



Q1 FY18 PROMOTION & PACKAGE OVERVIEW

CANADA

Last updated: 29 November 2017

ROUTES TO MARKET WITH PRICING CHOICES - INDIRECT

Multiple options for application positioning & pricing

Step 1: Standard Pricing and Indirect Discounts are always available and automatically applied within Avaya OneSource

Step 2: Consider Automated Discounts for Packages and Promotions

- Packages & Promotions - required consideration prior to a special bid request for deals less than \$250K List (TCV)
- Channel Program Incentives – Deal Registration for Preferred Partners if the deal qualifies
- Master Special Bids

Step 3: Special Bid discounts may be requested

- Explain why a special bid discount is needed, different than what is available in the Automated Discount Tool.

ADDING A PROMOTION TO A QUOTE

- ▶ Adding a Promotion to a quote:
 - Ensure quote is in Ready to Order Status
 - Click on the “Apply Promotion/Program” button in A1S
 - Select the relevant promotion from the list
 - Check the T&C box
 - Click on “Apply Selected” button
 - Done

1 min.

FY18 AUTOMATED DISCOUNT PORTFOLIO - CANADA

Automate NOW

- Simplified offer structure
- Short Term Promotions will be added for targeted Opportunities during the year

Mid-Market	Enterprise	Networking	Adjunct Apps	In Development
SMB 30/ Q1 2% Kicker (< 30 users) ★	Engage NOW (Aura Upgrades)	Network NOW	Phone NOW	New Promos TBD
SMB 150/ Q1 2% kicker ★ (30 – 150 users)	Modernize NOW (CS1K Migrations) ★	Fabric NOW	Video NOW	
MM3000/ Q1 2% Kicker ★ (150 – 3,000 users)	New Avaya Aura (New Systems)	ACE Fx Select (Registered Partners)	Legacy Scopia to Equinox Loyalty	
Fast Start 2018 – Cloud (fka Ignite) (Registered Partners)	SA Co-Delivery NOW (US and Canada only)		NPV NOW	
Cloud Legacy Migration (Registered Partners)				
9608G Cloud Blitz (Registered Partners) ★				

Packages & Partner Growth Commitments
 Promo
 Networking Package controlled by Extreme
 ★ New

Q1FY18 AUTOMATED DISCOUNT PORTFOLIO UPDATE SUMMARY - CANADA

▶ Small Business & Mid Market

- **NEW! SMB30, SMB150 and MM3000 Q1 2% Kicker promotions through to Dec'17**
- **NEW!** SMB150 (including Cloud) Level 1&2 competitive offering in the 30-150 user space through to Sep'18
- **NEW!** MM3000 (including Cloud) Level 1&2 competitive offering in the 150-3K user space through to Sep'18
- **Continues** SMB30 (including Cloud), reseller registration no longer required
- **NEW! 9608G Cloud Blitz to accelerate IPO powered By adoption through to Dec'17**
- **Continues** Cloud Legacy Migration and Fast Start 2018 (fka Ignite), availability increased to 12 months
- **Expired** IP Office Growth, Summer Offer, IPOCC NOW, MidMarket Select and Zang Office customer

▶ Enterprise

- **NEW! Modernize NOW for CS1K migrations to Aura through to Sep'18**
- **Extended!** Engage NOW and New Avaya Aura through to Sep'18
- **NEW!** Engage NOW eligible for Deal Registration for new applications
- **Expired** Oceana NOW Plus to help CC Elite 7 or Elite 6.3.15 customers become Oceana innovators

▶ Additional Applications

- **Extended!** Phone NOW*, Video NOW* through Sep'18
- **Extended!** SA Co-Delivery NOW through to **9 Feb'18**
- **Continues** Legacy Scopia to Equinox Loyalty Offer supporting migrations to Equinox

▶ Networking (*Extreme*)

- **Extended and Updated!** Fabric NOW, Network NOW and ACE-Fx Select through Dec'17; change in discounts; removal of WLAN 9100

**Networking removed from cross-portfolio NPV package effective 1st July. Video NOW and Phone NOW discounts still supported on the same quote*

DEAL REGISTRATION DISCOUNT: US/CANADA

Improves negotiating position with new customers and rewards for early engagement in new opportunities

Eligibility Requirements



- ▶ Applies for new logos *and new sites of existing logos*
- ▶ Registration through PRM Partner View Tool
- ▶ Requires Preferred Partner Status
- ▶ **\$10k APL minimum deal size**

Discount

Instant discount at point of quote
Applied to Avaya Price List (APL)
Applied on all eligible products (no promo)

Americas: 10%

Applied on top of promotional pricing
US/Canada: 3%

DEAL REGISTRATION DISCOUNT COMBINATION POLICY

- ▶ Effective April 1 2016, a 3% Deal Registration discount factor is offered when combined with an eligible package or promotion, if the quote is > \$10K List and meets all Deal Registration eligibility criteria
- ▶ Combinable with most packages and promotions, subject to terms of the specific promotion
- ▶ Combinable with a special bid, subject to terms of the special bid evaluation.
- ▶ ASIPP (Avaya Software Investment Protection Policy) licenses for Aura and IP Office, are not eligible for deal registration
- ▶ Refer to Avaya Connect policy documents for full details regarding Deal Registration terms and conditions
- ▶ Refer to promotion offer definitions for full scope details and for unique T&Cs

