



**OFFER DEFINITION**

**FOR AVAYA PARTNERS & DISTRIBUTORS**

**IP OFFICE EXPANSIONS PACKAGE**

**MEA, TURKEY**

**VERSION: 1.1**

**LAST UPDATED: 24 OCTOBER 2016**

**PACKAGE START DATE: 1 OCTOBER 2016**

**PACKAGE END DATE: 26<sup>TH</sup> SEPTEMBER 2017**

**DISTRIBUTOR SALES OUT END DATE: 30<sup>TH</sup> SEPTEMBER 2017**

**AVAILABILITY: MEA, TURKEY (TIER 2 RESELLERS ONLY)**

## Contents

Revision History .....	3
Introduction .....	3
Overview / Summary .....	3
Avaya Partner Value Proposition .....	4
Avaya Partner Package Process / Rules .....	4
Promotion and Package Terms and Conditions .....	4
Resources.....	4
Contacts .....	4
Appendix A: General Promotion Terms & Conditions.....	5
Appendix B: Package / Promotion Codes .....	7

## Revision History

Version 1.0 – 31 August 2015:

- Initial version

Version 2.2 – 24 October 2016:

- Added Promotion Code for IP Office Contact Center NOW, offering identical discounts as described below on standalone IPOCC deals, and requires a minimum of 1 Base License and 1 Voice Agent license

## Introduction

To complement the SMB30 and IP Office Growth promotions & packages the **IP Office Expansions Package** offers Avaya IP Office authorized partners an attractive discount to support the following customer use cases:

1. Small expansions
2. Basic IP Office sales (where Essential Edition is not a requirement)
3. Standalone IP Office Contact Center, Avaya Contact Center Select, or other IP Office application upsell opportunities

## Overview / Summary

This package offers the following incremental discounts:

GEO: MEA/Turkey	INCR. DISCOUNT		
	MPG	EXP	NOTES
IPO HW/SW	9P	9%	
IPOCC / ACCS HW/SW	9P	9%	
16xx IP Phones	4P	7%	IP license required
96x1 IP Phones	3P	7%	IP license required
B1xx Conference Phones	3P	7%	IP license required
E series Media Stations	3P	7%	
SBC SW	2P	5%	

The eligibility requirements for this promotion are as follows:

1. Minimum deal size: \$5,000 List price
2. These discounts are not available on ASIPP codes
3. Discount available on 16xx and 96x1 IP Phones only, and IP Phones need to have an associated IP license in a 95-105% ratio (ie. 95% of IP licenses require a phone, and max 105% of IP licenses can have a phone).

It is simple to apply through the Avaya Marketing Promotions Module (MPM), and there are no restrictions on usage other than those shown in the terms and conditions section of, and elsewhere in this offer document.

## Avaya Partner Value Proposition

- After market upsell opportunity to generate additional revenue
- Win with competitive pricing, make good margin, no need for Special Bids

## Avaya Partner Package Process / Rules

### Quoting & Ordering:

1. Create a quote/design as normal with eligible material codes quoted
2. Process the quote through the Marketing Promotions Module (MPM) within the Avaya Enterprise Configurator (EC), applying the appropriate promotion code (list of promotion codes in Appendix B)
3. New quotes and quote modifications for this package can be made up to and including end date as on the front page of this offer definition.
4. All products must be shipped (sales out) by the distributor sales out end date as on the front page of this offer definition.

## Promotion and Package Terms and Conditions

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

## Resources

### IP Office Package & Promotions

<https://sales.avaya.com/en/general/small-and-midmarket-business-promotions-global>

### Product Information

Please see the IP Office / Mid Market pages on the Avaya Sales and Partner Portal at <https://sales.avaya.com/en/pss/small-and-midmarket-business> or at Avaya.com

## Contacts

### Questions? Please Contact:

Your Avaya distributor, Channel Account Manager, or [emeapromotions@avaya.com](mailto:emeapromotions@avaya.com)

## Appendix A: General Promotion Terms & Conditions

Updated November 02 2015

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 *(with?)* 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 post 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 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 which Partner is authorized by Avaya to resell Products and to ensure the Promotion requirements are adhered to. Avaya shall be the sole arbiter as to what proof may be required and the Partner is obliged to provide such proof.
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 sales of all Avaya product.
21. Effective with the launch of the Promotion Module 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 deal outside of the defined and stated parameters posted in the promotion offer definition, the Partner is liable for penalties described in these promotional terms and conditions.

## Appendix B: Package / Promotion Codes

Package Promo Code	Description
IPO-EXP1-MEA-IP	IP Office Expansion Package (IP) - Middle East, Africa and Turkey
IPO-EXP1-MEATK	IP Office Expansion Package - Middle East, Africa and Turkey
IPOCCNOW-MEATK	IPOCC NOW Promo - Middle East, Africa and Turkey - requires min 1 Base license and 1 Voice Agent License

2015 Avaya Inc.

All Rights Reserved. Avaya and the Avaya Logo are trademarks of Avaya Inc. and may be registered in certain jurisdictions. All trademarks identified by ®, TM or SM are registered marks, trademarks, and service marks, respectively, of Avaya Inc. All other trademarks are the property of their respective owners.

This promotion may be offered only for a limited time. Avaya reserves the right to alter or terminate this promotion at its discretion with reasonable notice. Certain restrictions apply. Void where prohibited.

Avaya Confidential & Proprietary