AVAYA CLOUD OFFICE™
by **RingCentral**®

Avaya Cloud Office

Agent Quick Start Guide

Why Sell Avaya Cloud Office?

Avaya Cloud Office by RingCentral provides a robust, reliable communications platform – enabling employees to call, chat, collaborate, and access business apps on any device, anywhere. Now organizations can leverage the combined strength and support of two industry leaders and start enjoying all the benefits of modern cloud communications.

Demand is High

There is enormous demand for cloud-based unified communications. 46% of companies are feeling pressure to fully move to the cloud. According to Gartner Research, the four reasons companies are considering this are:
1. A unified suite of communication tools, including phone, fax, chat and messaging.
2. Collaboration tools for teams working in multiple locations
3. Performance management and analytics
4. A wide choice of apps and APIs

A Simple Product in a Complex Market

Avaya Cloud Office offers a unique opportunity to solve your customers' needs by simplifying the way they communicate and providing the justification they've been looking for to move to cloud. Help customers realize their technology goals at a speed and pace that works for them.

All-In-One Experience, Any where, Any time
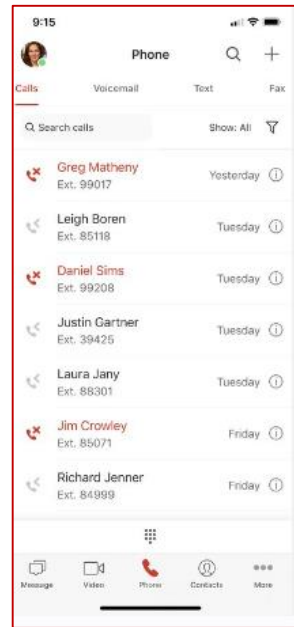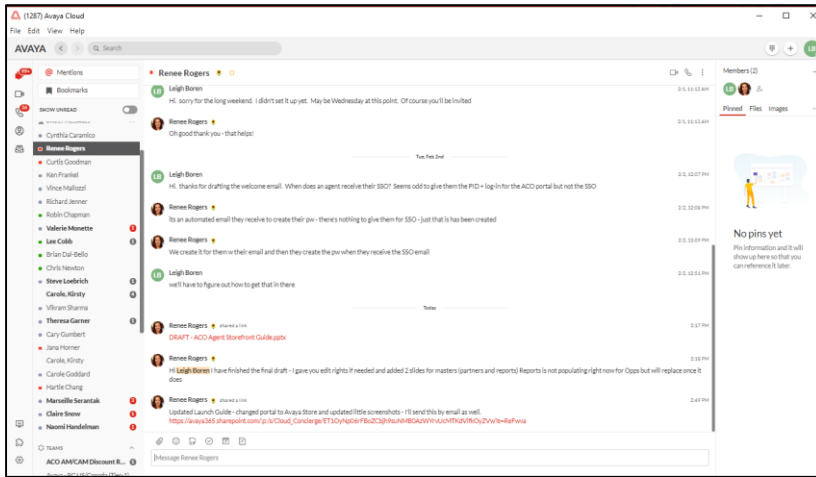
Features at a Glance

Robust calling, intuitive softphone clients

Easy-to-use reporting and analytics

Chat and direct-to-phone SMS capabilities

Hundreds of integrations into leading apps

Seamless video conferencing and collaboration tools

It's Everything Customers Want

Avaya Cloud Office is a comprehensive solution that leaves nothing out, even for the most demanding customers:

- Voice, Fax, texting, and multimedia messages are available in a single number – easy to manage, easy to control, and easy to see at a glance
- Call, chat, meet and collaborate are all built-in and available regardless of location
- Employees can stay on task and on schedule by utilizing virtual meeting rooms with HD video, file sharing capabilities and everything else they need to work together
- Easy-to-use analytics lets buyers see how effectively their communication dollars are working

- Customize the experience by integrating with over 100 business applications including Google, Salesforce, Oracle, and Microsoft, with more on the way.

