

BusinessPartner Program Benefits

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Do your Research

- BusinessPartners**
- ▶ **Program Benefits**
- ▶ BusinessPartner Program Certification
- ▶ Apply To Become An Avaya BusinessPartner
- ▶ Authorised BusinessPartner Portal (login required)
- ▶ Avaya-Tenovis International BusinessPartners

By becoming an Avaya BusinessPartner, you will enjoy direct access to a complete portfolio of industry-leading solutions in addition to sales, marketing and technical support. From the start we want you to be fully prepared to bring the Avaya story to your customers and prospects, and thereby make available to you a thorough training, support and certification framework.

The Avaya BusinessPartner Program offers clearly defined partner categories with fully transparent financial, technical, sales and marketing benefits growing in parallel with your level of Certification:

	PA'D	SILVER	GOLD	PLATINUM
FINANCIAL BENEFITS				
Incremental Discounts		*	**	***
Certification Incentive Program		*	**	***
Certification Bonus		*	**	***
Avaya Marketing Fund		*	**	***
TRAINING				
100% funding support for AU courses		*	*	*
SALES SUPPORT				
Access to Promotions	*	*	*	*
Access to Avaya Briefing Centers		*	*	*
Funding support for demo systems		*	*	*
Incentives for Sales and Technical Staff		Restricted	*	*
Sales Leads from Avaya			*	*
MARKETING BENEFITS				
Certification Plaque and logo usage	*	*	*	*
Access to Marketing Campaigns	*	*	*	*
Competitive Differentiation	*	**	***	****
Listing in Avaya BP Locator	*	**	***	****
Access to Current Analysis Competitive Intelligence		*	*	*
Attendance at Marketing Masterclass		*	*	*
Dedicated Avaya Marketing Support			*	*
TECHNICAL SUPPORT				
	*	*	**	***
CUSTOMER SERVICE ASSESSMENT				
	Optional	Optional	Free	Free

Please see below for an example of the financial rewards that Avaya's Certified Partners could be eligible:

Avaya Platinum Enterprise Partner Financial Benefits:

- Additional 6% discount off Avaya purchase price
- Up to \$150,000 in annual certification bonus payable through Avaya Marketing Funds (AMF)
- 1.5% of total Avaya sales revenue payable through AMF
- Upto 3% of total Avaya revenue payable as a rebate through the Certification Incentive Programme

Please contact your Avaya representative if you have any questions around these benefits or help in how best to invest in your business to be able to access them.

Connect with Avaya

- Contact Avaya:**
- 01483 308000
 - ▶▶▶ How to Buy
 - ▶▶▶ Find Locations

Events:

- ▶ The Comms Vision Convention 2006
- ▶ The Channel Networks Awards 2006
- ▶▶▶ More Events

Learn the Facts

- ▶ Can a better communications experience drive personal productivity and competitive advantage?
- ▶ What is the difference between a traditional contact center and an IP contact center infrastructure?
- ▶▶▶ More Facts