



**OFFER DEFINITION**

**FOR AVAYA PARTNERS & DISTRIBUTORS**

**NEW AVAYA AURA PACKAGE**

**US**

**VERSION: 1.0**

**PACKAGE START DATE: 1<sup>ST</sup> OCTOBER 2015**

**PACKAGE END DATE: 27<sup>TH</sup> SEPTEMBER 2016**

**DISTRIBUTOR SALES OUT END DATE: 30<sup>TH</sup> SEPTEMBER 2016**

**AVAILABILITY: US THEATRE**

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## Change Log

VERSION 1.0 – 1<sup>ST</sup> OCTOBER 2015:

- INITIAL VERSION

## Introduction & Overview

To support the acquisition of new accounts in the mid to large enterprise segment Avaya is please to announce its continuation and enhancement of the **New Avaya Aura** package.

The **New Avaya Aura** package is the mainstream Enterprise package for Avaya's fiscal year 2016 targeting greenfield sales or competitive take out scenarios. As a two Level package it is designed to enhance partners' profitability as they propose and close richer constructs.

The **New Avaya Aura** package focuses on helping partners acquire new business with Avaya Aura release 6 or 7, and offers the opportunity for enhanced profitability when Video, Security, Data infrastructure or Contact Center is also sold.

The package structure is as follows:

- Level 1 addresses voice-only opportunities. In this tier, Avaya allows partners to take an additional discount on qualifying Avaya Aura hardware and software – all items must be in the same quote.
- At Level 2 Avaya provides accelerated discounts on select Video, Security, Contact Center or Data infrastructure material codes that are present on the same qualifying quote.

The discounts vary by deal size, and level, details below.

## Discount Summary

New Aura Sales (R6 or R7)		Deals >\$50K LIST		
Portfolio	Sub Portfolio	MPGs	Level 1	Level 2
Avaya Aura	HW / SW / UA	1P, 2P	9%	9%
Endpoints	16xx/96x1 IP Endpoints	3P, 4P	9%	9%
	B1xx Conference Phones	3P	9%	9%
	14xx Digital Endpoints	4P	9%	9%
	E159/E169 Media Stations	3P	9%	9%
Contact Center	Elite, EMC, CMS	5P	9%	9%
	AACC Multi Media	5P	N/A	15%
	Experience Portal / POM	5P	N/A	15%
	EDP	5P	N/A	15%
	WFO	5P	N/A	8%
	Interaction Center	5P	N/A	15%
	Call Back Assist	5P	N/A	15%
Networking	All	6P	N/A	13%
Video	All	8P	N/A	15%
Maintenance	SA Preferred (Aura 7)	6S	21%	21%
APS	Specific Packages	2S	5%	5%

Discount Exclusions	
All OEM products in MPG 7P	
700508259	1603-I
700508258	1603SW-I
700506783	9601 IP Phone
700508193	1403 IP Phone

## Requirements & Qualifying Criteria

Specific T&Cs and Design Requirements
All quotes require a NEW Avaya Aura Core or Power license, R6 or R7 (see codes in the Appendix)
Phone attach: Min 75% phone attach to NEW and ADD licenses, max 105%.
All submitted items must be on a single quote
Min. \$50K Deal size (LIST)

## Avaya Partner Package Process / Rules

### Quoting & Ordering:

1. Create a quote/design as normal with eligible material codes quoted
2. Process the quote through the Marketing Promotions Module (MPM) within the Avaya Enterprise Configurator (EC), applying the appropriate promotion code (list of promotion codes in Appendix A)
3. New quotes and quote modifications for this package can be made up to and including end date as on the front page of this offer definition.
4. All products must be shipped (sales out) by the distributor sales out end date as on the front page of this offer definition.

## Avaya Partner Value Proposition

- Predictable and quick pricing for upgrades and migrations
- Simplified ordering and competitive offering
- 12 month term provides the opportunity for partners to include these bundles as part of their standard product offering and marketing campaigns
- Contact Center, Video, Networking and Professional Services Upsell opportunity to increase customer wallet share.