Lucrative Compensation Model

Avaya Cloud Office has a lucrative compensation model for agents, with additional accelerators to help you launch (see promotions section). The core compensation structure is:

Monthly residual commission model

3 x Monthly Recurring Revenue up-front (new deals)

Getting Started

Avaya Profiles and Logins

As an Avaya Cloud Office Agent, you will have a few logins for different tasks:

| Partner Identification Number (PID)	• Identification as an ACO Agent Company • Unique PID and login for each Master Agent • Required to Quote ACO
Avaya SSO	• Assigned to an ACO User • Access to Avaya materials, information, and support • Existing SSOs apply (Avaya partners) • Link ID created for new agents

Setting up your ACO log-ins

Your Avaya SSO login is an individual login for anyone in your organization requiring access to Avaya's tools including the Avaya Store, Partner portal, and Avaya OneCare.

When you sign up as an agent, the Avaya Concierge team will set up your company's ACO PID and Link ID. They will also create SSO log-ins for each user. It may take up to 24 hours to receive your PID and SSO. You will need to create passwords for each login to activate account.

Email Opt-In

You can edit your email and user preferences by filling out this form at https://news.avaya.com/parter-preference-center. It will ask you what types of communications you would like to receive from the company and your functional role. Be sure to forward this link along to anyone at your organization that will be working with Avaya Cloud Office.
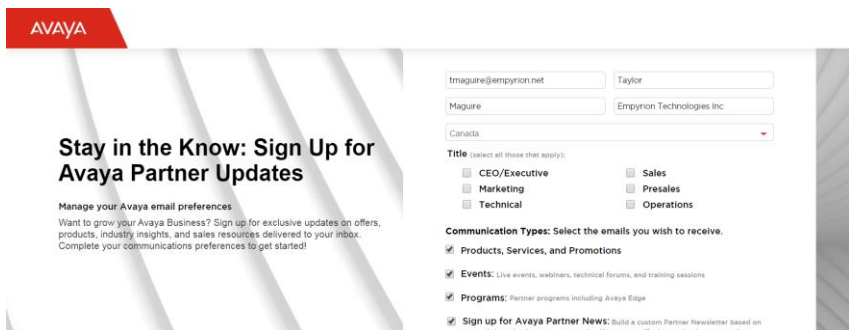
The Sales Process

As an Avaya Cloud Office Sales Agent, you will receive access to the Avaya Cloud Office portal. This is a robust, self-serve tool that will guide you through the deal pursuit process. Outlined below are the steps to take a deal from identification through implementation. They include identifying a potential customer, deal registration, participating in a strategy meeting, building a quote, gaining agreement from the customer, contract creation, subscription activation, and implementation.

CUSTOMER ID & DEAL REGISTRATION		SALES	
① Customer Identification	② Deal Registration, Qualification	③ Strategy Meeting, Lead Conversion	④ Quote

CONTRACT PROCESS	CUSTOMER BILLING	IMPLEMENTATION AND SUPPORT
⑤ Ready for Contract	⑥ Deal is Won! Contract, Activate, Bill	⑦ Implementation and Professional services completed

Step 1: Customer Identification

Present the value proposition of Avaya Cloud Office to perspective customers. Once you've identified an interested client, log into the Avaya Store to register the deal. Enter your SSO login credentials to access.

partners.avayacloudoffice.com

Step 2: Deal Registration

Deal registration must be completed for quoting and compensation. It does not create preferential treatment, pricing advantage, or lockout. Multiple agents can register the same deal prior to Sales Stage 4 (Proof). Avaya, the Agent, or Master Agent can register and quote on behalf of an Agent. There is certain criteria a deal must meet to be considered a qualified lead.

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Definition of a Qualified Lead

1. Customer has shown interest in a UCaaS solution
2. Agent has spoken to the customer and discussed Avaya Cloud Office
3. Agent has informed the Customer that they will be registered with Avaya
4. Customer is willing to have a conversation with Avaya within 30 days
5. Buying decision will occur within the next 12 months.

Registering your Deal

1. Click New or New (on behalf of) on the Deal Registration Page
2. Enter Lead details for the customer lead
3. Hit Submit

If your deal is a unique opportunity, the system will automatically change the status to **Approved**. The lead record is created on the Leads tab and a notification will be sent. If the opportunity is not unique, the system sets the deal registration to pending review for evaluation. Approval or rejection occurs within 2 business days.