Promotion / Package	Deal Registration Combinable?
SMB30 <i>(including Cloud & Q1 Kicker)</i>	No
SMB150 <i>(including Cloud & Q1 Kicker)</i>	Yes (except ASIPP licenses)
MM3000 <i>(including Cloud & Q1 kicker)</i>	Yes (except ASIPP licenses)
Fast Start 2018 <i>(fka Ignite)</i>	No
Cloud Legacy Migration	No
9608G Cloud Blitz	No
Network NOW	Yes
Fabric NOW	Yes
ACE-Fx Select	No
Video NOW	Yes
Legacy Scopia to Equinox Loyalty	No
Phone NOW	No
Engage NOW	Yes
Modernize NOW	Yes
New Avaya Aura	Yes

GLOBAL DEMO PURCHASE PROGRAM

Target customer

- Channel partners that are looking to demonstrate key Avaya solutions to existing and new customers

Partner Value Proposition

- 20 complementary packages to show the most important and commonly requested features
- Consistent packages allow solution experts to create and share configurations you can use
- Approval process is automated through MPM to improve partner experience

Region / Area

- Global

Start / End dates

- Start: 1 April 2016
- End: Ongoing

More information

- Offer Definition – click [here](#)

Discount Summary

Please contact your distributor for details

New Automated Process for IPO, Networking and Video Labs/Demos.
From the Ready to Order Quote within Avaya One Source, click the new “Automated Approval Discount Request” button

Terms & Conditions / Requirements

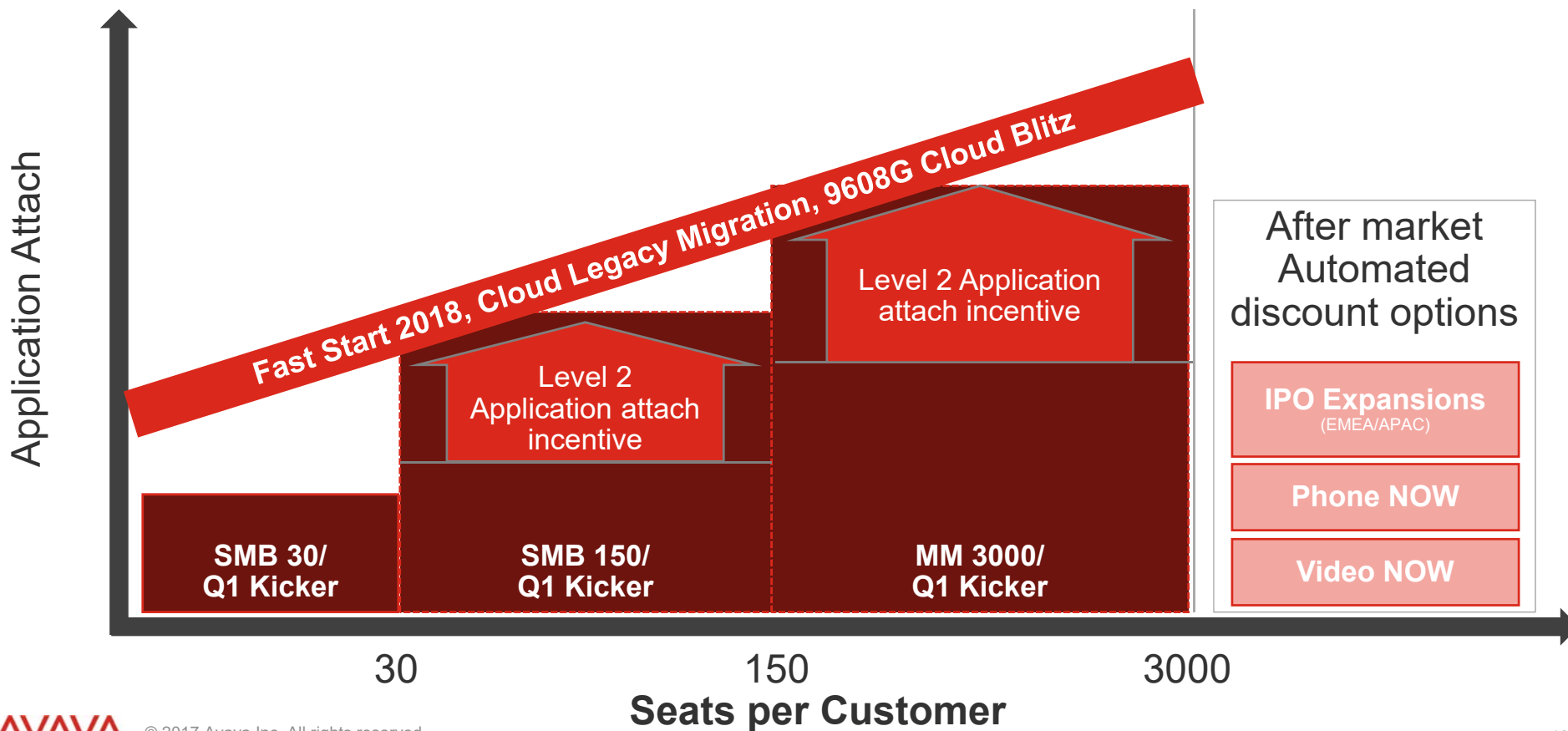
- Approval required (via MPM) from Avaya Demo team
- All demo kit purchased under this program must be used for customer and/or staff training, demonstrations, events and/or customer trials
- Kit is not eligible for resale
- Kit will be maintained in a condition to continue the intended use of it
- Demo licenses will not exceed thirty (30) users for the demo equipment purchased



