



## OFFER DEFINITION

FOR AVAYA PARTNERS & DISTRIBUTORS

## PHONE NOW

PACKAGE START DATE: OCTOBER 01, 2015

PACKAGE END DATE: SEPTEMBER 26, 2017

AVAILABILITY: GGM THEATER (MEATK ONLY)

VERSION: 2.0 (OCTOBER 01, 2016)

- **VERSION 1.0:**
  - FIRST VERSION FOR LAUNCH
- **VERSION 1.1: (JANUARY 20, 2016)**
  - ADDITION OF B189 CONFERENCE PHONE TO QUALIFYING PRODUCTS LIST
- **VERSION 2.0: (OCTOBER 01, 2016)**
  - EXTENSION FOR FY17

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## Introduction

**Phone NOW** offers Avaya Connect authorized partners an attractive discount on all popular Avaya telephone handsets when sold either to installed base or net new customers for telephony infrastructure upgrades, expansion or replacement. It is ideally suited for use with small and medium-sized telephony opportunities and to build run-rate business. Use it as a more convenient and simpler alternative to Special Bids.

## Overview / Summary

Extended for FY2017, partners can leverage **Phone NOW** to position all popular Avaya telephone handsets including:

16XX Series IP Phones  
96x1 Series IP Phones  
14XX/94XX Series Digital Phones  
95XX Series Digital Phones  
B1XX Conference Phones  
IP DECT  
D1XX DECT  
E159 and E169 Media Station Kits  
H100 Collab Stations

The incremental package discount of **4%** off APL is available on all qualifying handsets whenever the size of the product opportunity on a single quote exceeds a list price of **\$50,000 USD APL**. 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.

For a complete list of qualifying material codes and the discounts that apply, please refer to Addendum A towards the end of this document.

## Avaya Partner Value Proposition

- A new opportunity to generate revenue from Avaya telephone handsets
- Win with competitive pricing, make good margin, no need for Special Bids
- Retain existing customers and attract new customers

## Avaya Partner Package Process / Rules

### Quoting & Ordering:

1. Create a quote/design as normal with eligible material codes quoted separately and process the quote through the Marketing Promotions Module (MPM) within the Avaya Enterprise Configurator (EC), applying the appropriate promotion code:  
**'PhoneNOW2-MEATK'** (for telephone handset-only quotes)
2. Package discounts apply to products only, not maintenance services. Standard maintenance requirements apply.

3. Package may not be combined with any other Avaya package, promotion or Special Bid including Deal Registration.
4. New quotes and quote modifications for this promotion can be made up to and including 26<sup>th</sup> September 2017. All products must be shipped (sales out) before 1<sup>st</sup> October 2017.

## Promotion and Package Terms and Conditions

### Promotional Terms & Conditions (General, Global)

*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 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.

## Resources

### Phone NOW Package

Please see the Enterprise Promotions page on the Avaya Sales and Partner Portal at <https://sales.avaya.com/en/general/phone-now>

### Product Information

Please see the Phones (UC) product page on the Avaya Sales and Partner Portal at <https://sales.avaya.com/en/pss/uc-phones> or at Avaya.com

## Contacts

### Questions? Please Contact:

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

## Appendix 1 – Qualifying Phone Handsets

MATERIAL CODE	DESCRIPTION (PHONE MODEL)
700508260	1608-I IP PHONE ICON
700504843	1616-I IP PHONE ICON
700510907	1608-I IP DESKPHONE ICON 4 PK
700510908	1616-I IP DESKPHONE ICON 4 PK
700504844	9608 IP PHONE ICON
700505424	9608G IP PHONE ICON
700504845	9611G IP PHONE ICON
700506514	9621G IP PHONE ICON
700506517	9641G IP PHONE ICON
700505992	9641GS GLOBAL
700510904	IP PHONE 9611G GLOBAL 4 PK
700510905	IP PHONE 9608G GRY GLOBAL 4 PK
700507947	IP PHONE 9608 ICON ONLY (TAA)
700507948	IP PHONE 9611G ICON ONLY (TAA)
700509409	IP PHONE 9641GS TAA
700507946	IP PHONE 9608G GRY(TAA)
700508084	E159 SIP DESKPHONE
700508095	E169 SIP DESKPHONE
700466105	DECT 3720 HANDSET
700466139	DECT 3725 HANDSET
700479454	DECT 3740 HANDSET
700479462	DECT 3749 HANDSET
700503101	D160 IP DECT HANDSET WITH CHARGER EUROPE
700504841	1408 DIGITAL PHONE
700508194	1416 DIGITAL PHONE
700510909	1408 TELSET CM/IPO/IE UpN ICON 4 PK
700510910	1416 TELSET CM/IPO/IE UpN ICON 4 PK
700508195	9404
700508196	9408
700508197	9504 DIGITAL PHONE
700504842	9508 DIGITAL PHONE
700510913	9508 TELSET FOR IPO ICON 4 PK
700510914	9504 TELSET FOR IPO ICON 4 PK
700503700	AVAYA B189 IP CONF PHONE
700504740	AVAYA B179 SIP CONFERENCE PHONE
700508892	AVAYA B169 WRLS CONF PHONE EU
700501533	AVAYA B149 ANALOG CONF PHONE
700501530	AVAYA B159 ANALOG CONF PHONE

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