



Connect with the Right Partners

to Take Your Business Further

*A partner selection guide
for Customers*

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AVAYA
CONNECT

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Avaya delivers world-class communications solutions, and recognizes that customers often look for more than award-winning technology to meet their needs. That's why we work with thousands of Avaya-authorized partners to give you alternative ways to access Avaya solutions and gain a knowledgeable local provider. Customers can purchase services (Professional, Maintenance, or Managed) directly from Avaya, or authorized partners can give you front-line access to Avaya services capabilities. Together Avaya and our Avaya Connect Partners provide the innovative, leading-edge, and technological solutions that you demand.

This guide can help you identify the right Avaya partner to meet your needs.

Our Partners

Avaya-authorized partners focus on adding value to your business through:

- **Breakthrough solutions.** Our partners possess local-market and vertical expertise so they can deliver flexible, integrated solutions customized for your business, and be your point of contact for access to the broader technical resources of Avaya. You get immediate value for your investment and a lower total cost of ownership over time.
- **Reliable service.** Whether directly through Avaya or through our authorized partners, you are just a phone call away from the comprehensive technical support you need..

Together, Avaya and our authorized partners bring you smart technology, deep technical knowledge, tangible value, and responsive service.

Partner Capabilities

We designed Avaya Connect, our global partner program, to group our partners by:

- Geographic area
- Competency
- Capabilities / Experience
- Expertise / Specialization

In this way, Avaya Connect is designed to link you with an Avaya-authorized partner with proven capabilities that match your needs. In addition to a comprehensive training program for partner personnel, Avaya Connect:

- Places strict requirements on partners worldwide
- Defines how partners must meet these requirements
- Tests and certifies that partners can provide required levels of support for Avaya customers
- Identifies partners that have demonstrated their capabilities, with technical support from Avaya, on the most sophisticated solutions and challenges

Proven Competency

Avaya Connect is rooted in a streamlined competency model that helps partners build expertise in Avaya industry-leading solutions, and, ultimately, provide the advice and support you need. Our partners' staff must complete in-depth training and pass a comprehensive assessment to become authorized or certified to design, sell, or support Avaya solutions. Given the rapid pace of change in technology and rapid release of innovative Avaya solutions, Avaya offers Professional Services directly or to augment partner capabilities to ensure full customer satisfaction with the design and deployment of solutions where a local partner has gaps in any level of certification.

Avaya established four categories of authorized and certified professionals:

- **Avaya Professional Sales Specialists.** These professionals are qualified to sell end-to-end solutions and carry out “white board” design.
- **Avaya Professional Design Specialists.** Design specialists can develop new solutions or upgrades to existing solutions including Avaya products, or technology from Avaya and other vendors – often with support from Avaya solution architects and other Avaya technical experts.
- **Avaya Certified Implementation Specialists.** Implementation specialists provide the physical installation of a product or solution set of products, as well as basic trouble resolution.
- **Avaya Certified Support Specialists.** Support specialists understand how to integrate, install, maintain, and support multiple applications and multi-vendor components – again, often with support from Avaya solution architects and other Avaya technical experts.

Our partners are often experts in Avaya solutions, and with a credentialed partner you have the peace of mind that their expertise has been assessed and verified by Avaya.

Partner Levels

Avaya partners serve a key role for our customers; providing a local resource for Avaya products and support, and working with Avaya Professional Services to tackle urgent communications challenges. All of our partners must demonstrate their competency in Avaya solutions before they join our Partner Program. Avaya Connect has been designed so that all Partners must meet the same minimum required level of competency to scale to the number of customers they support.

Partners within the program are divided into four levels, depending on the number of trained and certified individuals they employ and their degree of business experience with the Avaya customers that they service.

- **Authorized Partners** are often local companies. They have met the minimum required level of competency required to sell and support Avaya solutions. Many Avaya-authorized partners advance to silver, gold, or platinum as they become more proficient in our solutions.
- **Silver Partners** have credentialed associates who are qualified to design, sell, or support Avaya solutions. They are often local and tend to specialize in one solution area or a specific market.

- **Gold Partners** typically work across a wider geographic area and usually have more certified associates than a Silver partner. They often support multiple solution areas and work with larger organizations.
- **Platinum Partners** claim the highest medal level in Avaya Connect and as such have the highest number of Avaya-mandated credentialed associates. Platinum partners typically have a track record of delivering complex projects, involving multi-vendor integration for large organizations. They often work across a wide geographic area.

These partners can tap into the deep bench strength of Avaya technical resources, depending on the scope and location of the project, and technical sophistication of the customer environment.

Specializations

Avaya Connect partners can earn specializations that signify their expertise in small and medium enterprises (SME), services, and data. Trained by Avaya support experts, these partners have passed a service assessment which verifies they have established concrete processes for providing exceptional service to their customers.

SME Expert



The SME Expert specialization recognizes Avaya-authorized partners that have demonstrated proficiency and expertise in the sales and services delivery of Avaya IP Office.