IP Office Promotion & Package Detail

FY18 AUTOMATED PACKAGE / PROMOTION POSITIONING - MID MARKET

- Capex only
- Cloud only
- Capex + Cloud



SMB 30

Continues

Target customer

- Any IP Office on premise or Powered By Cloud purchasing customer, with up to 32 users

Partner Value Proposition

- Win with competitive pricing against Panasonic, NEC
- Generate extra revenue with small / basic IP Office deals
- Attract new customers and upgrade customers from legacy platforms

Region / Area

- Canada

Start / End dates

- Start: 9 May 2016 (Powered By Cloud 1 June 2017)
- End: 25 September 2018

More information

- Offer Definition – click [here](#)

Promotion Summary

Solution Element	Basic	Essential
• IP Office, digital and IP endpoints	20%	22%

For Powered By Cloud options, Powered By licenses are offered at the negotiated rate card prices and SMB30 components offered at the above Essential incremental discounts

Terms & Conditions / Requirements

- On Premise quotes require the following:
- IP500 v2 Control Unit and SD card
 - IP Office R10 only (*from 9th January*)
 - Essential Edition (ASIPP or non-ASIPP) for Essential Package
 - Any mix of digital extensions, or IP licenses (ASIPP or non-ASIPP) up to 32.
 - Max 32 Endpoints, no minimum
 - Phones = 96XX, 16XX, 14XX, 95XX, J129, DECT and B1X9. Where 4 packs are available, single units of same model are excluded from the offer
 - Any material code that belongs to MPG 9P will receive the SMB 30 discount with the following exclusions: IPOCC, ACCS, ASIPP codes, Server Edition, Preferred, VMPro Licenses, Mobile, Office, Teleworker and Power Users
 - Reseller registration no longer required**
- Powered By Cloud requires:
- Max 32 Powered By licenses (IP, Digital or analog)
 - Max 32 phones (IP Or Digital)

SMB 30 Q1 KICKER

NEW!

Target customer

- Any IP Office on premise or Powered By Cloud purchasing customer, with up to 32 users

Partner Value Proposition

- Offer 2% higher discount than SMB30 to accelerate sales in the sub-30 user segment
- Win with competitive pricing against Panasonic, NEC
- Generate extra revenue with small / basic IP Office deals
- Attract new customers and upgrade customers from legacy platforms

Region / Area

- Canada

Start / End dates

- Start: 21 November 2017
- End: 26 December 2017

More information

- Offer Definition – click [here](#)

Promotion Summary

Solution Element	Basic	Essential
• IP Office, digital and IP endpoints	22%	24%

For Powered By Cloud options, Powered By licenses are offered at the negotiated rate card prices and SMB30 components offered at the above Essential incremental discounts

Terms & Conditions / Requirements

- On Premise quotes require the following:
- IP500 v2 Control Unit and SD card
 - IP Office R10 only (*from 9th January*)
 - Essential Edition (ASIPP or non-ASIPP) for Essential Package
 - Any mix of digital extensions, or IP licenses (ASIPP or non-ASIPP) up to 32.
 - Max 32 Endpoints, no minimum
 - Phones = 96XX, 16XX, 14XX, 95XX, J129, DECT and B1X9. Where 4 packs are available, single units of same model are excluded from the offer
 - Any material code that belongs to MPG 9P will receive the SMB 30 discount with the following exclusions: IPOCC, ACCS, ASIPP codes, Server Edition, Preferred, VMPro Licenses, Mobile, Office, Teleworker and Power Users
- Powered By Cloud requires:
- Max 32 Powered By licenses (IP, Digital or analog)
 - Max 32 phones (IP Or Digital)

SMB 150

NEW!

Target customer

- Any IP Office on premise or Powered By Cloud purchasing customer, including BCM, Meridian, CS1000 or Integral migrating customers with 30-150 users

Partner Value Proposition

- Generate extra revenue with small / basic IP Office deals
- Incentivises power user and/or CC attach through Level 2 offer
- Win with competitive pricing without needing Special Bids
- Retain existing customers and attract new customers

Region / Area

- Canada

Start / End dates

- Start: 1 October 2017
- End: 25 September 2018

More information

- Offer Definition – click [Here](#)

Discount Summary (all deal size thresholds are LIST in USD)