## General Promotion and Package Terms and Conditions

### Promotional Terms & Conditions (General, Global)

Please see standard terms and conditions available from the Avaya Sales and Partner Portal at <https://sales.avaya.com/documents/1399552195998>

## Sales Resources

### Engage NOW Package Page

Please see the Engage NOW Package and Promotion page on the Avaya Sales and Partner Portal at: <https://sales.avaya.com/en/general/new-avaya-aura-promotion>

### Product & Solution Information

Eight Reasons to Move to Avaya Aura release 7 brochure – click [here](#)

Avaya Aura Platform brochure – click [here](#)

Avaya Aura 7 Offer Definition – click [here](#)

Avaya Aura 7 Partner Pitch Pack – click [here](#)

Avaya Aura 7 Customer Overview Presentation – click [here](#)

## Contacts

**Questions?** Please Contact your Avaya distributor, Channel Account Manager, or email [emeapromotions@avaya.com](mailto:emeapromotions@avaya.com)

## Appendix A: Package Codes

Promotion Codes	
NWAURA2-US-L1	New Aura Level 1 (>\$50K List) - US
NWAURA2-US-L2	New Aura Level 2 (>\$50K List) - US

## Appendix B: New Aura Trigger Codes

The following codes will trigger New Aura Level 1:

- 339400 AURA CORE SUITE R6 NEW SOFTWARE LIC
- 339447 AURA POWER SUITE R6 NEW SOFTWARE LIC
- 380398 AURA R7 CORE NEW LIC
- 380612 AURA R7 POWER NEW LIC

There are no additional trigger codes for New Aura Level 2. As one of the following portfolios are being added to the quote the Level 2 discount will be applied on those portfolios with MPG combinations:

- AACC Multi Media – MPG 5P
- Experience Portal / POM – MPG 5P
- EDP – MPG 5P
- WFO – MPG 5P
- Interaction Center – MPG 5P
- Call Back Assist – MPG 5P
- Networking – MPG 6P
- Video – MPG 8P



