



Avaya Connect

Reaching Further

Program Guide

Global Version
Fiscal Year 2013

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AVAYA
CONNECT

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1. Avaya Connect Overview

Avaya Connect is our worldwide program designed to support Avaya partners as they grow their business; sell Avaya products, solutions, and services; and achieve competency in leading-edge Avaya solutions.

This innovative, worldwide program provides an opportunity for partners to differentiate their company in the market, and gives unprecedented access to a comprehensive set of financial, technical, and sales and marketing benefits.

1.1. Program Objectives

Avaya Connect embodies the channel strategy behind achieving our stated corporate goals to:

- Remaining the thought leader in communications and collaboration
- Remaining the number #1 market share leader in Unified Communications and Contact Centers
- Become #1 in Small and Medium Enterprises (SME) within targeted markets
- Grow incremental global business with our partner channels
- Deliver upwards of 10% year to year revenue growth
- Simplify the way Avaya does business

Avaya can successfully meet these goals by forging stronger connections with our partners and making it easier to do business, so solutions can be taken to market faster and more effectively. Created to drive mutual growth and profitability, Avaya Connect supports these efforts and enables partners by:

- Improving Avaya's level of coverage, consideration, and closure
- Reducing administrative complexity
- Rewarding partners for competency, value, new business development, and selling the full stack of our portfolio
- Simplifying the competency model and partnership requirements

1.2. Avaya Go-To-Market Strategy

Focused on customer satisfaction and loyalty, the Avaya go-to-market strategy recognizes that customers determine how they want to buy—and that partners can improve Avaya's competitiveness with end users.

That is why Avaya is committed to a customer-centric, channel-engaged model. In this model, the Avaya High Touch sales team continues to drive customer satisfaction and create demand for our solutions with partners. Channel engagement denotes our dedication to building trust with partners and creating mutually beneficial relationships so customers can easily buy from the channels they prefer.

The net result is a true partnership, in which Avaya and our partners work in harmony to create business opportunities, engage customers, and close deals.

1.3. Key Features of Avaya Connect

A single channel partner program with a global brand, Avaya Connect:

- Recognizes specific partner models, including Value Added Resellers (VARs), System Integrators (SIs), Services Providers (SPs), and Service Only Partners.
- Offers simplified partnership requirements that ease on-boarding of new partners or new partner personnel.
- Includes a streamlined solution-based competency model that reduces training course counts and hours, and lowers costs.
- Implements aggressive deal and growth incentives to reward the development of new business and customers in certain markets.
- Provides partners with Market Development funds to improve coverage, consideration, and closure.

About This Guide

The Avaya Connect Program Guide overviews the Avaya partner program framework and associated benefits, and provides links to additional documentation for further details. The Guide should be used to learn about the program competency model and partnership levels, and the financial, technical, and sales and marketing benefits available to partners.

For additional resources, please refer to [Appendix B](#) of this document.

2. Competency Model

The Avaya Connect competency model saves partners time and money while enabling improved portfolio-selling. It is designed to help partners:

- Build technical competencies in leading-edge Avaya solutions.
- Increase revenue by differentiating your company in the market.
- Enjoy program benefits such as tiered discounts and technical support.

This model is solution-based, providing exposure to the complete Avaya portfolio instead of just individual products, as well as competitive solutions and interoperability. Employees can also be educated on the entire solution lifecycle, from design to sell, integrate, maintain, and grow. Credential levels are clearly defined by role, function, and purpose so each employee receives the appropriate training.

By focusing on end-to-end, competitive solutions and sales enablement, the competency model gives partners opportunities to:

- Attain deep solution-expertise
- Maximize on displacement opportunities
- Improve account control
- Improve cost of sale and support
- Simply manage your training
- Optimize employee education and broaden your resource pool

Partners receive value for their competency investment. Training has been streamlined, speeding time to achieve credentials. Partner employees achieve individual credentials, and the number of total credentials held by employees at a partner company is a key requirement in determining partner level.

See next page for competency model framework

2.1. Professional Credential Program Framework

Figure 2.1 Competency Model Framework

	Professional Specialists				Certified Specialists	
	Sales Specialist	Design Specialist	Implementation Specialist	Support Specialist	Implementation Specialist	Support Specialist
Credential	Avaya Professional Sales Specialist (APSS) <ul style="list-style-type: none"> • Full view of a portfolio and its value add in the market • Whiteboard solutions design • Solution based 	Avaya Professional Design Specialist (APDS) <ul style="list-style-type: none"> • Design a green field and upgrade solution across a given portfolio with or without design tools • Solution based 	Avaya Implementation Professional Specialist (AIPS) <ul style="list-style-type: none"> • Physical installation of a product or system set of products • Basic trouble resolution, focusing on initial installation • Product based, for simple products 	Avaya Support Professional Specialist (ASPS) <ul style="list-style-type: none"> • Optimize and manage system performance, security, and administration • Quickly diagnose and resolve issues • Integrate multi-vendor products. • Product based, for simple products 	Avaya Certified Implementation Specialist (ACIS) <ul style="list-style-type: none"> • Physical installation of a product or system set of products • Basic trouble resolution, focusing on initial installation • Product based, for complex products 	Avaya Certified Support Specialist (ACSS) <ul style="list-style-type: none"> • Optimize and manage system performance, security, and administration • Quickly diagnose and resolve issues • Integrate multi-vendor products. • Product based, for complex products
SME	SME		SME			SME
UC	UC	UC	UC & Unified Messaging	UC & Unified Messaging	UC & Unified Messaging	UC & Unified Messaging
Video	Video	Video				Video
CC	CC	CC			CC	CC
Networking	Networking	Networking	Networking	Networking	Networking	Networking
Role	Account Executive	Sales Engineer	Installation Technician	Maintenance Support	Installation Technician	Maintenance Support
Target	Coverage	Close	Quality	Management	Quality	Management

2.2. Solutions

The competency model is organized around Avaya's five solutions, enabling partners to develop a holistic understanding of the portfolio of Avaya technologies while simplifying training. Partner sales and design associates select a solution track to follow. Technical associates select product-specific tracks, based on the product(s) they implement or maintain.

Figure 2.2 Solutions and Products

Solution	Applicable Products
Small and Medium Enterprise (SME) Communications	Avaya IP Office and related applications
Unified Communications (UC)	Avaya Aura™ Communication Manager, Avaya Communication Server 1000 for Avaya Aura™, Avaya Aura™ Session Manager, Avaya Aura™ System Manager, Avaya Agile Communication Environment™, Avaya One-X UC Soft Client. This category also includes the Unified Messaging (UM) products: Avaya Aura™ Conferencing, Avaya CallPilot™, Avaya Modular Messaging, Avaya Aura™ Messaging
Video	Radvision Scopia® Solutions
Contact Center (CC)	Avaya Aura™ Contact Center, Avaya Aura™ Contact Center CCT and Multimedia, Avaya Aura™ Experience Portal with Proactive Outreach Manager, Avaya Aura™ Call Center Elite, Avaya Aura™ Contact Recording and Avaya Aura™ Quality Monitoring, Avaya Contact Center Control Manager, Avaya Proactive Contact, Avaya Interaction Center
Networking	Avaya Ethernet Routing Switches, Avaya Virtual Services Platform 9000, Avaya VPN Gateway

2.3. Credentials

Partner employees can achieve four levels of increasing competency in these solutions. While not required in order to achieve a higher level, completing the curriculum for the preceding level may help employees pass the associated assessments or exams.

1. Sales Specialist, also known as Avaya Professional Sales Specialist (APSS)
2. Design Specialist, also known as Avaya Professional Design Specialist (APDS)
3. Implementation Specialist, also known as Avaya Implementation Professional Specialist (AIPS) or Avaya Certified Implementation Specialist (ACIS) – this is a product-based credential.
4. Support Specialist, also known as Avaya Support Professional Specialist (ASPS) or Avaya Certified Support Specialist (ACSS)

These credentials have been modified and enhanced from previous partner programs. Refer to the [Avaya Professional Credential Program](#) for further details.

2.4. Credential Transition Rules

Credentials of Employees Changing Companies

The Avaya credentials of an employee hired away from an existing Avaya-authorized partner in good standing will not count for Avaya Connect Medal Level purposes by the new employer for a period of six months (180 days) following the date of that credentialed employee's exit. Upon expiration of this six-month moratorium, however, the employer may then include their new hire's Avaya credentials to meet Avaya Connect requirements and for other related commercial purposes. A partner may immediately count the credential of a hired individual that has been laid off by another partner or Avaya.

Partner Employee Attrition

Should a partner's total credentials drop below the minimums required by Avaya Connect due to employee attrition, that partner will then have six months (180 days) from the date of the employee's exit to regain the required number of credentials for compliancy to the requirements at their Medal Level.

It is the partner's responsibility to notify their Avaya CAM immediately when an individual leaves their company. CAMs should deactivate the associate's PRM account by sending an email to partnerhelp@avaya.com (APAC appartnerhelp@avaya.com) and remove the associate from the partner company's training records by emailing the Avaya Learning Helpdesk at Avaya.u.helpdesk@accenture.com. Avaya Single Sign On (SSO) access should be disabled through Avaya IT Services at www.avaya.com/partner-itss. These steps are important to ensure the individual's records are no longer associated with the partner company. Partners without a dedicated Avaya CAM may organise the disassociation of the individual from their company records by emailing the above contacts directly as outlined.

3. Partner Levels

Avaya Connect brings simplified partner level requirements that are more consistent worldwide, clearly rewarding partners for your value and competency and making it easier for you to expand globally. Partner level is based on total revenue, competencies, and customer satisfaction results. The conditions by which each requirement must be met in order to achieve a level vary depending on the country group in which your company operates.