Sol'n Element	\$5K-50K		\$50K-100K		>\$100K	
	<u>Level 1</u>	<u>Level 2</u>	<u>Level 1</u>	<u>Level 2</u>	<u>Level 1</u>	<u>Level 2</u>
• IP Office	9%	11%	10%	12%	11%	13%
• Endpoints	9%	11%	10%	12%	11%	13%
• Contact Center	9%	11%	10%	12%	11%	13%
• SBC SW	9%	11%	10%	12%	11%	13%
• Video	9%	11%	10%	12%	11%	13%

For Powered By Cloud options, Powered By licenses are offered at the negotiated rate card prices and SMB150 components (excluding Contact Center) offered at the above <\$50K band incremental discounts

Terms & Conditions / Requirements

On Premise quotes require the following:

- One IP500 v2 Control Unit or Server or Virtual Server
 - Essential Edition (ASIPP or non-ASIPP), R9.1 or R10
 - Any mix of 30-150 analog or digital extensions, or IP licenses (ASIPP or non-ASIPP)
 - Min 75% phone attach, max. 105% attach to IP Licenses/Digital Ports
 - Min. \$5K List Deal Size
 - Level 2 also requires either min 20% Power User or 10 CC agent attach
- Powered By Cloud requires:
- Any mix of Powered By user and/or endpoint licenses, min. 30, max 150
 - Min 75% phone attach, max. 105% phone attach to Powered By telephony and/or UC licenses; Level 2 requirements as above

SMB 150 Q1 KICKER

NEW!

Target customer

- Any IP Office on premise or Powered By Cloud purchasing customer, including BCM, Meridian, CS1000 or Integral migrating customers with 30-150 users

Partner Value Proposition

- Offer 2% higher discount than SMB150 to accelerate sales in the 30-150 user segment
- Generate extra revenue with small / basic IP Office deals
- Incentivises power user and/or CC attach through Level 2 offer
- Win with competitive pricing without needing Special Bids
- Retain existing customers and attract new customers

Region / Area

- Canada

Start / End dates

- Start: 21 November 2017
- End: 26 December 2017

More information

- Offer Definition – click [Here](#)

Discount Summary (all deal size thresholds are LIST in USD)

Sol'n Element	\$5K-50K		\$50K-100K		>\$100K	
	<u>Level 1</u>	<u>Level 2</u>	<u>Level 1</u>	<u>Level 2</u>	<u>Level 1</u>	<u>Level 2</u>
• IP Office	11%	13%	12%	14%	13%	15%
• Endpoints	11%	13%	12%	14%	13%	15%
• Contact Center	11%	13%	12%	14%	13%	15%
• SBC SW	11%	13%	12%	14%	13%	15%
• Video	11%	13%	12%	14%	13%	15%

For Powered By Cloud options, Powered By licenses are offered at the negotiated rate card prices and SMB150 components (excluding Contact Center) offered at the above <\$50K band incremental discounts

Terms & Conditions / Requirements

On Premise quotes require the following:

- One IP500 v2 Control Unit or Server or Virtual Server
- Essential Edition (ASIPP or non-ASIPP), R9.1 or R10
- Any mix of 30-150 analog or digital extensions, or IP licenses (ASIPP or non-ASIPP)
- Min 75% phone attach, max. 105% attach to IP Licenses/Digital Ports
- Min. \$5K List Deal Size
- Level 2 also requires either min 20% Power User or 10 CC agent attach

Powered By Cloud requires:

- Any mix of Powered By user and/or endpoint licenses, min. 30, max 150
- Min 75% phone attach, max. 105% phone attach to Powered By telephony and/or UC licenses; Level 2 requirements as above

MM 3000

NEW!

Target customer

- Any IP Office on premise or Powered By Cloud purchasing customer, including BCM, Meridian, CS1000 or Integral customers with 150-3K users

Partner Value Proposition

- Generate extra revenue with larger IP Office deals
- Incentivises power user and/or CC attach through Level 2 offer
- Win with competitive pricing without needing Special Bids
- Retain existing customers and attract new customers

Region / Area

- Canada

Start / End dates

- Start: 1 October 2017
- End: 25 September 2018

More information

- Offer Definition – click [Here](#)

Discount Summary (all deal size thresholds are LIST in USD)

Sol'n Element	\$5K-50K		\$50K-100K		>\$100K	
	Level 1	Level 2	Level 1	Level 2	Level 1	Level 2
• IP Office	7%	9%	8%	10%	9%	11%
• Endpoints	7%	9%	8%	10%	9%	11%
• Contact Center	7%	9%	8%	10%	9%	11%
• SBC SW	7%	9%	8%	10%	9%	11%
• Video	9%	11%	10%	12%	11%	13%

For Powered By Cloud options, Powered By licenses are offered at the negotiated rate card prices and MM3000 components (excluding Contact Center) offered at the above <\$50K band incremental discounts

Terms & Conditions / Requirements

- On Premise quotes require the following:
- One IP500 v2 Control Unit or Server or Virtual Server
 - Essential Edition (ASIPP or non-ASIPP), R9.1 or R10
 - Any mix of 150-3K analog or digital extensions, or IP licenses (ASIPP or non-ASIPP)
 - Min 75% phone attach, max. 105% attach to IP Licenses/Digital Ports
 - Min. \$5K List Deal Size
 - Level 2 also requires either min 20% Power User or 20 CC agent attach
- Powered By Cloud requires:
- Any mix of Powered By user and/or endpoint licenses, min. 150, max 3K
 - Min 75% phone attach, max. 105% phone attach to Powered By telephony and/or UC licenses; Level 2 requirements as above

MM 3000 Q1 KICKER

NEW!