## Appendix C: APS discountable packages

MC#	Description	MC#	Description
383135	APS PKG-ANNUAL CALL TRNSTN MNTR SVCS	383240	APS PKG-APC EVENT SVCS ENABLE US/CA
383231	APS PKG-ONE-X AGT NEW BASE DEPLOY SVCS	383241	APS PKG-APC ADD OR RPL QT1 W/ IP US/CA
383232	APS PKG-ONE-X AGT CM INTG	383242	APS PKG-APC ADD ICB FEAT ENABLE US/CA
383233	APS PKG-ONE-X AGT CNTRL MGMT W/ SSO	383243	APS PKG-APC CONFIG AGT BLENDING US/CA
383234	APS PKG-ONE-X AGT 1 DAY REM KT	383244	APS PKG-APC ADD ACD AGT BLENDING US/CA
383224	APS PKG-ACM NEW BASE SA DEPLOY SVCS CPE	383245	APS PKG-APC MOVE SYS US/CA
383225	APS PKG-ACM NEW BASE HA DEPLOY SVCS CPE	383246	APS PKG-APC ADD STA/LN US/CA
383226	APS PKG-ACM ADD CONNECTOR DEPLOY SVCS	383247	APS PKG-APC SYS SPV KT US/CA
383227	APS PKG-ACM AAEP KT	383248	APS PKG-APC 1 DAY REM GOLIVE SUPT US/CA
383229	APS PKG-ACM 1 DAY REM CONSULT	383249	APS PKG-APC AGT BLEND 1DAY REM KT US/CA
383230	APS PKG-ACM UPG SA OR HA	383250	APS PKG-APC AGT BLEND 2DAY REM KT US/CA
383296	APS PKG-MX BSC ADMIN TRNG	383381	APS PKG-APC AFTMKT SYS CONFIG BNDL ROW
383297	APS PKG-MX ADV ADMIN TRNG	383382	APS PKG-APC AFTMKT LIST MGMT BNDL ROW
383298	APS PKG-MX OPERTR TRNG	383383	APS PKG-APC AFTMKT FEAT ENABLE BNDL ROW
383299	APS PKG-MX END USER TRNG	383384	APS PKG-APC AFTMKT SW SVCS BNDL ROW
383300	APS PKG-AAC ADMIN TRNG	383385	APS PKG-APC ADD CAMPAIGN ROW
383301	APS PKG-AAC END USER TRNG	383386	APS PKG-APC EVENT SVCS ENABLE ROW
383223	APS PKG-AACC NEW LAB DEPLOY SVCS US/CA	383387	APS PKG-APC ADD OR RPL QT1 W/ IP ROW
383380	APS PKG-AACC NEW LAB DEPLOY SVCS ROW	383388	APS PKG-APC ADD ICB FEAT ENABLE ROW
383260	APS PKG-AES SRVR DEPLOY SVCS	383389	APS PKG-APC CONFIG AGT BLENDING ROW
383261	APS PKG-AES CALL RCDG/3RD PRTY REM SUPT	383390	APS PKG-APC ADD ACD TO AGT BLENDING ROW
383262	APS PKG-AES EXTL WEBLM SFTW SET UP	383391	APS PKG-APC MOVE SYS ROW
383263	APS PKG-AES UPG DOT RELEASE REM	383392	APS PKG-APC ADD STA/LN ROW
383411	APS PKG-AES OOH REM SUPT	383393	APS PKG-APC SYS SPV KT ROW
185306	CIS CTI ADDL ASAI LINK	383394	APS PKG-APC 1 DAY REM GO-LIVE SUPT ROW
383251	APS PKG-AAEP NEW BASE DEPLOY SVCS CPE	383395	APS PKG-APC AGT BLEND 1 DAY REM KT ROW
383252	APS PKG-AAEP ADD EPM/MPP SRVR AV	383396	APS PKG-APC AGT BLEND 2 DAYS REM KT ROW
383253	APS PKG-AAEP SPH/APPL/WEBLM SRVR CPE	383275	APS PKG-ADS NEW DEPLOY SVCS
383254	APS PKG-AAEP OOH REM SUPT	383276	APS PKG-POLICY SRVR NEW DEPLOY SVCS
383255	APS PKG-AAEP /OD 3 DAYS ON-SITE KT	383277	APS PKG-SAL OR ADS ADD 10 MGD ELMNTS FM
383256	APS PKG-AAEP SOL ASSESS PRG ASAP	383278	APS PKG-SAL OR ADS ADD 50 MGD ELMNTS FM
383257	APS PKG-AAEP UPG BASE SVCS	383279	APS PKG-SAL OR ADS UPG PER SRVR
383258	APS PKG-AAEP UPG ADD EPM/MPP SRVR	383280	APS PKG-SAL OR ADS MG PER SRVR AV
383259	APS PKG-AAEP ADD LIC/OT OR IP CHG	383281	APS PKG-SAL OR ADS MG PER SRVR CPE
383214	APS PKG-CC ELITE NEW DESIGN 100AGT CPE	383282	APS PKG-SAL OR ADS ADD 10 MGD ELMNTS AM
383215	APS PKG-CC ELITE NEW DESIGN 20AGT CPE	383283	APS PKG-SAL OR ADS ADD 50 MGD ELMNTS AM
383216	APS PKG-CC ELITE BSC OR ADV 2 DAYS KT	383284	APS PKG-SSG ADD 1 MGD ELEMENT
383217	APS PKG-CC ELITE ADVOCATE 1 DAY KT	383220	APS PKG-OA FORWARDER RE-INSTL
383219	APS PKG-CC ELITE CCC 1 DAY REM	383221	APS PKG-IC/OA/AES/MAP-D IP ADD CHG