Lead Protection

Deals are not registered forever. Approved leads are valid for 6 months. During that time, the lead is considered protected – nobody from RingCentral or Avaya Direct can register a competing lead. However, other agents can register deals until stage 4. If the lead hasn't progressed after 6 months, it will be deleted. If the customer is still interested in pursuing Avaya Cloud Office, a new deal registration must be requested.

Step 3: The Strategy Meeting, Lead Conversion

The Strategy meeting is a call to identify roles, responsibilities and next steps. It normally occurs prior to converting the Lead to an Opportunity. Participants include the Agent, Avaya, a RingCentral Subject Matter Expert. Avaya will schedule this meeting within 48 hours of lead assignment to ensure alignment before moving forward. Leads for companies under 100 employees will automatically be converted to an Opportunity. For larger deals, click "Request Lead Conversion" after the Strategy Meeting.

Step 4: The Quote

A budgetary quote can be built by selecting your Opportunity and scrolling halfway down the page. You'll be prompted to pick the package that best fits your customer's needs, implementation options, and handsets. The budgetary quote can be saved as a PDF and shared with your customer. When needed, a Proof of Concept is available upon request. Your Avaya Account Manager will be able to assist you with applying promotions or any nonstandard discount requests. Further training on the quoting process can be provided by the Cloud Concierge team at acoinfo@avaya.com.

Step 5: Ready for Contract

As an Agent, you can initiate the contract package creation and select standard terms and conditions. If non-standard terms are required, note details on the ACO Store and share with your Avaya Account Manager. They'll engage legal on your behalf. When you're ready to submit the order package, you will be prompted to input the customer's desired payment method (credit card or invoice). State if they are tax exempt, upload any necessary forms, and add locations or shipping addresses for handsets. A contract package will be created and sent to the customer via DocuSign.

Avaya Customer Success

Onboarding

End User Enablement

Sustained Utilization

### Step 6: Contract Signed, Account Activated

Once the Customer electronically executes their contract via DocuSign, you will be notified. An activation email will be sent to the Customer that contains details for using their Avaya Cloud Office subscription. Credit card customers are prompted to provide their payment details via a PCI compliant process. If handsets were ordered, the stocking provisioner is notified to begin staging and ship handsets. Customer Success sends a welcome package to the client and schedules a kick-off call. As their agent, you are welcome to join the meeting.

Billing begins once the customer activates their subscription. The service is available immediately. Call forwarding can be set up if a customer is transferring existing phone numbers. Mobile and softphone applications can be utilized until handsets arrive.

Step 7: Implementation and Support

The Avaya Customer Success team is engaged with the customer throughout their lifecycle with Avaya. They are responsible for onboarding which includes the kickoff call, completing number transfers, and coordinating configuration details. Customer Success also provides valuable content to ensure customers get the most out of their solution and provides feedback on product usage.

Here is a high-level overview of the customer success journey:
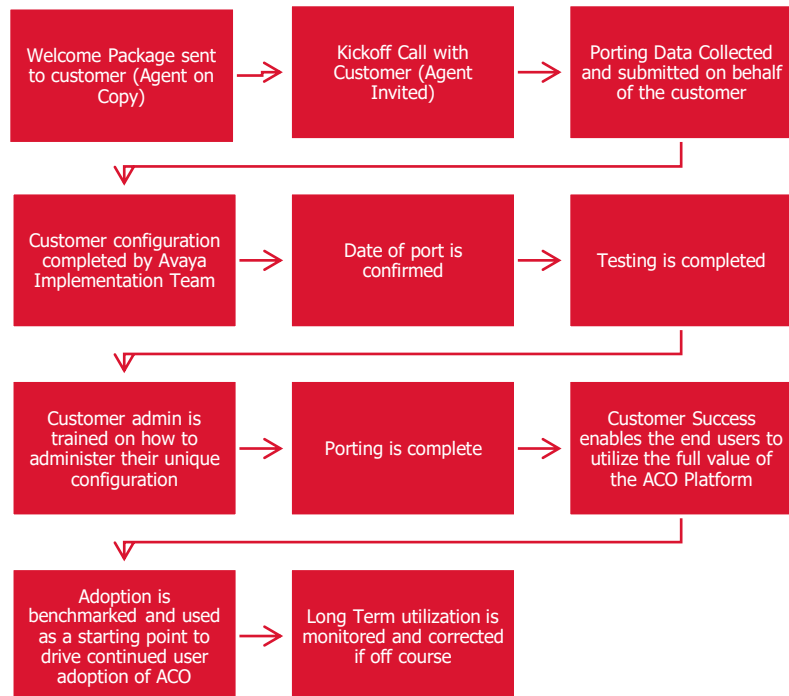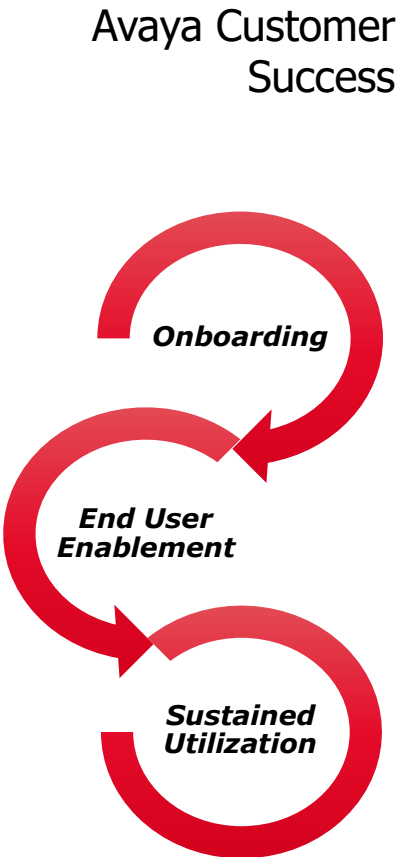
Avaya Professional Services