Target customer

- Any IP Office on premise or Powered By Cloud purchasing customer, including BCM, Meridian, CS1000 or Integral customers with 150-3K users

Partner Value Proposition

- Offer 2% higher discount than MM3000 to accelerate sales in the 150-3,000 user segment
- Generate extra revenue with larger IP Office deals
- Incentivises power user and/or CC attach through Level 2 offer
- Win with competitive pricing without needing Special Bids
- Retain existing customers and attract new customers

Region / Area

- Canada

Start / End dates

- Start: 21 November 2017
- End: 26 December 2017

More information

- Offer Definition – click [Here](#)

Discount Summary (all deal size thresholds are LIST in USD)

Sol'n Element	\$5K-50K		\$50K-100K		>\$100K	
	<u>Level 1</u>	<u>Level 2</u>	<u>Level 1</u>	<u>Level 2</u>	<u>Level 1</u>	<u>Level 2</u>
• IP Office	9%	11%	10%	12%	11%	13%
• Endpoints	9%	11%	10%	12%	11%	13%
• Contact Center	9%	11%	10%	12%	11%	13%
• SBC SW	9%	11%	10%	12%	11%	13%
• Video	11%	13%	12%	14%	13%	15%

For Powered By Cloud options, Powered By licenses are offered at the negotiated rate card prices and MM3000 components (excluding Contact Center) offered at the above <\$50K band incremental discounts

Terms & Conditions / Requirements

On Premise quotes require the following:

- One IP500 v2 Control Unit or Server or Virtual Server
 - Essential Edition (ASIPP or non-ASIPP), R9.1 or R10
 - Any mix of 150-3K analog or digital extensions, or IP licenses (ASIPP or non-ASIPP)
 - Min 75% phone attach, max. 105% attach to IP Licenses/Digital Ports
 - Min. \$5K List Deal Size
 - Level 2 also requires either min 20% Power User or 20 CC agent attach
- Powered By Cloud requires:
- Any mix of Powered By user and/or endpoint licenses, min. 150, max 3K
 - Min 75% phone attach, max. 105% phone attach to Powered By telephony and/or UC licenses; Level 2 requirements as above

FAST START 2018 (IGNITE FAST START)

Updated

Target customer

- New Cloud customers purchasing through IP Office PoweredBy Partners

Partner Value Proposition

- Simplified ordering and competitive offering for the small & mid-market segment
- Upsell opportunity with Video, SBC and Contact Center
- New 12 month term gives the opportunity to include these bundles as part of standard product offering & marketing campaigns
- Increased partner cash flow as ramping of PoweredBy IP Office sales begins

Region / Area

- US & Canada

Start / End dates

- Start: 27 February 2017
- End: 25 September 2018

More information

- Offer Definition – click [here](#)

Discount Summary (all deal size thresholds are LIST in USD)

Solution Element	<\$50K	\$50K-100K	>\$100K
• PoweredBy lics	rate card	rate card	rate card
• IP Office H/W	7%	8%	9%
• IP Endpoints	7%	8%	9%
• SBC	7%	8%	9%
• 16xx IP phones	37%	37%	37%
• 96x1IP phones	27%	27%	27%
• J129 phones	47%	47%	47%
• Video	9%	10%	11%

Terms & Conditions / Requirements

- Partner registration required. Available to any IP Office PoweredBy partner for first **12 months** after sign-up
- Discount is available for **12 months** only. Orders have to be placed on the distributor within those **12 months**. Any quotes not ordered will be invalidated
- Customer required to sign up for a min. 3 yr contract
- Qty of phones cannot exceed the total number of Telephony or UC PoweredBy licenses quoted through OSC
- Number of PoweredBy licenses cannot be decreased to <80% of originally purchased number of IP phones
- Negotiated rate card prices apply

CLOUD LEGACY MIGRATION

Continues

Target customer

- Customers with legacy Avaya systems who want to migrate to IP Office in the Cloud

Partner Value Proposition

- Simplified ordering and competitive offering for the small & mid-market segment
- Upsell opportunity with Video, SBC and Contact Center
- New 12 month term gives the opportunity to include these bundles as part of standard product offering & marketing campaigns
- Increased partner cash flow as ramping of PoweredBy IP Office sales begins

Region / Area

- US & Canada

Start / End dates

- Start: 27 February 2017
- End: 25 September 2018

More information

- Offer Definition – click [here](#)

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Discount Summary (all deal size thresholds are LIST in USD)

Solution Element	Diamond	Sapphire	Emerald
• PoweredBy lics	rate card	rate card	rate card
• IP Office H/W	7%	7%	7%
• IP Endpoints	7%	7%	7%
• J129 phones	63%	64%	66%
• 9608G phones	22%	23%	25%
• 9608G (4 pack)	20%	21%	23%
• SBC	7%	7%	7%
• Video	9%	9%	9%

Terms & Conditions / Requirements

- Partner registration and Avaya approval required
- Eligible legacy systems include Norstar, BCM, Meridian CS1000, Merlin Legend, Spirit, Partner, Integral, DEFINITY/CM R5 or earlier, IP Office IP400 and IP500 v1. Proof of ownership required
- Customer required to sign up for a min. 3 yr contract
- Qty of phones cannot exceed total number of Telephony/UC PoweredBy licenses quoted
- Number of PoweredBy licenses cannot be decreased to <80% of originally purchased number of IP phones
- Distributor reserves the right to add a handling charge for Handsets where the Partner does not acquire the Cloud / Licenses via them
- Negotiated rate card prices apply

9608G CLOUD BLITZ

NEW!