383264	APS PKG-AAM NEW SNGL SRVR 500 MBX AV	383222	APS PKG-IC/OA DNS OR DOMAIN CHG
383265	APS PKG-AAM NEW SNGL SRVR 500 MBX CPE	383316	APS PKG-NTWK ASSESS DTLD FIRST SITE EMEA
383266	APS PKG-AAM ADD 100 MBX FM	383317	APS PKG-NTWK ASSESS DTLD ADDL SITE EMEA
383267	APS PKG-AAM ADD 500 MBX FM	383318	APS PKG-NTWK ASSESS DTLD FIRST SITE CALA
383268	APS PKG-AAM CUSTMZD CALLER APPL FM	383319	APS PKG-NTWK ASSESS DTLD ADDL SITE CALA
383269	APS PKG-AAM IMAP4 CLNT ACCESS ENABLE FM	383320	APS PKG-NTWK ASSESS DTLD FIRST SITE APAC
383270	APS PKG-AAM UPG SNGL SRVR	383321	APS PKG-NTWK ASSESS DTLD ADDL SITE APAC
383271	APS PKG-AAM ADD 100 MBX AM	383409	APS PKG-NTWK ASSESS DTLD FRST SITE US/CA
383272	APS PKG-AAM ADD 500 MBX AM	383410	APS PKG-NTWK ASSESS DTLD ADDL SITE US/CA
383273	APS PKG-AAM CUSTMZD CALLER APPL AM	383064	APS PKG-SMGR & ASM NEW DEPLOY SVCS AV
383274	APS PKG-AAM IMAP4 CLNT ACCESS ENABLE AM	383065	APS PKG-SMGR & ASM NEW DEPLOY SVCS CPE
383309	APS PKG-TLL FRD ADT CM CORE 2500 USR	383066	APS PKG-SMGR HA/GR DEPLOY SVCS AV FM
383310	APS PKG-TLL FRD ADT CM CORE 2500P USR	383067	APS PKG-SMGR HA/GR DEPLOY SVCS AV AM
383311	APS PKG-TLL FRD ADT CM ESS OR LSP	383068	APS PKG-SMGR HA/GR DEPLOY SVCS CPE FM
383312	APS PKG-TLL FRD ADT/HARD CM CORE 2500USR	383069	APS PKG-SMGR HA/GR DEPLOY SVCS CPE AM
383313	APS PKG-TLL FRD ADT/HARD CM CORE 2500PUSR	383200	APS PKG-ASM ADD DEPLOY SVCS AV FM
383314	APS PKG-TLL FRD ADT/HARD CM ESS OR LSP	383201	APS PKG-ASM ADD DEPLOY SVCS AV AM
383315	APS PKG-STD OS OR PLTFRM HARDEN PER SRVR	383202	APS PKG-ASM ADD DEPLOY SVCS CPE FM
383302	APS PKG-NTWKG NEW ERS STACK REM CONFIG	383203	APS PKG-ASM ADD DEPLOY SVCS CPE AM
383303	APS PKG-NTWKG NEW ERS STACK DEPLOY SVCS	383204	APS PKG-ASM SIP ENTITY TYPE A
383304	APS PKG-NTWKG NEW ERS MDLR REM CONFIG	383205	APS PKG-ASM SIP ENTITY TYPE B
383305	APS PKG-NTWKG NEW ERS MDLR DEPLOY SVCS	383206	APS PKG-ASM SIP ENTITY TYPE C
383306	APS PKG-NTWKG NEW WLAN INDOOR ACC PT FM	383207	APS PKG-ASM PROV UP TO 100 SIP USERS
383307	APS PKG-NTWKG NEW WLAN INDOOR ACC PT AM	383211	APS PKG-ASM MISC ADD
383308	APS PKG-NTWKG NEW WLAN 9100 DEPLOY SVCS	383209	APS PKG-SMGR SRVR UPG MINOR/MAJOR REL
383404	APS PKG-NTWKG NTWK ASSESSEMENT	383210	APS PKG-ASM SRVR UPG MINOR/MAJOR REL
383405	APS PKG-NTWKG DESIGN WRKSH	383208	APS PKG-SMGR OR ASM UPG SVC PK
383406	APS PKG-NTWKG IDE DEPLOY SVCS	383212	APS PKG-SMGR/ASM IP ADD OR HOST CHG
383407	APS PKG-NTWKG VPFM OR COM DEPLOY SVCS	383213	APS PKG-ASM OOH REM SUPT
383408	APS PKG-NTWKG ERS/VSP SFTW UPG SVCS	383346	APS PKG-CM NEW SMPLX OR EMBD MAIN AV
383323	APS PKG-CMS NEW PRMRY SRVR DEPLOY AV	383347	APS PKG-CM NEW SMPLX OR EMBD MAIN CPE
383324	APS PKG-CMS NEW SCNDRY SRVR DEPLOY AV	383348	APS PKG-CM NEW DPLX MAIN AV
383325	APS PKG-CMS NEW PRMRYSRVR FLAT DEPLOY AV	383349	APS PKG-CM NEW DPLX MAIN CPE
383326	APS PKG-CMS NEW PRMRY SRVR DEPLOY CPE	383350	APS PKG-CM NEW SMPLX SURV REM AV
383327	APS PKG-CMS NEW SCNDRY SRVR DEPLOY CPE	383351	APS PKG-CM NEW EMBD SURV REM AV
383328	APS PKG-CMS NEW PRMRYSRVR FLATDEPLOY CPE	383352	APS PKG-CM NEW SMPLX SURV CORE AV
383329	APS PKG-CMS NEW INTF DEPLOY SVCS	383353	APS PKG-CM NEW SMPLX SURV CORE CPE
383330	APS PKG-CMS MG PRMRY SRVR AV	383354	APS PKG-CM NEW DPLX SURV CORE AV
383331	APS PKG-CMS MG PRMRY SRVR CPE	383355	APS PKG-CM NEW DPLX SURV CORE CPE
383332	APS PKG-CMS MG PRMRY/SCNDRY SRVRFLAT CPE	383356	APS PKG-CM NEW UTILITY SVCS AV
383333	APS PKG-CMS UPG MINOR RELEASE	383357	APS PKG-CM NEW UTILITY SVCS CPE
383334	APS PKG-CMS UPG INTF DEPLOY SVCS	383358	APS PKG-CM TRANS 24STA FM
383335	APS PKG-CMS ODBC CONNECT SUPT	383359	APS PKG-CM TRANS 24STA AM