At the end of each fiscal year, Avaya evaluates all partners for upward and downward program level movement and Expert specializations for the following year. (Partner and Specialization levels will be valid for the entire fiscal year.) Avaya will assess upward movement on a monthly basis, based on the preceding 12 months' revenue and customer satisfaction results, along with current competencies. Benefits begin accruing the month following the one in which the partner level is increased.

3.1. Minimum Channel Partner Requirements

The Avaya Connect Global Minimum Requirements Policy establishes the minimum level of productivity that authorized Avaya channel partners are required to achieve within the Avaya Connect Program. Minimum requirements are measured by Revenue and Sales Authorization. Channel partners' performance will be evaluated by Avaya at regularly scheduled intervals. Refer to the [Minimum Partner Requirements](#) for further details.

1. Partner must achieve Sales and Design Authorization for the portfolio(s) sold (Data, Video, SME, UC, and CC), and
2. Partner must achieve generate minimum product revenue at program NET value for a 12 month period as follows:

Product Revenue	APAC	CALA	EMEA [Note 1]	NA
SME [Note 2]	\$5K	\$5K	\$5K	\$5K
Enterprise [Note 2]	\$50K	\$25K	\$25K	\$50K

Note 2: Figures are stated in United States Dollars.

3.2. Partner In Good Standing

All Avaya Connect partners must maintain Good Standing with Avaya. Partners can have their Good Standing status revoked if they do not meet these requirements:

- Signed Terms & Conditions with Avaya
- Adhere to [Avaya Sales Engagement Principles](#)
- Positively represent Avaya brand with customers
- Compliance with [Solution Authorization Policy](#)
- Complete minimum of 1 partner satisfaction survey per fiscal year (medaled partners only)

- Credit account in good standing with Avaya (Tier 1 partners)

Partners who do not meet these requirements could risk loss of financial benefits, demotion or contract termination

3.3. Level Requirements

At least **two Sales Specialists per solution sold and per country in which the partner operates**, are required for all partner levels. The remaining requirements scale based on partner level, as shown in Figure 3.3.a.

Figure 3.3.a Partner Level Requirements for FY13

Level	Requirements	Country Group Zone I	Country Group Zone II	Country Group Zone III
Platinum	Net Revenue	\$8M	\$6M	\$3M
	Design Specialist, Implement Specialist or Support Specialist	12*	6	3
	Customer Satisfaction Surveys (CSAT): Minimum Number of Surveys Minimum Average Score	12 3.5	10 3.4	5 3.4
Gold	Net Revenue	\$3M	\$2.5M	\$1.5M
	Design Specialist, Implement Specialist or Support Specialist	4	3	2
	Customer Satisfaction Surveys (CSAT): Minimum Number of Surveys Minimum Average Score	8 3.5	5 3.4	3 3.4
Silver	Net Revenue	\$750K	\$500K	\$500K
	Design Specialist, Implement Specialist or Support Specialist	2	2	2
	Customer Satisfaction Surveys (CSAT): Minimum Number of Surveys Minimum Average Score	5 3.5	3 3.4	3 3.4
Authorized	Minimum Net Revenue:*** SME only partners SME and Enterprise partners	\$5K \$25K-\$50K**	\$5K \$25K-\$50K**	\$5K \$25K-\$50K**
	Sales Specialists (per solution, per country)	2	2	2
	Design Specialist (per solution, excluding SME)	1	1	1

*Only 10 unique individuals need to hold credentials

** Depends on theater: CALA & EMEA minimum is \$25K; North America & APAC minimum is \$50K.

***For a more detailed description of minimum requirements policy see Section 3.1

For the purposes of level achievement, “Design Specialist” refers to the Avaya Professional Design Specialist (APDS) credential; Implementation Specialist refers to the Avaya Certified Implementation Specialist (ACIS) or Avaya Implementation Professional Specialist (AIPS); and the Support Specialist refers to the Avaya Certified Support Specialist (ACSS) or Avaya Support Professional Specialist (ASPS).

Based on the size of the local market opportunity, countries are placed into one of three groups, for which requirement conditions differ.

Figure 3.3.b Country Group Definitions

	Country Group I	Country Group II	Country Group III
United States	US		
EMEA		Russia, Western Europe	Israel, Middle East, Pakistan, Central Eastern Europe, Commonwealth of Independent States (CIS), North Africa, Sub-Sahara Africa, South Africa
Americas International (AI)		Canada	Brazil, Mexico, Southern Cone, Andean Region, Caribbean and Central America
APAC	Japan	India, South Pacific	ASEAN, Greater China, Korea, Singapore

For companies that operate in a country that is part of a sub-group, requirements can be met by aggregating results across the sub-group, with the exception of the Sales Specialist requirement.

Figure 3.3.c Country Sub-Group Definitions

	Sub-Group	Countries
EMEA	Western Europe	Austria, Belgium, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Luxembourg, Monaco, Netherlands, Norway, Portugal, Spain, Switzerland, Sweden, UK
	Middle East	Bahrain, Kuwait, Oman, Palestine Territory, Qatar, Saudi Arabia, United Arab Emirates and Yemen
	Central Eastern Europe	Adriatic Region, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Poland, Romania, Serbia, Slovakia, Slovenia
	CIS	Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Ukraine
	North Africa	Algeria, Egypt, Iraq, Jordan, Lebanon, Lybia, Morocco, Tunisia, Turkey
	Sub-Sahara Africa	Angola, Benin, Burkina Faso, Botswana, Burundi, Cameroon, Cape Verde, Chad, Ethiopia, Equatorial Guinea, Kenya, Martinique, Mauritius, Namibia, Nigeria, Rwanda, Senegal, Togo, Uganda, Zambia, Zimbabwe
AI	Southern Cone	Argentina, Bolivia, Chile, Peru, Paraguay, Uruguay
	Caribbean and Central America	Anguilla, Antigua, Aruba, Bahamas, Barbados, Barbuda, Belize, Bermuda, Bonaire, Cayman Islands, Costa Rica, Curacao, Dominica, Dominican Rep., El Salvador, Grenadines, Grenada, Guadeloupe, Guatemala, Guyanas, Haiti, Honduras, Jamaica, Martinique, Montserrat, Nevis, Nicaragua, Panama, Puerto Rico, St Kitts, St Lucia, St Martin, St Vincent, Suriname, Trinidad, Tobago, Turks and Caicos, Virgin Is.(British), Virgin Is.(US)
	Andean Region	Colombia, Ecuador, Venezuela
APAC	South Pacific	American Samoa, Australia, Cook Islands, Fiji, French Polynesia, Guam, Kiribati, Marshall Islands, Micronesia, Nauru, New Caledonia, New Zealand, Palau, Papua New Guinea, Samoa, Solomon Islands,

	Sub-Group	Countries
		Tonga, Tuvalu, Vanuatu
	Greater China	China, Hong Kong, Macau, Taiwan
	India	Bangladesh, Bhutan, India, Maldives, Nepal, Sri Lanka
	ASEAN	British Indian Ocean Territory, Brunei Darussalam, Cambodia, Indonesia, Lao People's Democratic Rep., Malaysia, Myanmar, Philippines, Thailand, Timor-Leste, Vietnam

3.3.1. Net Revenue

Revenue calculations are based on net revenue for product and net revenue for services (where services revenue is available) for Avaya solutions. Net revenue is the equivalent of the net purchase price of products and services purchased directly from Avaya and/or the net purchase price of products and services purchased from an Avaya Distributor. The net purchase price of products and services purchased from an Avaya Distributor is calculated based on the estimated net revenue value from the Avaya distributor to the partner, including uplift on the net distributor buy price less transactional discounts such as Special Bids and other miscellaneous allowances.

Revenue is calculated on a rolling 12 months. System Integrator (SI) and Service Provider (SP) revenue is based solely on sell-through revenue.

A complete explanation of Partner Net Revenue is included in [Appendix C](#) of this Guide.

3.3.2. Customer Satisfaction Surveys (CSAT)

The Customer Satisfaction Survey is provided to assist our partners in managing their customer relationships. Avaya contracts with a third party research vendor, Walker Information, to solicit feedback from customers who have purchased from our participating partners throughout the year.

Although participation is optional, partners who wish to achieve the Avaya Connect levels of Silver, Gold or Platinum are required to produce a minimum of customer surveys and achieve an average satisfaction score by the end of FY13 in order to qualify for partner 'medal' levels in FY14. Survey numbers and scores shown in [Figure 3.3.a](#) are applicable for Fiscal Year 2013.

3.3.3. Level Competencies

Partners must meet the minimum requirements to sell ([Section 3.4](#)) in order to achieve Authorized partner status. Partners who wish to pursue advanced Partner Medal Levels (Silver, Gold or Platinum) need to meet additional competencies as indicated in [Figure 3.3.a](#):

- Design Specialist, Implement Specialist or Support Specialist are the credentials that count towards achieving medal level. (Refer to Appendix E for the applicable credentials) Each credential must be held by a unique individual. An exception is made for Group 1 Platinum partners, who may employ 10 unique individuals holding the 12 required credentials.
- The number of credentialed individuals (that is, Design, Implement and Support Specialists) at a partner company must also scale based on the total partner product

revenue (Avaya and Nortel) in the fiscal year two years prior to the assessment year. For example, the product revenue for meeting this scaling requirement in the FY13 medal level assessment is based on FY11 results for both heritage Avaya and Nortel products.