Customers have several implementation choices for their Avaya Cloud Office subscription. Basic, remote implementation is included in the seat price. Larger organizations have billable options for defined packages or a customized scope of work. Here is an overview:

Team	Basic Implementation	Premium Implementation	Custom Professional Services
Customer Success	• Ensures order completion • Customer Kickoff Call • Number Porting • End User Enablement • Lifecycle Management (adoption, utilization and retention)	• Ensures order completion • Customer Kickoff Call (lead) • Number Porting • End User Enablement • Lifecycle Management (adoption, utilization and retention)	• Ensures order completion • Customer Kickoff Call (supporting) • Number Porting • End User Enablement • Lifecycle Management (adoption, utilization and retention)
Technical Support	• 3 hour remote session • Design simple call flows • Configuration • Administrative training • Testing & Go – live support	• Design (call flows, personalization) • Configuration • Testing & Go – live support (config) • Administrative training	• Design (call flows, configuration) • Configuration • Testing & Go – live support
Avaya Professional Services (APS)	N / A	• Dedicated Project Manager • Network Assessment • Custom roles, templates, call flow design, and user profiles • Testing & Go – live support • Remote admin and user training	Services tailored to unique client requirements. Includes Premium services plus: • Enhanced Design Specialist support • Application integration support • Specialized training, including remote worker, reporting, analytics, and QoS management
Field Services	N / A	Optional services: • Onsite Phone Placement • Onsite Training	Optional services: • Onsite Phone Placement • Onsite Testing & Go – live support • Onsite Training

Avaya Support

Avaya Cloud Office Support Services is easily accessible from the Avaya OneCare portal or directly from the ACO Service Web. The OneCare portal contains quick links for Technical Support, Customer Success, Billing and Invoicing. Product documentation, chat and FAQ's are also included. Support is available Monday through Friday 8am to 8pm ET with 24/7 support for major incidents.

Support Contact Information

https://onecare.avaya.com/AvayaCloudOffice/

1-866-282-9245

acosupport@avaya.com

The Best Solutions Are the Simplest Ones.

AVAYA CLOUD OFFICE™
by *RingCentral*

Sales Collateral

There are a lot of great resources to help you sell Avaya Cloud Office. We recommend you subscribe to the Avaya Cloud Office page on the Sales and Partner portal (once you've been given access with your SSO login) to ensure you get the latest updates.

- Avaya Cloud Office Fact Sheet
- Plan Comparison Matrix
- Customer Presentation
- Customer Video
- Customer FAQ
- Sales Quick Reference Guide
- How it Works Fact Sheet
- Avaya Cloud Office Competitive Comparisons
  Cisco   8 x 8   Microsoft

Marketing Resources

Avaya has a variety of resources available to help you position Avaya Cloud Office to your customers, including some pre-built campaigns.

