



**OFFER DEFINITION**

**FOR AVAYA PARTNERS & DISTRIBUTORS**

**SUPPORT ADVANTAGE PREFERRED CO-DELIVERY NOW**

**US AND CANADA**

**VERSION: 1.0**

**LAST UPDATED: 28 OCTOBER 2015**

**PACKAGE START DATE: 19 OCTOBER 2015**

**PACKAGE END DATE: 26<sup>TH</sup> MAY 2016**

**DISTRIBUTOR SALES OUT END DATE: 31<sup>ST</sup> MAY 2016**

**AVAILABILITY: US AND CANADA THEATRE**

## Contents

<b>Change Log</b> .....	<b>3</b>
<b>Introduction &amp; Overview</b> .....	<b>4</b>
<b>Discount Summary</b> .....	<b>4</b>
<b>Requirements &amp; Qualifying Criteria</b> .....	<b>4</b>
<b>Avaya Partner Package Process / Rules</b> .....	<b>4</b>
<b>Avaya Partner Value Proposition</b> .....	<b>6</b>
<b>General Promotion and Package Terms and Conditions</b> .....	<b>6</b>
<b>Sales Resources</b> .....	<b>8</b>
<b>Contacts</b> .....	<b>8</b>
<b>Appendix A: Package Codes</b> .....	<b>9</b>

## Change Log

VERSION 1.0 – 28 OCTOBER 2015:

- INITIAL VERSION

## Introduction & Overview

As part of Support Services Evolution Avaya announced changes to Support Advantage in June 2015. Support Advantage Preferred is now the standard offer for sales of and upgrades to new major releases launching on or after August 10, 2015, providing a clear and consistent Support Services offer and experience for customers and partners. Avaya will ease the transition to Support Advantage Preferred for our channel partners by offering **Support Advantage Preferred Co-delivery NOW**. The promotion will apply to our newest product releases where Support Advantage Preferred is the standard support option and will allow partners to adopt the new model at a price point near Essential levels. This promotion will provide our channel partners additional time to become more familiar with the rich tool set and elements of Support Advantage Preferred, and aggressively build and pursue their Avaya Aura 7.0® sales funnel.

The package structure is as follows:

- The incremental discount is applied to Support Advantage Preferred Co-Delivery content for products where Support Advantage Co-Delivery is the only co-delivery offer available, and all of the material codes associated with these offers are assigned to Material Price Group 6S.

## Discount Summary

Portfolio	Sub Portfolio	MPGs	Discount
Support	SA Preferred Co-Delivery	6S	21%

## Requirements & Qualifying Criteria

Specific T&Cs, Design Requirements, and Exclusions
All submitted items must be on a single quote
Discounts are only offered on MPG 6S

## 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 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.

## General Promotion and Package Terms and Conditions

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

1. The terms and conditions outlined herein will be in effect for the duration of this promotion (hereinto defined as the Promotion).
2. The word Partner in these terms and conditions means the Avaya Distributor or Reseller that claims discounts under the Promotion. Partner must be authorized for each product line/service offerings and meet any additional requirements for reselling specific products/services. Partner is not automatically authorized for a product line /service by virtue of receiving this notice.
3. Breach of any of the terms and conditions within this document may result in Partner being de-authorized as an Avaya Partner. In addition, Avaya has the right, to claim damages from any Partner participating in this Promotion, in the sum of the difference between the price at which the Avaya products are sold pursuant to this Promotion, and the price which the Partner would have paid under normal circumstances, without the Promotion.
4. All sales made from this Promotion are fulfilled under the terms and conditions under which Partner has agreed to resell products and services. This Promotion does not alter or change the terms and conditions under which Partner has agreed to resell products and services unless otherwise specifically stated in this Promotion.
5. Avaya expressly disclaims any and all liability relating to the results of any of its marketing plans or promotions.
6. The Avaya account representatives have no authority to interpret or vary the terms of this Promotion.
7. Avaya reserves the sole right to interpret and establish the terms and conditions of this Promotion.
8. Partner must place a single Purchase Order on their Distributor for all material codes included in the approved quote, upon which the promotional discount has been authorized. The Distributor must execute product shipment, invoicing all claim details, including mandatory materials, with invoices dates that are on or before the promotion claim by date. Any invoice submitted but not completed by the promotion claim by date will be viewed as a non-compliant purchase order and should be rejected by the distributor. Distributor claims received post the last promotion claim by date reporting period will be rejected by Avaya.
9. This Promotion may not be used in conjunction with any other Avaya promotion unless otherwise specified within the terms and conditions of this Promotion or another Avaya promotion.