Target customer

- Customers with or without legacy Avaya systems who want to migrate to IP Office in the Cloud

Partner Value Proposition

- 9608G at minimal cost will increase win rate
- Simplified ordering and competitive offering for the small & mid-market segment
- Upsell opportunity with Video, SBC and Contact Center
- Increased partner cash flow as ramping of PoweredBy IP Office sales begins

Region / Area

- Canada

Start / End dates

- Start: 24 November 2017
- End: 26 December 2017

More information

- Offer Definition – click [here](#)

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Discount Summary (all deal size thresholds are LIST in USD)

Solution Element	Diamond	Sapphire	Emerald
• Powered By lics	rate card	rate card	rate card
• IP Office H/W	7%	7%	7%
• IP Endpoints	7%	7%	7%
• 96xx phones	27%	27%	27%
• 9608G phones	44%	45%	47%
• 9608G (4 pack)	44%	45%	47%
• SBC	7%	7%	7%
• Video	9%	9%	9%

Terms & Conditions / Requirements

- Partner registration required (unless already registered for Fast Start 2018 and Cloud legacy Migration)
- Customer required to sign up for a min. 3 yr contract
- The phone order has to be associated with a real cloud order (NOT EVALUATION) by the expiry date of the promotion
- Qty of phones cannot exceed total number of Telephony/UC PoweredBy licenses quoted
- Number of PoweredBy licenses cannot be decreased to <80% of originally purchased number of IP phones
- **Promotion discount pricing excludes Distributor fees**
- Negotiated rate card prices apply



Promotion & Package Details for Networking, Video, UC & CC

NETWORK NOW (*EXTREME*)

Extended & Updated!

Target customer

- Any Networking purchasing customer - Incentive promotion to grow the network (edge & core) and/or replace legacy installations with the latest from Avaya

Partner Value Proposition / Objectives

- Grow the network – grow revenue
- Replace legacy equipment – position the customer for Fabric Networking
- Upsell network management and access control (IDE) – increase sale value

Region / Area

- Canada

Start / End dates

- Start: 1 January 2016
- End: 26 December 2017

More information

- Offer Definition – click [here](#)

Discount Summary

(deal size) APL	<65.5K CAD	65.5K-131K CAD	>131K CAD
MPG 6P	10%	11%	12%
WLAN 9100	0%	0%	0%

Terms & Conditions / Requirements

- All Avaya Networking products included under MPG 6P excluding VSP9K H/W and **WLAN 9100**

FABRIC NOW (*EXTREME*)

Extended & Updated!

Target customer

- Any Fabric Networking purchasing customer - Incentive promotion to grow the network (edge & core) and/or replace legacy installations with the latest Fabric Networking solution Avaya

Partner Value Proposition / Objectives

- Grow the network – grow revenue with Avaya Fabric Networking
- Replace legacy equipment – upgrade to Avaya Fabric Networking

Region / Area

- Canada

Start / End dates

- Start: 1 January 2016
- End: 26 December 2017

More information

- Offer Definition – click [here](#)

Discount Summary

(deal size) APL	<65.5K CAD	65.5K-131K CAD	>131K CAD
MPG 6P	15%	16%	17%
ERS 3500/4800	10%	11%	12%
WLAN 9100		0%	

Terms & Conditions / Requirements

- Quote/order must include ≥ 2 of the same qualifying Fabric-enabled platform series (VSP4000, 7200, 8200, 8400, 8600 or 9000). See offer definition for full details of codes.
- All Avaya Networking products included under MPG 6P excluding VSP9K H/W and **WLAN 9100**

VIDEO NOW

Extended!

Target customer

- Any customer with a requirement for Scopia Video or Equinox

Partner Value Proposition / Objectives

- Generate revenue from the Avaya Scopia Video and Equinox solutions
- Win with competitive pricing, make good margin, no need for Special Bids
- Retain existing customers and attract new customers

Region / Area

- Canada

Start / End dates

- Start: 31 August 2015
- End: 25 September 2018

More information

- Offer Definition – click [here](#)

Discount Summary

(deal size APL)	<65.5K CAD	65.5K-131K CAD	>131K CAD
MPG 8P	7%	8%	9%

Terms & Conditions / Requirements

- Quote must have minimum list price of 19.65K CAD APL to qualify
- Open to authorized Avaya Video partners

Continues

LEGACY SCOPIA TO EQUINOX LOYALTY OFFER

Target customer

- Any customer with a legacy Elite 5000 MCU (or earlier) with a requirement to migrate to Equinox