- Partners who achieve \$20 M revenue or less must have one credential per \$1 M of revenue, up to a total of 20 credentials for \$20 M.
- Partners who achieve between \$20 M and \$100 M revenue must meet the above credential requirement for the first \$20 M. They must also have one credential per \$2 M for the next \$80 M of revenue achieved. A partner with \$100 M revenue would therefore require a total of 60 credentials.
- Partners who achieve more than \$100 M revenue must meet the two previous requirements for the first \$100 M of revenue. They must also have one credential per \$5 M for any revenue above \$100 M.
- The credentials noted above do not have to be held by unique individuals; that is, one individual may satisfy the requirement for multiple credentials.

Figure 3.3.d

Revenue Category	Revenue Scale	Credentials Required (Credentials for each Revenue category are cumulative)
Up to \$20 M	\$0 - \$20 M	1 credential per \$1 M revenue
Up to 100 M	\$0 - \$20 M \$20 M - \$100 M	1 credential per \$1 M 1 credential per \$2 M
\$100 M +	\$0 - \$20 M \$20 M - \$100 M \$100 M +	1 credential per \$1 M 1 credential per \$2 M 1 credential per \$5 M

3.3.4. Level Promotions and Demotions

Partners can only be demoted once per year, although they have the opportunity for promotion on a monthly basis. Demotions are made during the Fiscal Year assessment which occurs in October of every year.

Partners who achieve the required criteria by the 20th of one month will be promoted to their new level starting on the first Monday of the following month. The only exception to this timing is when the first Monday of the following month falls on a US-observed holiday, in which case the partner will be promoted to their new level starting on the last Monday of the month in which the partner has achieved the required criteria.

What this means is, a partner who has completed the Avaya Connect Silver-level requirements by April 20, 2013, for instance, will start to receive their Silver level financial benefits on May 6, 2013—the first Monday of the following month. But if they were delayed for some reason in completing the Silver-level requirements until after April 20, 2013, but did complete them by May 20, 2013, this partner would instead start to receive their Silver-level financial benefits on June 3, 2013. And in 2013, the only US holiday observed on a Monday is Labor Day, September 2, 2013. As explained earlier, a partner who has completed the requirements for promotion to a higher Avaya Connect medal level by August 20, 2013, would actually start to receive the

financial benefits commensurate with that higher medal level on August 26, 2013—the last Monday of the month in which the partner has achieved the required criteria.

Figure 3.3.e provides the 2013 schedule for Avaya Connect medal level promotions:

Figure 3.3.e

Date by which Requirements are Met for Promotion	Date on which Financial Benefits at New Medal Level are Effective	Timing Policy
September 20, 2012	October 1, 2012	1 st Monday in October
October 20, 2012	November 5, 2012	1 st Monday in November
November 20, 2012	December 3, 2012	1 st Monday in December
December 20, 2012	January 7, 2013	1 st Monday in January
January 20, 2013	February 4, 2013	1 st Monday in February
February 20, 2013	March 4, 2013	1 st Monday in March
March 20, 2013	April 1, 2013	1 st Monday in April
April 20, 2013	May 6, 2013	1 st Monday in May
May 20, 2013	June 3, 2013	1 st Monday in June
June 20, 2013	July 1, 2013	1 st Monday in July
July 20, 2013	August 5, 2013	1 st Monday in August
August 20, 2013	August 26, 2013	Last Monday in August – note US-observed holiday on 9/2

3.3.5. Program Level of Partner Affiliates

Only the party to the reseller agreement may receive the Avaya Connect partner medal status. In rare instances, Avaya has allowed affiliates, but they must first meet the contractual definition of an “affiliate” and actually be called out as such in the reseller agreement. Typically, if the companies involved are separate legal entities, then each is required to execute their own individual reseller agreement with Avaya. In this case, each company would need to meet the requirements for the Avaya Connect medal status they desire based on their own merits under the program.

For example, in order for the Platinum program status of partner company ABC to flow to their affiliate company DEF, DEF must be included in ABC’s reseller agreement as an affiliate. Avaya Connect cannot recognize the affiliate company with Platinum status -- even if there is a legal arrangement or common ownership between the two companies – unless DEF is referenced as an affiliate in the reseller agreement signed by the ABC “parent” company. Avaya Connect treats all parties to a single Avaya reseller agreement as one company.

3.4. Minimum Requirements to Sell

Partners must complete the minimum Authorization to Sell and Design in order to purchase and resell all Avaya solutions, with the exception of open (unrestricted) Networking products.

3.4.1. Authorized to Sell

Sales Authorization is achieved by earning two (2) Avaya Professional Sales Specialist (APSS, or “Sales Specialist”) credentials in each solution sold, per country. The Avaya Professional Credential Program offers the Sales Specialist credential for Unified Communications (UC), Contact Center (CC), Networking, SME Communications (SME), and Video, which covers the Radvision Scopia® Solutions.

If the APSS credential does not exist for a product, the partner must complete two (2) Product Authorizations in Sales for that product.

Authorization to Sell is achieved at the country level for each solution the partner intends to sell. In the case of country sub-groups, partners must achieve Authorization to Sell in each country in the sub-group, as authorization in one country of a country sub-group does NOT extend that authorization to other countries within that sub-group.

Refer to the [Avaya Solutions Authorization Policy Guide](#) for further details.

3.4.2. Authorized to Design

Design Authorization is achieved by earning a minimum of one Avaya Professional Design Specialist (APDS, or “Design Specialist”) for every solution sold, excluding SME. The Avaya Credential Program offers the Design Specialist credential for Unified Communications (UC), Contact Center (CC), Networking, and Video, which covers the Radvision Scopia® Solutions; it is not offered for SME Communications (SME), nor is it required.

If the APDS credential does not exist for a product, the partner must complete one (1) Product Authorization in Design for that product.

Authorization to Design can be held at a global, theater or country sub-group level but must be held for each solution sold.

Refer to the [Avaya Solutions Authorization Policy Guide](#) for further details.

3.5. Minimum Requirements to Service

In order to offer implementation or maintenance services, partners must become Authorized to Implement and/or Authorized to Maintain. The service authorization a partner achieves is based on competency and completion of either an onsite or remote Service Assessment. Additional requirements like satisfaction surveys or performance metrics may apply, based on product and service performed. These requirements are consistent worldwide.

Figure 3.5 Services Authorization Requirements for Avaya Solutions

	Credentials	Service Assessment	Additional Requirements
Authorized To Implement	<ul style="list-style-type: none">• 1 ACSS/AIPS/ACIS/ACS/PA Implement per product	<ul style="list-style-type: none">• Implementation (Remote) (Note 1)	<ul style="list-style-type: none">• Implementation Satisfaction (ISAT) Surveys (Note 1)• Two (2) Quality Framework NPI Ride-alongs (Note 2)• Quality Framework SVS (Note 3)

	Credentials	Service Assessment	Additional Requirements
Authorized To Maintain	<ul style="list-style-type: none"> • 2 ACSS/ASPS//ACS/PA Implement per product or solution 	<ul style="list-style-type: none"> • On-site Implement & Maintain (Note 1) 	<ul style="list-style-type: none"> • Purchase of Co-delivery Maintenance Offer • Co-Delivery Performance Metrics

Note 1: Not required for service of Avaya SME products.

Note 2: Required for complex new technology as identified in the NPI Roadmap.

Note 3: Required for very large, complex sales that exceed \$1 M in NPL for products and associated software.

3.5.1. Service Assessment

A Service Assessment is required as part of the initial qualification, and must be performed every two years thereafter. Avaya administers the Service Assessment to ensure that partners have the necessary infrastructure, processes, and systems in place to provide effective implementation and support services to customers.

Refer to the [Service Assessment Guide](#) for further details.

3.5.2. Authorized To Implement

Each partner company must have at least 1 individual that has completed the Product Authorization (PA) Implement, the Avaya Certified Implementation Specialist (ACIS), the Avaya Implementation Professional Specialist (AIPS) or the Avaya Certified Support Specialist (ACSS) to be authorized to provide any and all services on an Avaya product or solution. The partner company must also pass an implementation (remote) service assessment. *This assessment is not required for partners who only intend to implement Avaya SME products.*

To retain this authorization, partners must also deliver a minimum number of Implementation Satisfaction (ISAT) Surveys with the minimum satisfaction scores each year, starting in October 2012.

Partners that have not completed the Authorization to Implement requirements must use either Avaya Global Services or another partner that has completed the Implement requirements to provide services.

Refer to the [Avaya Solutions Authorization Policy Guide](#) for further details.

3.5.2.a. Quality Framework

Selected New Product Introductions (NPI) also require partners to follow Avaya's Quality Framework requirements to provide implementation. The Quality Framework New Product Introduction (QF-NPI) initiative features two policies, the New Product Introduction policy and the Solution Validation Services Policy.

Under the [Quality Framework New Product Introduction \(NPI\) guidelines](#), partners will be required to complete two implementation 'ride alongs' or equivalent Beta Trial engagement, with the required implementation certification(s) before they will be considered eligible to implement specific NPI products.

The [Quality Framework Solution Validation Services \(SVS\) policy](#) is triggered by the size of the deal and the complexity of the product or solution. Avaya will complete the design review and analysis, and will also review output of a qualified readiness assessment and execute pre-production stress testing, as appropriate. Either a certified partner or Avaya may perform the implementation. For more information, please click on one of the hot links above.

3.5.2.b. Implementation Satisfaction (ISAT)

Avaya is a strong proponent of customer satisfaction and loyalty programs as a key driver of repeat business, referrals, and profitable growth. A large part of this satisfaction comes from on-time, high-quality implementations of Avaya technology. The [Partner Implementation Satisfaction \(ISAT\) Policy Guide](#) is a simple survey framework that produces actionable results to help partners understand and act on customer feedback. Partners are required to have a minimum number of surveys completed by customers, and have achieved a target minimum average score over a rolling twelve month period to be 'Implement Authorized'.

