:	
City, State:	
Postal Code, Country:	
Contact Name:	
Contact Phone #:	
Contact Email:	
Quantity Expected to recover at this site:	
SITE 2:	
Street Number:	
City, State:	
Postal Code, Country:	
Contact Name:	
Contact Phone #:	
Contact Email:	
Quantity Expected to recover at this site:	

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