Partner Value Proposition / Objectives

- A new opportunity to generate revenue from legacy Scopia customers migrating to Equinox (over the top), and as such protecting the installed base
- Win with competitive pricing, make good margin, no need for Special Bids

Region / Area

- Canada

Start / End dates

- Start: 14 August 2017
- End: 25 September 2018

More information

- Offer Definition – click [here](#)

Discount Summary (all deal size thresholds are LIST in USD)

	<\$50K	\$50K-100K	>\$100K
Equinox server, mgmt. and 10 port licence		17%	
Support Advantage		5%	
All other Video	7%	8%	9%

Terms & Conditions / Requirements

- Available for Elite 5xxx (or earlier) customers only for like for like replacements
- Minimum 1 Server + 1 Management + 1 10 Port license + 3 Year SA and UA are required to be on the same quote.
- Avaya approval required to verify proof of existing system i.e. MAC Address or details of existing maintenance contract

PHONE NOW

Extended!

Target customer

- Any existing customer who requires additional Avaya endpoints and is placing a bulk order

Partner Value Proposition / Objectives

- Generate revenue from Avaya telephony handsets
- Win with competitive pricing, make good margin, no need for Special Bids
- Retain existing customers and attract new customers

Region / Area

- Canada

Start / End dates

- Start: 31 August 2015
- End: 25 September 2018

More information

- Offer Definition – click [here](#)

Discount Summary

(deal size APL)	<65.5K CAD	>65.5K CAD
14xx Digital Phones 95xx Digital Phones 16xx IP Phones 96x1 IP Phones H100 Collaboration Stations B1xx Conference Phones IP DECT	7%	8%

Terms & Conditions / Requirements

- Quote must have minimum list price of 6.55K CAD APL to qualify
- Open to authorized Avaya IP Office or Aura partners

ENGAGE NOW

Extended!

Target customer

- Any existing Avaya DEFINITY or CM customer upgrading or migrating to Avaya Aura 7

Partner Value Proposition

- Opportunity to upgrade your base with value add applications & attach services
- Optionally add Video, Advanced Contact Center or Pod FX
- Final offer for Nortel customer base to propel this base forward

Region / Area

- Canada

Start / End dates

- Start: 1 October 2016
- End: 25 September 2018

More information

- Offer Definition – click [here](#)

Discount Summary (all deal size thresholds are LIST in CAD)

	<65.5K		65.5-131K		>131K	
	AV	NT	AV	NT	AV	NT
Aura HW/SW	5%	N/A	6%	N/A	7%	N/A
IP Endpoints	5%	N/A	6%	N/A	7%	N/A
Voice CC	5%	N/A	6%	N/A	7%	N/A
Adv CC Apps	5%	N/A	6%	N/A	7%	N/A
Pod FX	7%	N/A	7%	N/A	7%	N/A
Video	7%	N/A	8%	N/A	9%	N/A
Support (1S/5S)	5%	N/A	5%	N/A	5%	N/A
Support (6S)	21%	N/A	21%	N/A	21%	N/A
APS (specific pkgs)	5%	N/A	5%	N/A	5%	N/A

AV = Avaya Heritage Upgrades/Migrations
NT = Nortel Heritage Migrations

Terms & Conditions / Requirements

- All quote require an upgrade or uplift order for either Core or Power license;
- No discount on OEM in MPG 7P unless otherwise stated, see offer definition for details.
- Nortel base migrations require 3 year SA/UA attached (R7 only if no existing SRS/PASS+ exists)

NEW!

MODERNIZE NOW

Target customer

- Any existing Meridian or CS1000 customer upgrading or migrating to Avaya Aura 7

Partner Value Proposition

- Further opportunity to upgrade your Nortel base with value add applications & attach services
- Optionally add Video, Advanced Contact Center or Pod FX
- Final offer for Nortel customer base to propel this base forward

Region / Area

- Canada

Start / End dates

- Start: 20 November 2017
- End: 25 September 2018

More information

- Offer Definition – click [Here](#)

Discount Summary (all deal size thresholds are LIST in USD)

	<\$50K		\$50-100K		>\$100K	
	Level 1	Level 2	Level 1	Level 2	Level 1	Level 2
UC HW	5%	12%	6%	13%	7%	14%
Aura Core ASIPP Lic	5%	22%	6%	23%	7%	24%
Aura Power ASIPP Lic	5%	17%	6%	18%	7%	19%
Other UC SW	5%	5%	6%	6%	7%	7%
96xx/16xx phones	20%	20%	22%	22%	23%	23%
Other Endpoints	5%	5%	6%	6%	7%	7%
Voice CC & Adv CC Apps	5%	12%	6%	13%	7%	14%
Pod FX	7%	7%	7%	7%	7%	7%
Video	7%	7%	8%	8%	9%	9%
Support (1S)	10%	10%	10%	10%	10%	10%
Support (5S)	5%	5%	5%	5%	5%	5%
Support (6S – UC)	12%	12%	12%	12%	12%	12%
APS (specific pkgs)	5%	5%	5%	5%	5%	5%

Terms & Conditions / Requirements

- A maximum of 105% phone attach is allowed on ASIPP and ADD lics
- All quotes require an ASIPP material code Avaya Aura Core or Power License, R7
- Meridian / CS1000 / Integral ASIPP Migrations require a NEW 3 year SA and UA contract
- Level 2 requires the end user to have an existing PASS+ / SRS software subscription contract

NEW AVAYA AURA

Extended!

