

5-STAR WINNER Partner Program GUIDE

Avaya Partners Provide Exceptional Customer Experiences In Today's Connected World

Q. Why do partners choose Avaya?

A. Avaya provides the most complete portfolio of Unified Communications and Contact Center software and services for digital business. We continue to enhance our team collaboration and customer engagement solutions for the enterprise and midmarket segments, as well as cloud-based and subscription services. We have streamlined and enhanced the Avaya Edge Partner Program to reflect our commitment to strategic growth and to help ensure partners can take full advantage of new market opportunities.

Q. What is the potential for business growth as an Avaya partner?

A. Avaya provides an open, extensible technology core and expansive solutions portfolio that gives partners an array of solutions from which to choose when solving customer problems. The more value a partner can provide a customer in their proposed solutions offerings, the better the opportunity for growing revenue. With Avaya, partners also decide how quickly they migrate their business to an Opex model, creating opportunities for recurring revenue. Partners may also develop a services practice through product service authorizations or rely on Avaya to provide the services customers need. The more value you bring to customers, the greater the benefits, rewards and incentives you will receive.

Q. How does Avaya support my business growth?

A. The Avaya Edge Partner Program offers partners the flexibility to choose their level of participation and achievement of competencies. This means partners ultimately control how quickly they progress through the program and access the benefits that correspond to their status. Performance incentives reward partners for their growth, their competencies across Avaya's solutions and services portfolio, and the value they provide to their customers. Avaya also provides partners with support and technical training opportunities that enable them to solve customer challenges and deliver the best customer experience possible.

Q. How do I become an Avaya Edge partner?

A. You can apply to become a partner on the Channel Partners page of our website, avaya.com. We'll reward you with value-based discounts and incentives that drive some of the highest partner margins in the industry. Avaya's program requires less partner investment than many competitor programs—so you hit the ground running, start selling sooner, and see a quick return on your investment.

AVAYA

CHANNEL CHIEF



Gary M. Levy
Vice President, Americas
Channel Sales



At Avaya, we continuously listen to the voice of our partners in order to streamline and improve partner programs, incentives, services and support. We strive to create the best partner ecosystem in the industry, supported by innovative and flexible technology solutions that drive customer acquisition and growth.



To learn more about the Avaya Edge Program or receive information, visit us at www.avaya.com/Edge.