- ❖ Choose an SME Expert if you are a Small or Medium Enterprise.

Service Expert



The Service Expert specialization recognizes partners who have created a services practice that provides expertise to meet customer implementation and support requirements for Unified Communications or Contact Center solutions..

- ❖ Choose a Service Expert if you are looking for a partner that has demonstrated service expertise in Unified Communications or Contact Center.

Data Expert



The Data Expert specialization recognizes partners that have demonstrated proficiency and expertise in the sales and service delivery of complex data solutions.

- ❖ Choose a Data Expert if you are looking to implement complex data solutions.

Geographic Coverage

Avaya assesses partner capabilities to sell, design, and support solutions in specific areas and designates them as “In Country,” “Theatre”, or “Global” Partners.

Our four theatres are:

- United States
- Americas International (Canada & Central & Latin America)
- Europe & the Middle East
- Asia Pacific

Partners must have Avaya-authorized or certified specialists in each geography in which they operate. Geographically designated partners simplify and help support your multi-national operations.

Key Criteria for Partner Selection

The table below provides examples of what Avaya Connect partner types to choose based on typical customer needs. .

Criteria	Examples	Look for
Business Need	<ul style="list-style-type: none"> • Do you want to improve customer service? • Would you like to streamline your communications? • Are you looking for a turnkey solution for your Small or Medium Enterprise (SME)? 	<ul style="list-style-type: none"> • Partners that support Avaya Contact Center solutions • Partners that provide Avaya Unified Communications solutions • Partners that focus on Avaya SME communication solutions
Multi-Vendor Environments	<ul style="list-style-type: none"> • Are you looking for a solution that integrates different equipment from multiple vendors? 	<ul style="list-style-type: none"> • Partners with certified associates on staff, such as Avaya Gold and Platinum partners
Application Integration	<ul style="list-style-type: none"> • Do you need a solution that brings together multiple applications into a unified solution? 	<ul style="list-style-type: none"> • Partners with the highest level of integration expertise, such as Avaya Gold and Platinum partners
Geographic Coverage	<ul style="list-style-type: none"> • Are you looking for a partner who can cover your operations in multiple countries? 	<ul style="list-style-type: none"> • Partners we have authorized to cover the countries you require, such as Avaya Global or Theatre designated partners
Service	<ul style="list-style-type: none"> • Would you like a partner who can give you local support for the full lifecycle of service needs – from installation to integration? 	<ul style="list-style-type: none"> • Partners with the Avaya Connect Service Expert specialization
Scale of Solution	<ul style="list-style-type: none"> • Are you looking for a partner that specializes in the needs of companies with fewer than 250 employees? 	<ul style="list-style-type: none"> • Partners with the Avaya Connect SME Expert specialization
Data Networking	<ul style="list-style-type: none"> • Would you like help finding solutions to your complex data networking problems? 	<ul style="list-style-type: none"> • Partners with the Avaya Connect Data Expert specialization
Industry Expertise	<ul style="list-style-type: none"> • Would you like to work with experts in your specific industry? 	<ul style="list-style-type: none"> • Partners with additional expertise in your industry. Many Avaya partners specialize in a particular industry and offer custom vertical applications with proven interoperability with Avaya platforms

Finding the Right Partner for Your Business

Selecting the appropriate Avaya partner is simple:

- ▶ **Step 1: Clarify your needs**
 - Geographical coverage
 - Solution area
 - Size of your business
 - Additional needs or complexity

- ▶ **Step 2: Input your current challenge**
 - Visit www.avaya.com and click “Find a Partner.” – The quickest way to find which of our thousands of Avaya partners may be right for you.
 - Enter details of your company and your needs.

- ▶ **Step 3: Evaluate potential partners**
 - Consider the partners generated from your request on avaya.com.
 - Use the guidance in this document to determine whether you need an authorized, silver, gold, or platinum partner.
 - Study the geographic coverage the partners offer and compare it with your needs.

If your needs are complex – or you need elevated levels of service and support – contact an Avaya Professional Services consultant to learn how we can help you achieve your goals.

Other Technology Resources

In addition to our network of Avaya-authorized partners, you can choose from a range of interoperable solutions created by leading independent software vendors, independent hardware vendors, system integrators, and service providers through the Avaya DevConnect Program. DevConnect partners offer technical skills and solutions that extend the value of your Avaya portfolio in many ways, from vertical market-specific solutions to custom development and integration skills.



If you see a DevConnect partner displaying the Avaya DevConnect Tested mark for their products and being listed as a Gold or Platinum DevConnect member, you can be assured that they have successfully completed joint interoperability testing with Avaya products or have verified their skill in creating solutions aligned with the Avaya portfolio.

Additional Resources

To learn more about Avaya Connect, visit: www.avaya.com/connect

To find out about our DevConnect members and the solutions they offer, please visit: www.avaya.com/devconnect.

Get started today! Find the right partner for your business with the Avaya Partner Finder. Please visit avaya.com and click on “Find a Partner.”

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

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