3.5.3. Authorized To Maintain

Partners who want to provide maintenance services for Avaya solutions must be co-delivery authorized and purchase the appropriate co-delivery offer from Avaya. To qualify for co-delivery authorization, each company must first complete an on-site service assessment. *This assessment is not required for partners who only intend to maintain Avaya SME products.*

Partners must also complete a minimum of **two (2) of the following credentials** for the products they wish to maintain:

- Avaya Support Professional Specialist (ASPS)
- Avaya Certified Specialist (ACS)
- Avaya Certified Support Specialist (ACSS)
- Product authorization (PA) Implement or PA Maintain

Partners that have not completed the co-delivery offer requirements must use Avaya Global Services to provide support services.

Refer to the [Avaya Solutions Authorization Policy Guide](#) for further details.

3.5.3.a. Co-Delivery Maintenance Offers

Partners who wish to offer their own branded maintenance support must also purchase the corresponding co-delivery offer from Avaya. The Co-delivery offer entitles the partner to access firmware patches and Global Support Services (GSS) Tier 3 escalation, allowing the partner to manage direct customer contacts by providing the Tier 1 and Tier 2 support. Only partners who are Authorized to Maintain can purchase co-delivery support.

3.5.3.b. Co-Delivery Performance Metrics

To retain Authorization to Maintain, partners must meet the performance metrics associated with maintenance attach and renewal rates, and maximum submission rates for technical support cases.

Refer to the [Co-Delivery Partner Performance Guide](#) for further details.

3.6. Specializations

In addition to achieving different levels of competency in Avaya's solutions, you can further differentiate your company in the market by earning specializations that designate your expertise in providing services for enterprise solutions, designing and deploying complex data networking solutions, and/or serving Small and Medium Enterprises (SMEs).

With any of the Expert designations, you can gain a competitive advantage by marketing your firm's level of expertise and specializations. The Expert logo enhances your marketing capabilities, by differentiating your specialized business abilities. Experts receive unique technical benefits that increase your ability to satisfy your customers through more effective engagement with Avaya. For more information on benefits of these Expert specializations, please see [4.4 Expert Benefits](#) of this Program Guide.

3.6.1. Service Expert

The Service Expert specialization recognizes the partners that have invested in creating solution-focused services practices that provide quality service and expertise to meet the implementation and support requirements of customers. This global specialization acknowledges the commitment to services made by partners worldwide.



For Fiscal Year 2013, the Service Expert specialization has been realigned around three portfolios: Unified Communications (UC), Unified Messaging (UM), and Contact Center (CC). Partners can qualify for all three portfolio designations, or choose only those portfolios for which they are authorized to deliver services to customers. By replacing the "per product" credential requirement of FY12, this effectively reduces the requirements and encourages partners to specialize in the solution area(s) critical to their core business.

For more information on benefits of this specialization, please see [4.4 Expert Benefits](#) of this Program Guide.

Figure 3.6.1 Services Expert Requirements

	# of Certified Specialists	Service Assessment
UC Service Expert	Six (6) ACSS per Solution for UC	Implementation + Maintain
UM Service Expert	Two (2) ACSS for one core UM product	Implementation + Maintain
UM Service Expert	Three (3) ACSS for one core CC product	Implementation + Maintain

3.6.2. SME Expert

The SME Expert specialization recognizes partners that have demonstrated proficiency and expertise in the sales and services delivery of IP Office. With the SME Expert designation, you can market your firm as having the knowledge and experience to meet the unique needs of SMEs. The marketing tools and technical support that accompany this badge give you a competitive edge in the marketplace. For more information on benefits of this specialization, please see [4.4 Expert Benefits](#) of this Program Guide.



Figure 3.6.2 SME Expert Requirements

	# of Certified Specialists	Service Assessment
SME Expert	2 APSS SME 1 ACSS SME * 1 ACIS IP Office * <i>*ACIS and ACSS must be held by separate individuals</i>	SME Expert Assessment

3.6.3. Networking Expert

The Networking Expert specialization recognizes the partners that have demonstrated proficiency and expertise in the sales and service delivery of complex data networking solutions. This specialization is being introduced globally in acknowledgment of the commitment made by partners worldwide. For more information on benefits of this specialization, please see [4.4 Expert Benefits](#) of this Program Guide.



Figure 3.6.3 Networking Expert Requirements

	# of Certified Specialist / Certified Architect per solution	Service Assessment
Networking Expert	2 APSS Avaya Networking 1 APDS Avaya Networking 2 ACSS ERS or 2 ACSS VSP9000 or 2 ACSS VPN Gateway	Implementation + Maintain

3.7. Geographic Coverage Designation (GCD)

If you operate in multiple countries or theatres, you may be able to achieve theatre or global designation, which may give you Platinum level benefits and pricing theatre-wide or worldwide respectively. You can also centralize your resources across the geography and meet the requirements. If you do not qualify for these designations, you receive pricing based on your partner level in each country or country sub-group.

The Global Coverage Designation is designed to:

- Promote a partner's breadth of presence and competency within a geography to our Customers. Global or theater GCD indicates a partner's ability to address Customer needs worldwide or theatre-wide with a level of credibility, skill and competency.
- Allow partners to enjoy benefits across a geography when they have met certain geographic coverage requirements. Global partners can earn extraordinary benefits across a geography when they meet both geographic coverage and volume of business requirements.
- Develop consistent and simple GCD requirements that are applied across all partner types
- Make requirements simpler and more consistent across partners

The Geographic Coverage Designation element of the Avaya Connect Program complies with all of the Avaya Connect authorization policies:

- It does not authorize a partner in all countries in the theatre or the globe.
- It does not exempt a partner from any of the Solution Authorization Policies except where noted.
- It does not make any statements about the partner's ability to deliver services across the theatre or globe.
- Partners will be re-certified each year for the GCD
- Partners must still follow all services policies

3.7.1. Theater Designation

- **Theater Requirements**
 - EMEA, CALA, APAC:
 - At least 1 Platinum Country AND
 - At least 2 Other Gold (or higher) Countries AND
 - At least 3 Other Authorized (or higher) Countries AND
 - Authorized (or higher) in at least 3 separate Geographies
 - NA:
 - At least 1 Platinum country and at least 1 Gold country
- **Theater Benefits**
 - Theatre Designation - Partner receives "Theatre" Geographic Coverage Designation for external usage with our Customers
 - Theatre Platinum Status - Partner becomes Platinum in all countries that they are Sales Authorized

3.7.2. Global Designation

- **Global Requirements**
 - Partner must be fully Sales Authorized in at least one Avaya solution set (UC, CC, SME, or Data Networking) in at least 15 countries worldwide spanning all 4 theatres

- Business Partner (medaled) status in at least 2 geographies and spanning at least 2 theatres (having achieved such medaled status prior to any in-theater or in-country manual overrides in Salesforce/PRM by Avaya Connect theater leads).
- **Global Benefits**
 - *Global Designation* - Partner receives “Global” Geographic Coverage Designation for external usage with our Customers
 - *Global Account Support* – Ability to participate in Global Accounts Program
 - *Walker Process CSAT Exemption*– Allows partner to provide their own CSAT surveying capability rather than use the Avaya (Walker) CSAT surveying capability.

3.7.3. Worldwide Platinum Status

Partners who meet the above requirements for Global Designation and supply \$50M in Global Revenue (product + services net) to Avaya will qualify for this final threshold of benefit. Worldwide Platinum Status awards the partner with Platinum Level benefits in all countries that they are Sales Authorized.

3.8. Purchasing Options (Distributor vs. Direct from Avaya)

Avaya primarily goes to market through distribution partners, and where direct reseller purchase arrangements exist, they are typically limited to Platinum partners only and are established at Avaya’s sole discretion. In all cases, partners who purchase directly from Avaya must have executed the appropriate contractual terms and conditions.

4. Program Benefits

With Avaya Connect, partner benefits are more valuable than ever before. Scaling to reward partners for your increasing levels of competency, benefits fall into three broad categories—financial, technical, and sales and marketing. Benefits are cumulative, so partners receive all the benefits of the preceding partner levels.