10. All orders must be placed through Avaya's order management system or an authorized Distributor. Billing, shipment, and payment of equipment purchased under this Promotion follow standard Avaya procedures.
11. Information contained herein is confidential and proprietary information of Avaya and is provided for the internal use of Avaya and its authorized Partners. Except as specifically authorized in writing by Avaya, the Partner shall not alter any terms and conditions of this promotion. Any attempted alteration shall be deemed null and void and of no force or effect. In no event shall Avaya be liable for any errors or omissions resulting from the information contained herein.
12. Partner's participation in this Promotion is Avaya partner's acceptance of the terms and conditions of this Promotion. In the event that Partner does not agree with any terms or conditions of this promotion, Partner may not participate in this program.
13. Both Avaya and the Partner agree that customer information, or any other sales-related information, provided under this Promotion is confidential and proprietary whether marked as such or not. Avaya agrees that it shall use such information solely for the purposes of this Promotion or for internal Avaya operation management.
14. It is Partner's responsibility to ensure all products purchased under this Promotion are resold to End Users within the Territory which Partner is authorized by Avaya to resell Products. It is Partner's responsibility to ensure no Products sold under this Promotion are resold to unauthorized resellers and/or intermediaries. Breach of this condition shall be considered material.
15. Avaya reserves the right to audit all elements of the resale of the Avaya products purchased under this Promotion, for validation that the Products have been resold to End Users within the Territory which Partner is authorized by Avaya to resell Products and to ensure the Promotion requirements are adhered to. Avaya shall be the sole arbiter as to what proof may be required and the Partner is obliged to provide such proof.
16. Orders to be installed as demonstration equipment, defined as hardware and software purchases for use in internal offices, demonstration centers, training facilities, technical labs, and other locations exhibiting Avaya products for customer viewing, do not qualify for this Promotion.
17. All system upgrades purchased under this Promotion require the Avaya partner to register the system with Avaya in accordance with the terms and conditions under which Avaya partner has agreed to resell Avaya products and services. Failure to do so within the specified time frame will result in the Avaya partner forfeiting any and all promotion incentives.
18. Avaya may confirm the location and installation of all Avaya products sold/licensed under this promotion.
19. All terms and conditions identified in the Reseller Sales Reporting Policy, the Distributor Sales Out Reporting Policy and the Avaya Back End Credit policy not specifically identified above, continue to apply to the sales of all Avaya product.
20. Effective with the launch of the Promotion Module April 7 2014, it is the Partner's responsibility to ensure that any promotional discount applied to a quote is approved in accordance with the specific terms outlined in the respective promotion offer documentation, for use in the installation location country of the customer. If a

Partner applies a promotional discount to a deal outside of the defined and stated parameters posted in the promotion offer definition, the Partner is liable for penalties described in these promotional terms and conditions.

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

## Sales Resources

### Support Advantage Preferred Co-Delivery NOW

Please see the Support Advantage Preferred Co-Delivery NOW Package and Promotion page on the Avaya Sales and Partner Portal at:

<https://sales.avaya.com/en/general/sa-preferred-co-delivery-now>

### Service & Solution Information

Support Services & Support Advantage Customer Presentation – click [here](#)

Support Advantage Partner Presentation – click [here](#)

The Value of Avaya Global Support Services and Support Advantage Brochure – 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	
SAPrfCNOW-US	Support Advantage Preferred Co-delivery US
SAPrfCNOW-CAN	Support Advantage Preferred Co-delivery Canada

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This promotion may be offered only for a limited time. Avaya reserves the right to alter or terminate this promotion at its discretion with reasonable notice. Certain restrictions apply. Void where prohibited.

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