Avaya Cloud Office WinKits

Two step-by-step guides and campaign assets for positioning Avaya Cloud Office to customers. One Winkit is designed for attracting net-new customers, while the other focuses on migration/current customers. Each WinKit includes a playbook, 3 email templates, landing page copy, premium content, imagery, and more!

View Winkits

Brochures

- Avaya Cloud Office Fact Sheet
- Avaya Cloud Office: How it Works
- Understanding the real cost of your business phone system
- Why you should integrate your Business Apps with UCaaS
- Avaya Device Fact Sheet J179
- Avaya Device Fact Sheet J169
- Avaya Device Fact Sheet J139

Whitepapers

- A Day in the Life of your Small Business with Avaya Cloud Office
- Nemertes: The Shift to Cloud

Infographics

- What's Driving Trends in UCaaS?
- Avaya Cloud Office Infographic

Images

- Avaya Cloud Office UX Images
- Avaya Cloud Office Digital Banner
- Avaya Cloud Office Pop Up Banner
- Avaya J139 Images
- Avaya J169 Images
- Avaya J179 Images

avaya.com

Videos

Note: you can stream and preview the videos on the sales portal here before downloading.
- Avaya Cloud Office Overview Video
- Avaya Cloud Office Video Loop
- Avaya Cloud Office User Experience Video
- Video Whitepaper: Why Cloud?
- Video Whitepaper: Migrating to the Cloud
- Video Whitepaper: Your Cloud ROI
- Video Whitepaper: Why Avaya Cloud Office
- Video Whitepaper: Why Avaya and RingCentral?
- Video Whitepaper: How Cloud Supports Businesses
- Video Whitepaper: Streamlining Business Processes
- Video Whitepaper: Overcoming Application Overload

Blogs
- Avaya Cloud Office is Here, and Your Workplace Will Never be the Same
- Work has Changed, but Has your Phone System?
- Avaya Cloud Office is Coming, are you Ready?

Press Releases
- Avaya: Avaya Cloud Office is GA: Now What?
- Avaya: Avaya Cloud Office by RingCentral delivers collaboration across multiple channels
- Avaya: Avaya Cloud Office Rolled out for Remote Workers
- No Jitter: Avaya Execs Discuss Future of Work, Cloud Office
- Avaya: Avaya and RingCentral Partner on Avaya Cloud Office
- CRN: Avaya Cloud Office by RingCentral Available to the Masses Working Remotely
- UC Today: Avaya Goes Full-Throttle with Cloud Office UCaaS
- RingCentral Office vs. Avaya Cloud Office: How They Differ

Promotions

All promotions will be listed on the Avaya Sales & Partner Portal.

https://sales.avaya.com/en/general/sales-agents-promotions

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Training and Enablement

All Avaya Cloud Office Agents have access to the Avaya Learning portal. We strongly recommend you take the following courses once you have been onboarded. You will earn completion badges to display on your website or profile. Stay tuned for announcements on future courses!

Avaya Cloud Office for Sales (ASRA-0001)

This course is designed to introduce individuals at your company to the Avaya Cloud Office solution and how to position it to your customers. We recommend anyone working with Avaya Cloud Office take this credential.

46190W – Introduction to Avaya Cloud Office (0.25 H)
46200W – Selling Avaya Cloud Office to Midsized Customers (1.15 H)
46210T – Online Test

Administrating Avaya Cloud Office (ASAC-0030)

This course covers the day-to-day administrative handling of Avaya Cloud Office, going further in depth on the back-end tools to manage the solution.

64010W – Introducing Avaya Cloud Office Service Web (0.5 H)
64020W – Administrating Avaya Cloud Office Service Web (1.5 H)
64020T – Online Test

Canada Sales Regions

West
BC, AB, SK,
MB, NWT,
YK, NV

East
QC, NFL, NS,
PEI, NB

Central
ON

We've got you covered!

Avaya has extensive experience in working with traditional customers who are moving to cloud as well as new clients. The majority of our sales and channel teams are geographically assigned to maximize teaming. Account management is segmented based on a company's size to align with the needs of Small, Medium and Enterprise businesses.

We look forward to helping you grow Avaya Cloud Office sales by leveraging our relationships while forming new ones with your customers.