Figure 4 Program Benefits by Partner Level

Financial	Authorized	Silver	Gold	Platinum
Market Development Funds (MDF)	✓	✓	✓	✓
Partner Performance Incentive (PPI)	✓	✓	✓	✓
Deal Registration (US & Canada only)	✓ US & Canada	✓ US & Canada	✓ US & Canada	✓ US & Canada
Grow Right Growth Rebate (US only)	✓ US SME Expert	✓ US only	✓ US only	✓ US only
Retail Maintenance Commission (US only)	✓ US only	✓ US only	✓ US only	✓ US only
Demonstration Equipment Purchase Program		✓	✓	✓
Technical				
TechniCenter	✓	✓	✓	✓
Design Central	✓	✓	✓	✓
Proposal Suite	✓	✓	✓	✓
RFP Support	✓	✓	✓	✓
Post-Sales Support	✓	✓	✓	✓
Global Requirements Integration Process (GRIP) Input	✓	✓	✓	✓
No Cost Online Sales & Design Courses	✓	✓	✓	✓
Customer Inventory Reports	✓	✓	✓	✓
Try Avaya Trial Program	✓	✓	✓	✓
Sales Engineer (SE) Support			✓	✓
Demo Avaya			✓	✓
No Cost Service Assessment			✓	✓
Sales and Marketing				
Lead Generation	✓	✓	✓	✓
Partner Helpdesk	✓	✓	✓	✓
Partner Relationship Manager (PRM) Partner View Tool	✓	✓	✓	✓
Executive Briefing Center	✓	✓	✓	✓
No Cost Customer Satisfaction Surveys	✓	✓	✓	✓
Avaya Financial Services	✓	✓	✓	✓
Current Analysis		✓ US only	✓ US only	✓ US only
Avaya Customer Gallery	✓	✓	✓	✓
Press Releases		✓	✓	✓
Channel Account Manager (CAM) Support			✓	✓
Executive Sponsorship				✓
Briefing Edge Access				✓

Sales and Marketing	Authorized	Silver	Gold	Platinum
Global Branding	✓	✓	✓	✓
Partner Finder/Partner Locator	✓	✓	✓	✓
Opportunity Registration	✓	✓	✓	✓
Sales Engagement Principles	✓	✓	✓	✓
Federal & GovEd Agent Program [US Only]		✓ US only	✓ US only	✓ US only

4.1. Financial Benefits

4.1.1. Market Development Funds (MDF)



Discretionary co-investment funds are available to partners on a case-by-case basis for specific marketing and/or business development activities. Eligible activities vary by theater and may include training, demo equipment, sales incentives, MarketLeaders, seminars/webinars, and other business development or demand generation activities. Any level partner can apply for MDF to jump start your Avaya business even without established Avaya revenue.

4.1.2. Demonstration Equipment Purchase Program



Partners can purchase Avaya equipment for demonstration or company infrastructure purposes at a significant discount. This program offers access to new systems and upgrades for Avaya's strategic solutions. Installing Avaya products in the partner company infrastructure helps familiarize sales associates with Avaya solutions and equip them to sell more effectively.

4.1.3. Grow Right Growth Rebate (US Only)



The Grow Right Program provides an incentive for quarter over quarter growth in eligible solutions. In FY13, the program pays a rebate to reward partners for their sales growth with Avaya's newest technologies and industry-leading solutions. U.S. SME Experts, Silver, Gold and Platinum Partners can earn rebates of up to 20% of the targeted sales increase based on quarter over quarter growth.



4.1.4. Deal Registration Program (US & Canada Only)

The Deal Registration Program is a partner margin enhancement program that rewards partners with an attractive financial incentive for hunting and closing incremental revenue opportunities with Avaya. It also enables partners to engage Avaya resources earlier in the sales cycle. While all Authorized, Silver, Gold and Platinum-level partners are eligible for this financial incentive program, only the Preferred Partner (the first to register the opportunity in PRM and be awarded Preferred Partner status under the Opportunity Registration Program) will receive this Deal Registration rebate. Preferred Partner Status is discussed further under [Opportunity Registration](#).



4.1.5. Maintenance Retail Commissions (US Only)

Partners earn commission on the sale of Avaya post-warranty maintenance contracts. Payments are based on the total value of the Avaya Retail Global Service Agreement for net

new contracts, or the net contract value for renewals and recasts. The commission is made up of a flat rate commission based on Partner Level.

Payments are made for the total contract length as soon as a sale is implemented and billed, so partners are compensated quickly and can maintain cash flow.

4.1.6. Partner Performance Incentive (PPI) for Co-Delivery



The Partner Performance Incentive (PPI) Rebate is a global maintenance support incentive program for co-delivery partners established to reward performance with improved margins. This rebate is calculated quarterly and applied to the Support Advantage Co-Delivery contract value for that quarter. Partners must be Authorized to Maintain, purchase a Support Advantage co-delivery offer and meet performance requirements to qualify.

4.2. Technical Benefits

4.2.1. Sales Engineer (SE) Support



A channel SE is a resource that provides technical sales support to assist partners with designing solutions. At the Gold level, all partner inquiries are directed to a pool of Avaya SEs. At the Platinum level, partners receive designated SE support; all inquiries from a particular partner are directed to the same SE who is already familiar with the partner's business.

4.2.2. Avaya TechniCenter



The Avaya TechniCenter provides technical support from a specialist who can answer feature and functionality questions about any Avaya product or solution. Partners can contact the Avaya TechniCenter via hotline at 888-297-4700, email, web form, or collaborative web site.

4.2.3. Avaya Design Central



Avaya Design Central provides configuration support and answers to technical design questions for the entire Avaya portfolio of products and services.

4.2.4. Proposal Suite



The Avaya Proposal Suite delivers immediate sales assistance when you need it most. Comprised of proposal tools and easy to search and use RFP answers, this tool helps partners build customized proposals in a matter of minutes. It also provides boilerplate language for RFPs using the latest Avaya portfolio descriptions and content.

4.2.5. RFP Support

Avaya has created many tools to help Avaya and Channel Partners successfully respond to RFPs and win new business. Self-help tools include: an RFP wizard for preparing professional, always-current responses to customer requirements and FAQs; executive summaries; and environmental policy responses. This wizard includes content across the Avaya portfolio: Unified Communications, Contact Center and Networking. In addition, Avaya provides pre-sales Assistance, Advisory or Managed Proposal Support resources for RFPs requiring assistance with size, scope and technology solution. Channel Partners are encouraged to use these resources early in the RFP process.

4.2.6. Post-Sales Support



The Global Support Services organization provides low-cost technical consultation on the post-sale implementation and maintenance of Avaya products, services, and solutions. The Avaya support representative that is assigned to a partner inquiry is determined by the partner's competency level, ensuring partners receive appropriate assistance.



4.2.7. Global Requirements Integration Process (GRIP) Input

GRIP is an online tool that allows partners to provide feedback to Avaya Product Management and Development Groups on product features, functions, and performance, and make product change requests. The feedback is documented and consolidated at a theatre level, so product groups can prioritize suggestions and take action as needed.



4.2.8. No Cost Online Sales & Design Courses

Avaya provides free online skills and knowledge training to help partners sell and design Avaya solutions. It includes a full curriculum of product and sales-specific sessions, plus classes on sales techniques and technical information. .



4.2.9. Customer Inventory Reports (PIE/PIPS)

Partners can access online reports with data on customer solution configurations for most Integrated Roadmap products. These reports provide valuable information that can help partners gain a competitive advantage in the sales process. Having this information also saves time during implementation, particularly when upgrading existing Avaya systems.

The Product Information Presentation System (PIPS) reports provide data from the Product Information Expert (PIE), a data mining tool that extracts Avaya customer switch and adjunct configuration information and stores it in a database.



4.2.10. Demo Avaya

Demo Avaya is a live, working ecosystem of the complete Avaya communications portfolio, enabling partners to easily and effectively perform demonstrations of Avaya applications for customers. Avaya Unified Communications and Contact Center applications and solutions are hosted in a secure online environment, and so are accessible anytime, anywhere, via the Internet.



4.2.11. 'Try Avaya' Trial Program

The 'Try Avaya' trial program loans "generally available" Avaya or Avaya NES hardware, software, and licensing solutions to partners and their customers for the purpose of performing proof of concept testing against clearly agreed on-site acceptance criteria. Trial equipment is returned at the end of the demonstration period, after which time equipment must be de-installed and shipped back to Avaya for reuse in other trials

4.2.12. No-Cost Service Assessment



Gold and Platinum partners are entitled to a no-cost Service Assessment. Partners can select from the Implementation Assessment, SME Remote Assessment, Implementation & Maintenance Assessment, or a combination of SME, Implementation & Maintenance.

4.3. Sales and Marketing Benefits



4.3.1. Lead Generation

Avaya Connect provides comprehensive marketing support to assist partners in your lead generation efforts. The program offers several different lead-generation tools and resources:

Avaya-provided leads

Avaya will provide partners with leads generated in your geography. Priority access is given based on partner level and competency qualifications; the number of leads received increases with competency. Leads are distributed real-time through the Partner Relationship Management system (see [PRM Partner View Tool](#) below).

MarketLeaders

MarketLeaders is an integrated full-service marketing-on-demand program. It is designed to help increase awareness of the joint Avaya-partner value proposition and generate leads for partners, which can then be managed, cultivated, and moved through the sales cycle.

Partner Marketing Central (PMC)

The PMC site is a free self-service program that offers resources to help partners generate brand awareness, increase customer demand, and perform lead generation activities. It is designed to help partners get to market more quickly and save on marketing costs. Email, ad and design templates, telemarketing scripts, posters, and more are available on the site.

Marketing Enablement Guides

Starting with “How to Write a Marketing Plan,” this series of Quick Start Guides provides free insight into creating a sound marketing strategy, and then implementing that strategy with the latest, most effective tactics.

4.3.2. Partner Helpdesk



The Avaya Connect Partner Helpdesk is a single point of contact for Avaya Partners who have questions about Avaya’s partner programs, tools and services. This new resource offers truly global partner assistance, making it easier for partners to do business with Avaya. All Avaya Connect partners have access to the helpdesk, regardless of their level, geography, or portfolio sold.

4.3.3. Partner Relationship Manager (PRM) Partner View Tool



The Partner Relationship Manager (PRM) Partner View Tool enables partners and Avaya to work more collaboratively by providing a single, global source of information across Avaya and the partner ecosystem. The secure, web-based portal provides consolidated views of a partner’s profile and sales activity, along with rich dashboards and reporting. Using PRM, partners can gain better access to information, request assistance, and win deals.

4.3.4. Channel Account Manager (CAM) Support



CAMs serve as the primary advocate for a partner's business, helping the partner get to market and sell as an integrated part of Avaya strategy. A CAM will be assigned to you when you become eligible.