383336	APS PKG-CMS CUST RPT DEV	383360	APS PKG-CM INSTL 8 PHONES
383337	APS PKG-CMS IP ADD CHG	383361	APS PKG-CM INSTL 24 PHONES
383338	APS PKG-CMS CLEAN UP SILVER	383362	APS PKG- ONE-X ATTD DEPLOY SVCS
383339	APS PKG-CMS CLEAN UP GOLD	383363	APS PKG-CM G4X0 MGW DEPLOY SVCS
383340	APS PKG-CMS CLEAN UP PLATINUM	383364	APS PKG-CM FIRST DAY OF BUS SUPT
383413	APS PKG-CMS ADDL ACD DEPLOY	383365	APS PKG-CM TRNK ADD FM
383414	APS PKG-CMS ADDL FEATURE ACTVN	383366	APS PKG-CM TRNK ADD AM
383416	APS PKG-CMS ADDL SPV LIC ACTVN	383367	APS PKG-CM UPG SFTW R6.0.1 TO R6.X
266296	APS PKG-CMS REPORTING ANLYS WRKSHIP	383368	APS PKG-CM SFTW R6.2 TO R6.3
185339	CIS OUT OF HOURS CTI TECH INTG TIO	383369	APS PKG-CM MG SMPLX/EMBD R5.2.1TOR6.X AV
185310	BCSI CMS HISTORICAL DATA MG 1-4 ACD	383370	APS PKG-CM MG SMPLXEMBD R5.2.1TOR6.X CPE
383285	APS PKG-SBC NEW SMALL CONFIG AV	383371	APS PKG-CM MG DPLX R5.2.1 TO R6.X AV
383287	APS PKG-SBC NEW MEDIUM SA CONFIG AV	383372	APS PKG-CM MG DPLX R5.2.1 TO R6.X CPE
383288	APS PKG-SBC NEW MEDIUM SA CONFIG CPE	383373	APS PKG-CM REM FRMW UPDT
383289	APS PKG-SBC NEW LARGE SA CONFIG AV	383374	APS PKG-CM ON-SITE FRMW UPDT
383291	APS PKG-SBC NEW MEDIUM HA CONFIG AV	383375	APS PKG-CM BSC CALL CTR CONFIG
383292	APS PKG-SBC NEW MEDIUM HA CONFIG CPE	383376	APS PKG-CM END USER OR TRAINER TRNG
383293	APS PKG-SBC NEW LARGE HA CONFIG AV	383377	APS PKG-CM ADD IP BOARD FIRST
383295	APS PKG-SBC UPG ANY CONFIG PER SYS	383378	APS PKG-CM ADD IP BOARD EACH ADDL
383235	APS PKG-APC AFTMKT SYSCONFIG BNDL US/CA	383379	APS PKG-CM BLOWBACK SVC
383236	APS PKG-APC AFTMKT LIST MGMT BNDL US/CA	383403	APS PKG-CM OOH REM SUPT
383237	APS PKG-APC AFTMKT FEAT ENBL BNDL US/CA	184532	CIS REM FEAT ACTIVATION (RFA)
383238	APS PKG-APC AFTMKT SW SVCS BNDL US/CA	217470	IST RFA LICENSE ACTIVATION
383239	APS PKG-APC ADD CAMPAIGN US/CA		

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