Target customer

- Enterprise Greenfield or
- Competitive Displacement

Partner Value Proposition

- Add value with applications & attach services
- Optionally add Video, Advanced Contact Center or Pod FX

Region / Area

- Canada

Start / End dates

- Start: 1 October 2016
- End: 25 September 2018

More information

- Offer Definition – click [here](#)

Discount Summary (all deal size thresholds are LIST in CAD)

New Aura 7 sales	\$65.5K-131K	\$131K-327.5K	>\$327.5K
• Aura HW/SW	12%	14%	15%
• Endpoints	12%	14%	15%
• Voice CC	12%	14%	15%
• Adv CC Apps	12%	14%	15%
• Pod FX	7%	7%	7%
• Video	8%	9%	10%
• Support (6S)	21%	21%	21%
• APS (specific pkgs)	5%	5%	5%

Terms & Conditions / Requirements

- Min 65.5K CAD (US\$50K) List Deal Size
- At least 1 Avaya Aura Core or Power User license
- Discounts not applicable to OEM products (MPG 7P) unless otherwise states, see offer definition for details
- Min 75% / max 105% of licenses require/can have phones attached on the quote

SUPPORT ADVANTAGE CO-DELIVERY NOW

Extended!

Target customer

- Customers transitioning to Support Advantage Preferred with Avaya Aura 7.0

Partner Value Proposition / Objectives

- Predictable and quick pricing for Support Advantage Preferred Co-Delivery for sales of and upgrades to new major releases launched post August 10, 2015
- Simplified ordering offering all of the valuable Preferred Co-Delivery content at close to Essential Co-Delivery prices

Region / Area

- Canada

Start / End dates

- Start: 1 October 2016
- End: 09 February 2018

More information

- Offer Definition – see [here](#)

Discount Summary

SA Preferred Co-Delivery (MPG 6S)	21%
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Terms & Conditions / Requirements

- All submitted items must be on a single quote
- Discounts are only offered on MPG 6S

PROMOTION RESOURCES & SUPPORT



Resources	
Promotions Summary Landing Page	https://sales.avaya.com/en/programs-promotions-special-bids
IP Office Promotions	https://sales.avaya.com/en/general/small-and-midmarket-business-promotions-global
Questions?	EMEAPromotions@avaya.com



Special Bid Positioning

AUTOMATED DISCOUNT CHECK POLICY

- ▶ Objectives
 - Efficiently deliver Packages & Promotions priced to the market
 - Provide an easy to use, simple and fast process
- ▶ Policy: Effective 1 October 2016, all indirect quotes less than \$250K List price (TCV) must consider Automated Discount Packages & Promotions first, before requesting a Special Bid discount
 - Any quote submitted for a special bid without first clicking the “Apply Promotion/Program” button in Avaya OneSource will be rejected
- ▶ Flexibility: If after considering the Automated Discount Packages & Promotions, a special bid may be submitted for consideration
 - A special bid request should describe why a different discount is needed to win the deal, rather than what has been offered with the Automated Discount Packages & Promotions

APPLYING FOR A SPECIAL BID

- ▶ Pre-requisites:
 - There must be an existing opportunity in SFDC at Sales Stage 2 or higher
 - A1S quote must be associated with this opportunity
 - A1S quote must be in Ready to Order status and Promotion already applied (see slide 3)
- ▶ High Level Process (*see [Job Aid](#) for full details*):
 - Click on the “A1S Special Bid” button in A1S
 - Fill-out the presented A1S Special Bid screen
 - Request Details
 - Attachments (if required)
 - Tier 1: Click on “Submit for Endorsement” button - Special Bid is submitted
 - Tier 2: Click on “Submit for review” button – request sent to distributor for review
 - Distributor: Click on “Submit for Endorsement” button - Special Bid is submitted
 - Special Bid request is then considered by Avaya

QUESTIONS ?



AVAYA

IP OFFICE ASIPP & MIGRATION OFFERS & OPTIONS

Migrating from		Migrating To	Option available	Details
System	IP Office 500	Server Edition	Upgrade your IP Office to R10, and migrate to Server Edition in PLDS	IP Office R10 Offer Definition
	BCM, M1, CS1K	IP Office	ASIPP	ASIPP Portal page here
	CM, DEFINITY			
	Integral Enterprise	IP Office	ASIPP	Documents posted here
Contact Center	Nortel CC, Symposium	IPOCC	N/A	-
		ACCS	ASIPP	Offer Definition here
	CCR	IPOCC	Migration Offer	Offer Definition here
		ACCS	ASIPP, subject to product management approval	Offer Definition here
	Elite CC	IPOCC	N/A	-
		ACCS	ASIPP, subject to product management approval, and due diligence done on feature difference between the two solutions	Offer Definition here

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