4.3.5. Executive Sponsorship



Executive sponsorship matches a partner with an Avaya executive to create a sustainable, long term relationship that builds mutual confidence. The executive sponsor acts as the 'Voice of the Partner' within Avaya to ensure partner requirements are well understood and represented throughout all business units.

4.3.6. Executive Briefing Centers (Briefing Edge Access)



Avaya's Executive Briefing Centers are state-of-the-art venues located on every continent, staffed by Avaya briefers—Avaya people who are trained to offer specific support and advice to partners. Centers offer a customized and personalized solution to a customer based on the partner's perspective of their needs. A briever works closely with the partner to plan the customer visit and ensure the proposed solution matches the customer's requirements. In addition, briefers can be engaged to support client opportunities at customer locations and via web or video-based technologies.

4.3.7. Briefing Edge



Platinum-level partners can use Briefing Edge to schedule your own Executive Briefing Center (EBC) visit and the services of an Avaya EBC Briefer.

4.3.8. No Cost Customer Satisfaction Surveys



Avaya contracts with a third party research vendor, Walker Information, to solicit feedback from customers who have purchased from our participating partners throughout the year. The Customer Survey is provided to assist our partners in managing your customer relationships. Survey results provide insights that can help you enhance your customer loyalty, fine tune your business, and be a source for referrals and repeat business – all provided free of charge and with rigorous security through our research vendor. .

4.3.9. Avaya Financial Services



Avaya Financial Services can assist partners in closing deals by helping customers acquire the financing they need. It offers a full range of financial products that can meet each customer's unique requirements, including government and education offers, and is dedicated to promoting end-to-end customer satisfaction—from lease commencement to termination. Financing is available for all heritage Avaya and Avaya NES products and solutions.

Because of its experience and comprehensive understanding of Avaya hardware, software, and services, Avaya Financial Services can provide innovative and flexible financial solutions worldwide.



4.3.10. Current Analysis (U.S. Only)

Current Analysis is a competitive assessment tool from an independent third party that provides tactical, easy-to-use competitive and market information, complementing the internal resources available on Avaya's Competitive Intelligence & Advice web site. This tool provides information to help partners throughout the sales process, including insights on Avaya markets and competitors, and details on how Avaya products compare in the marketplace.

Current Analysis is now available at **no cost** to U.S. Avaya Connect Silver, Gold and Platinum partners who do not already have a relationship with Current Analysis. Partners in APAC, EMEA, Canada or CALA or partners are excluded from this offer, as are those who already subscribe to or have initiated an active sales process with Current Analysis.



4.3.11. Avaya Customer Gallery

Showcasing Avaya customers, the Avaya Customer Gallery lends credibility to the benefits of Avaya products, solutions, and services and creates confidence in the Avaya brand. A global program, the Avaya Customer Gallery includes a diverse pool of customer success stories that can be leveraged for sales and marketing activities, in-region, and in-country. For sales teams, it provides valuable references that help close sales quickly.



4.3.12. Press Releases

Partners can use press release templates to announce your certification as a Silver, Gold or Platinum partner and your achievement of competency specializations. Partners simply need to complete and submit the release to Avaya for review and approval. Avaya will post the press release to the Avaya.com newsroom, and partners can distribute it as desired.



4.3.13. Global Branding

Avaya Connect logos allow partners to market your relationship with Avaya, participation in a globally-recognized program, level of competency, and specializations. These logos can be used in many places, including business cards, brochures, and presentations. Partners should ask your CAM to provide logo artwork and guidelines.



4.3.14. Partner Finder / Partner Locator

The Partner Finder allows partners to promote their capabilities to prospective customers, Avaya sales associates, and other partners who might want to collaborate with you. It offers an easy, web-based way to search for a partner based on name, country, product capabilities and other advanced filters like distance from a site or partner certification.



4.3.15. Sales Engagement Principles

These guidelines provide a predictable, objective basis for interaction between Avaya, sales and partners. The principles clarify roles for collaboration in sales efforts across a range of customers, equipping all parties to be more successful.

4.3.16. Opportunity Registration



Opportunity Registration is a program that enables partners to register opportunities with Avaya, track and manage opportunities throughout the lifecycle and qualify for program benefits. This tool is available to all Avaya Connect partners, regardless of the portfolio sold.

Opportunity Registration gives partners and Avaya Associates a common view of their Avaya funnel and facilitates the best possible strategy and decision making for the partnership. The Partner that registers an opportunity first and is approved by Avaya will become the "Preferred Partner" for that opportunity. The "Preferred Partner" is the only Partner that is eligible for Opportunity Registration program benefits, including the Deal Registration financial incentive in the US (see the [Opportunity Registration Guide](#) for the current benefits).



4.3.17. Federal & GovEd Agency Program [US Only]

The Avaya Agent Program allows an approved Avaya Connect partner to act as an agent for Avaya and resell using an existing end-user agreement between Avaya and a Federal or GovED entity that includes agency language. The partner must execute a reseller amendment and be approved to act as an agent for Avaya. This policy is effective in the United States only and applies to both Heritage Avaya and Avaya NES solutions.

4.4. Expert Benefits

Avaya Connect also offers specific benefits exclusive to partners that qualify for the Expert specializations. Partners that have achieved any of the Expert specializations are rewarded with the following benefits:

4.4.1. Expert Branding

The Expert specialization logos enable partners to market their deep level of competency within a solution area. They allow partners to differentiate themselves versus their competition by showing deep skills and competency within a solution area.

4.4.2. Partner Locator / Partner Finder

Your Expert specialization will be highlighted along with your partner level in Partner Locator and Partner Finder.

4.4.3. Global Requirements Integration Process (GRIP) Input

Your Expert specialization qualifies you for direct access to our critical product development system. GRIP is an online tool that allows partners to provide feedback to Avaya Product Management and Development Groups on product features, functions, and performance, and make product change requests. Your feedback is documented and consolidated at a theatre level, so product groups can prioritize suggestions and take action as needed.

4.4.4. No Cost GSS Remote Implementation Support (*Service Expert only*)

Global Support Services (GSS) provides 24/7 support for new implementations, major upgrades, and major additions for Unified Communications and Contact Center product families.

This support is provided at no cost to partners who have completed the requirements for the Service Expert specialization. Only the personnel who have achieved the Avaya Certified Support Specialist credential (ACSS) can submit requests for GSS implementation support.

4.4.5. No Cost Basic ProVision Licenses (*Service Expert only for US & EMEA*)

This benefit is only available at no cost for partners with Service Expert specializations in the U.S. & EMEA.

ProVision is a powerful, PC-based provisioning tool designed to help partners implement Avaya Aura™ Communication Manager, messaging applications, contact center applications and SIP servers more quickly and cost-effectively. The number of Basic ProVision licenses a partner can receive will be based on satisfaction of the requirements for the UC Service Expert specialization.

4.4.6. GSS Support for Maintenance (*fee based, SME Expert only*)

Only those partners that hold the SME Expert specialization can bypass support from their Distributor and go directly to the GSS Backbone for Maintenance support. This is fee based support based on the SME Service offer. Only those individuals at a partner that have achieved an ACS Implement IPO or ACSS SME will receive this support.

4.4.7. No-cost Remote Service Assessment (*SME Expert Only*)

Partners that meet specific eligibility requirements will qualify for a no-cost remote service implementation assessment when pursuing SME Expert.

4.4.8. Lead Generation (*SME Expert only*)

Avaya will provide Experts with leads generated in your geography. Priority access is given based on partner level and competency qualifications; the number of leads received increases with competency and specialization. Leads are distributed real-time through the Partner Relationship Management system.

Appendix A – Program Rules Summary

A. General Rules

- To achieve a certain partner level, partners must meet revenue, customer satisfaction and competency requirements for that level in the country or country sub-group.
- Partners must meet competency requirements for country, country sub-group theatre, and global designations based on centralized resourcing requirements as outlined in [Section 3.3](#) of this Program Guide.
- Competency requirements are determined based on total product revenue for all countries.
- **Managing employee transitions:** Partners must notify their Avaya CAM immediately when an individual leaves their company. Partners without a dedicated Avaya CAM must remove the individual from their company records by notifying the following organizations:
 - Request removal from PRM via an email to partnerhelp@avaya.com (APAC appartnerhelp@avaya.com)
 - Remove the associate from the partner company's training records by emailing the [Avaya Learning Helpdesk](#).
 - [Disable](#) Avaya Single Sign On (SSO) access should be disabled through [Avaya IT Services](#)

B. Minimum Competency Requirements

- A minimum of two Sales Specialists (APSS) or 2 Product Authorization (PA) per solution, per country is required to sell Avaya products or solutions. These must be completed prior to ordering the product.
 - This is a requirement in every country in which the partner sells Avaya product. Sales offices in each additional country must have two Sales Specialists or PAs.
- For all solutions but SME, a minimum of one Design Specialist (APDS) or PA Design is required, and must be completed within 6 months of joining Avaya Connect. If Design Specialist or PA is not achieved, the partner will lose authorization to order the solution.
 - Design resources can be centralized across a country sub-group, theater or globally.
- Implement Authorization is mandatory in all theatres for partners to implement Avaya Solutions. A minimum of one ACS, AIPS, ACIS, ACSS or PA Implement and an Implementation Service Assessment is required for Implement Authorization.
 - Remote Implementation resources can be centralized across a country sub-group, theater or globally based on the partner's Geographic Coverage Designation (GCD).
 - Until Implement Authorization credentials are achieved, partners must outsource services to Avaya or another Avaya-authorized partner fully meeting all implementation requirements. Avaya reserves the right to remove product access from partners attempting to provide implement services prior to completion of Implement Authorization credentials.
- Partners who want to provide support services for Avaya solutions must first meet the requirements to be a co-delivery partner. To qualify for co-delivery, each partner company must be Authorized to Maintain; that is, they must complete an the On-site Implement & Maintain Service Assessment and meet the minimum number of ACS,

ASPS, ACSS, or PA Implement or Maintain credentials required by the AGS co-delivery offer they intend to purchase. Requirements vary by co-delivery offer and product supported. .

- Remote support resources can be centralized across a country sub-group, theater or globally based on the partner's Geographic Coverage Designation (GCD).
- Partners that have not completed the co-delivery offer requirements must use Avaya Global Services to provide support services.

Refer to the [Avaya Solutions Authorization Policy Guide](#) for requirements per product and or solution.

C. Partners Building a Practice in a New Country or County Sub-Group

- Partners must apply and be approved before they expand to a new country within Theatre.
- Once approved, partners will be allowed to extend program level, benefits and pricing from their home country to the expansion country(s) within the same theatre for the first 12 months. At the end of 12 months, the partner will be reviewed and placed in the program level based on the requirements met for the new county or country sub-group.
- Partner may use Centralized resourcing for Design and remote Implementation and Maintenance support.
- Partner must complete Sales Specialist requirements and set up a sales office where required prior to selling any solution in a new country.
- Partner must provide appropriate in-country support (implementation and on-site) where required.

D. Partner Expanding to a New Theatre

- Partners must apply and be approved before they expand into an additional Theatre.
- Partner will start at the Authorized program level and benefits, regardless of the level they have attained in other theatres.
- Partner must complete Sales Specialist requirements and set up a sales office where required prior to selling any solution in a new Theatre.
- Partner may use Centralized resourcing in another theatre for the Design, remote Implementation and Maintenance support in the new theatre.
- Partner must provide appropriate in-country support (implementation and on-site) where required.

E. Site Locations

Additional site locations within the same territory as the Head Quarter Location must be Brick and Mortar Locations to be classified as "site locations". A Brick and Mortar Location is one with a physical business address with signage and sales staff who can respond to inquiries pertaining to Avaya solutions. The office must be open and operating during normal business hours. Determination as to whether a site location meets the Brick and Mortar criteria is solely at Avaya discretion.

F. Theatre Designation

- A partner in North America must meet the following level requirements (including revenue and competency):
 - Platinum requirements in one country AND

- Gold requirements in one country
- A partner in EMEA, APAC or CALA must meet the following level requirements:
 - Platinum in at least 1 country or sub-group AND
 - Gold in at least 2 other countries or sub-groups AND
 - Authorized (or higher) in at least 3 separate countries or sub-groups
 - No revenue minimums are required
- Competency requirements are based on total product revenue for all countries, and must be met based on centralized resourcing requirements (except Sales Authorization, which must be met in each country).
- Theatre designation provides Platinum level pricing and benefits for the theatre.

G. Global Designation

- Global designation provides Platinum-level benefits (but not pricing) globally.
- Competency requirements are based on total product revenue for all countries, and must be met based on centralized resourcing requirements.
- Partners seeking Global Designation must meet these requirements:
 - Full Sales Authorization in at least one Avaya solution set (UC, CC, SME, or Data Networking) in at least 15 countries in all 4 theaters AND
 - Silver, Gold or Platinum in at least 2 geographies in 2 theaters (having achieved such medaled status prior to any in-theater or in-country manual overrides in Salesforce/PRM by Avaya Connect theater leads).
 - No revenue minimums are required.

H. Worldwide Platinum Status

Partners who meet the above requirements for Global Designation and supply \$50M in Global Revenue (product and services net) will receive Worldwide Platinum Status, which includes Platinum pricing for all purchases.

I. Global System Integrators (SI) and Service Providers (SP)

An SI or SP will achieve partner level status based on revenue and certifications in the home country or theatre. If an SP or SI wants to expand outside the home country, the same rules will apply as for other partners

Appendix B – Additional Resources

Useful Websites

For all registered partners, the online partner portal at <https://partner.avaya.com> provides additional information on Avaya Connect as well as access to many program benefits:

- **Avaya Connect Materials**, including all program brochures, fact sheets, detailed policy guides and forms, are posted at [Partner Portal> Partner Programs> Avaya Connect](#).¹
- **Avaya Connect Authorization, Specialization & Program Requirements** are described in detailed policy guides and posted at [Partner Portal> Partner Programs>Avaya Connect> Program Requirements](#).²
- **Financial Benefits** are described in detailed policy guides and posted at [Partner Portal> Partner Programs>Avaya Connect> Financial Benefits](#).³
- **Avaya Credential Program** credential descriptions, curriculum maps, coursework and course enrollments are located at www.avaya-learning.com.
- **Partner Marketing Central** offers no-cost, self-service marketing tools at <http://pmc.avaya.com>
- **MarketLeaders** provides turn-key, full service partner marketing campaigns that can be funded with Business Development Funds. Go to <http://avaya.com/ml>.

For convenience, we have included the links for popular Avaya Connect documentation below:

Financial Benefits

- Market Development Funds
- Demonstration Equipment Program
- U.S./Canada Deal Registration for Heritage Avaya Products
- Canada Deal Registration for Heritage Nortel Products
- U.S. Data Networking Deal Registration
- US Retail Maintenance Commission
- US Exclusivity/Loyalty Rebate
- Global Deals Desk

Technical Benefits

- [Avaya Learning Center](#)
- [Global Sales Factory](#)
- [Avaya TechniCenter](#)
- [Avaya Design Central](#)
- [Demo Avaya Program](#)
- [Proposal Suite](#)
- [RFP Support](#)
- [Global Requirements Integration Process \(GRIP\)](#)
- [ProVision Software](#)
- [Post-Sales Support from GSS](#)
- [Customer Inventory Reports \(PIE/PIPS\)](#)
- [Try Avaya Trial Program](#)
- [Quality Framework](#)

Marketing Benefits

- [Partner Helpdesk](#)
- [FY12 Customer Satisfaction Program Policy Guide](#)
- [Avaya Customer Gallery](#)
- [MarketLeaders](#)
- [Partner Marketing Central](#)
- [Marketing Guide](#)
- [Executive Briefing Centers \(EBC\)](#)
- [Avaya Financial Services](#)
- Press Releases
- [Current Analysis](#)
- [Sales Engagement Principles](#)
- [Federal or GovEd Agent Program](#)

¹<http://www.avaya.com/AvayaConnect>

²https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?c=a3d30000000L5j4AAC&Id=a3j30000000L7m5AAC

³https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?c=a3d30000000L5jEAAS&Id=a3j30000000L7m5AAC

Ask Questions, Get Information or Provide Feedback

Following are key email addresses for use in asking questions, requesting more information and providing feedback on various Avaya Connect program elements.

Avaya Connect Partner Program - Ask questions or give us feedback on this award-winning channel program at avayaconnect@avaya.com

Opportunity Registration Program - send questions about the registration program for both Avaya and Avaya NES solutions at oppreg@avaya.com

Special Bids or Deals Desk – request assistance at dealassistus@avaya.com

Authentic Avaya Buy Back Program - allows partners to protect your customer's investments by converting legacy equipment into cash, whether Avaya or equipment from other manufacturers. Find out what that vintage equipment is worth at buybacks@avaya.com

Authentic Avaya Trade In, Trade Up Program – this buyback program targets the replacement of digital equipment with Avaya IP Telephony for event greater cash back. Just email us at tradein@avaya.com

Gray Market Activity - report product serial numbers suspected of gray market origin, companies or websites displaying Avaya trademarks or logos without authorization, or simply to ask questions about gray market at graymarket@avaya.com

Avaya Lead Generation Program - find out more with an email to lead@avaya.com

For all outstanding questions, partners should contact your local Channel Account Manager.

Appendix C– Calculation of Net Revenue

Partners will be credited “Partner Net Revenue” toward achieving their Avaya Connect program threshold required for Partner Levels. The Partner Net Revenue calculation is performed separately for the Avaya and the Avaya NES Portfolios. For both portfolios, Partner Net Revenue will always be represented in US Dollars (USD).

Avaya Product Revenue

Partner Net Revenue value for Avaya Unified Communications (UC), Contact Center (CC) or SME Communications (SMEC) product sourced through a distributor is a “proxy” calculated by Avaya and intended to represent the reseller purchase price from the distributor. This proxy includes a revenue offset for all the program claims (rebates or discounts) made by the individual partner.

Product purchases placed directly on Avaya will credit at the actual purchase price.

Product Revenue Calculations (US)

Net Revenue is calculated as follows:

- Begin with Avaya Global Price List (NPL) for product purchased
- Subtract:
 - Distributor Standard Discount (based on Material Price Group, or MPG)
 - Special Bids discounts (upfront and back end credits)
 - Enterprise Promotions (upfront and back end credits)
 - SMEC Promotions (upfront and back end credits)
 - Deal Registration Rebate (back end only)
- Multiply this Subtotal by the Uplift Factor (varies by Program Level and Theater)
- Resulting number is Partner Net Revenue

Items ordered outside of published lead times and not shipped from Avaya or reported on POS or POP reports from a Distributor during a calendar year will not be included. No purchases from sources other than directly from Avaya or from Avaya-authorized Stocking Distributors will count toward the calculation of Net Revenue.

Avaya Service Revenue Calculations (US)

Partners will be credited “Partner Net Revenue” toward achieving their Avaya Connect program threshold. Partner Net Revenue value crediting for ACS may differ for US vs. International Countries during FY2012. The program claims for each partner are subtracted from this calculation.

- United States Revenue Calculations

In the United States, partners who buy through distributors (“Tier 2” partners) will be credited for the Net Contract Value captured in our system (DDM Voyager)

SI/SP partners and partners who purchase directly from Avaya (“Tier 1” partners) will be credited based on the service order fulfillment method.

- **Rest of World Revenue Calculations**

Outside of the US, partners will be credited based on the revenue recognized by Avaya during the reporting period. Partner Net Revenue will always be represented in USD.

Avaya NES Product Revenue

Partner Net Revenue for the Avaya NES portfolio is measured at Net Partner Price (“NPP”) for all authorized resold products purchased directly on Avaya or reported on point of sale (“POS”) or point of purchase (“POP”) reports from Avaya authorized Stocking Distributors. This revenue includes contracted and resold services, and is net of program discounts or financial rebates. Items ordered outside of published lead times and not shipped from Avaya or reported on POS or POP reports from a Stocking Distributor during a calendar year will not be included. No purchases from sources other than directly from Avaya or from Avaya-authorized Stocking Distributors will count toward the calculation of the NPP.

Disclaimer

To the degree that a change in the claim (negative or positive) is identified after reporting of “Partner Net Revenue” Avaya reserves the right to adjust Partner results in the following months, and to the degree necessary, adjust the Partner program status and funds accrued off previously reported “Partner Net Revenue”.

Appendix D– Glossary of Terms

Acronym	Stands For	Description
A1S	Avaya One Source	Global initiative to consolidate quoting tools and pricing model into one streamlined process
ACA	Avaya Certified Associate	Former Avaya credential, retired in 2010
ACE	Avaya Certified Expert	Former Avaya credential, retired in 2010
ACIS	Avaya Certified Implementation Specialist	Product Implementation credential in the Avaya Competency Model for complex products
ACM	Avaya Communication Manager	Avaya's telephony PBX product
ACS	Avaya Certified Specialist	Former Avaya credential, retired in 2010;
ACSS	Avaya Certified Support Specialist	Product Support and Maintenance credential in the Avaya Competency Model for complex products
AI	Americas International	Avaya theater including Canada and CALA countries
AIPS	Avaya Implementation Professional Specialist	Product Implementation credential in the Avaya Competency Model for non-complex products
APAC	Asia Pacific	Term covering a group of countries in these geographies
APM	Avaya Pricing Model	New Avaya pricing model
APS	Avaya Professional Services	Avaya organization that provides consulting, complex deployment and integration services
APDS	Avaya Professional Design Specialist	Solution Design credential in the Avaya Competency Model
APSS	Avaya Professional Sales Specialist	Solutions Sales credential in the Avaya Competency Model
ASD	Avaya Solution Designer	Avaya's system configurator
ASPS	Avaya Support Professional Specialist	Product Support and Maintenance credential in the Avaya Competency Model for non-complex products
Avaya NES	Avaya Nortel Enterprise Solutions acquisition	This term refers to the former NES business and portfolio that have been integrated into Avaya.
BB	Backbone	GSS Tier III engineers
BDM	Business Development Manager	Avaya channel associate focused on recruitment
CALA	Caribbean and Latin America	Term covering a group of countries in these geographies
CC	Contact Center	Avaya's contact center product or business unit
CMS	Call Management System	Avaya's older contact center reporting product
Co-delivery	Co-delivery service offer	Type of AGS offer that supports partner-delivered support with advanced AGS services; minimum level of maintenance required on every partner sale.
CSE	Channel Systems Engineer	Builds product/technical competencies at Partners
EMEA	Europe, Middle East and Africa	Term covering a group of countries in

Acronym	Stands For	Description
FY13	Fiscal Year 2013	these geographies Avaya's fiscal year 2013 runs from October 2012 to 30 September 2013.
GAM	Global Account Manager	A type of sales person at Avaya
GPL	Global Price List	The global list of price for Avaya products and services, similar to MSRP
ICAM	Inside Chanel Account Manager	MarketSource employees who do outbound calling to smaller BPs
IQ	N/A	Avaya's newer contact center reporting product
IR	Interactive Response	An Avaya product
JSD	Joint Service Delivery	AGS partner co-delivery offer for Avaya hardware (purchased with SSI)
MAC	Moves, Adds, Changes	A maintenance offer / service
MACD	Move, Add, Change, Delete	A maintenance offer / service
MDF	Marketing Development Fund	Avaya discretionary funds awarded to partners who provide compelling business case
MM	Modular Messaging	Avaya's messaging product
MPG	Material Price Group	Grouping of Avaya products for the purposes of discounting
MSRP	Manufacturer's Suggested Retail Price	Avaya NES list price, similar to GPL for heritage Avaya
NES	Nortel Enterprise Solutions	The part of the Nortel business that was acquired by Avaya in Dec. 2009
NPL	National Price List	Avaya's list prices for the United States
NPM	National Partner Manager	Team currently managed by Mike Cibelli
NPP	Net Partner Price	Method for calculating Partner Net Revenue for the Avaya NES portfolio
ORS	Operations Resource System	System used by Partners to request Avaya implementation or APS projects
PA	Product Authorization	Minimum credential required to sell or implement Vintage Solutions
PIE/PIPS	Product Inventory Expert (PIE)/ Product Information Presentation System (PIPS)	System from which maintenance asset inventory is pulled for customer upgrades or migrations
PL&D	Product Licensing and Delivery	See Poetic.
PLAT	Price List Administration Table	A file that is shared between Avaya and Partners to communicate latest pricing
Poetic	N/A	The Avaya system being used for product licensing and delivery
POP	Point of Purchase	Reporting captured at the point of purchase
POS	Point of Sale	Reporting captured at the point of sale
PSS	Partner Support Services	AGS partner co-delivery offer for vintage Avaya equipment
RFA	Remote Feature Activation	Used for remote activation of features and licenses
SAL	Secure Access Link	The foundational element of remote-ability
SDM	Services Development Manager	Avaya channel associate focused on services development
SKU	Stock Keeping Unit	SAP material codes
SME	Small and Medium Enterprise	A customer segment
SMEC	Small Medium Enterprise Communications	Division at Avaya focused on SME products

Acronym	Stands For	Description
SRM	Software Release Management	An AGS offer
SSE	Software Support Enablement	The new name for SSI
SSI	Software Support Initiative	Old program to roll-out software support
T&M	Time & Materials	A maintenance offer / method of charging
TAM	Territory Account Manager	Sales person who manages territory accounts
UM	Unified Messaging	Avaya's newest messaging products
Voyager	N/A	Avaya System used by COBC to track AGS orders and quotes
WPP	Wholesale Partner Price	Starting price a partner pays for Avaya NES solutions before the application of value and volume discounts.

Appendix E - Document Revision History

Date	Page	Section	Summary
1 Mar 2013	18	3.6.1	Modified Figure 3.6.1 to specify requirements for each Service Expert badge (UC, CC and UM)
	23	4.1.5	Removed the former section 4.1.5 (Loyalty Rebate for US) from guide, as this program retired on 1 January 2013.
	28	4.3.14	Removed former section 4.3.14 (Level Plaques) as these are no longer provided for Avaya Connect partners.
	32	Appendix A	Added section under General Rules to address the actions required if an employee leaves a partner's employ.
12 Feb 2013	6	2.1	Updated competency model and credentials to include newest "professional specialist" credentials for Implementation (AIPS) and Support (ASPS)
	7	2.3	
14 Dec 2012	14	3.3.4	Partners who achieve the criteria for a new level by the 20 th of one month will be promoted to their new level starting on the first Monday of the following month, unless that date is a holiday.
9 Nov 2012	7	2.2	Consolidated Unified Messaging (UM) products into the Unified Communications (UC) solution group in Figure 2.2.
24 Oct 2012	11	3.3	Modified Country Groups and Sub-Country Groups in AI without changing any Zones.
9 Oct 2012	15	3.5	Updated Note 3 under Figure 3.5 to read: <i>Required for very large, complex sales that exceed \$1 M in NPL for products and associated software</i>
	18	3.6	Corrected Figure 3.6.1 with two (2) ACSS required for UM Service expert (not two)
	Initial document for Fiscal Year 2013, with changes from Fiscal Year 2012 as listed below		
1 Oct 2012	6-7	2.1-2.2	Added credentials for Radvision Scopia® Solutions to Competency Model
	7	2.3	Removed exception allowing selected Product Authorizations to qualify for FY12 levels.

Date	Page	Section	Summary
	10-12	3.3	Replaced FY12 Level Requirements (Figure 3.3.a) with FY13 Level Requirements, which were previously included as Figure 3.3.b. Added Singapore to Zone III as a standalone country in Figure 3.3.c. Removed Singapore from ASEAN Sub-Country Group in Figure 3.3.d. Removed FY12 information from 3.3.2
	14	3.4	Added credentials for Radvision Scopia® Solutions to sections 3.4.1 and 3.4.2
	17	3.6.1	Revised Service Expert to align around solutions (UC, UM and CC) with defined set of credentials required for each solution.
	18	3.6.2	Revised SME Expert requirements to include one ACIS and one ACSS for FY13; FY12 SME Experts provided grandfather period until April 2013 to meet requirement.
	21	4.0	Updated matrix to reflect Current Analysis changes (see below)
	27	4.3.10	Current Analysis reports now only available to U.S. medal partners (Silver, Gold & Platinum)
	31	4.4.5	GSS support is only available to ACSS certified individuals but not ACIS.
	31	4.4.6	Provision benefits are available to partners in US & EMEA in FY13 (but not Canada)
	41	Appendix E	Removed expired content in section formerly labelled Appendix E: Approved Avaya Connect Credentials for FY12. Relabelled Tracking History as Appendix E. Removed tracking history for FY12 document