

Avaya's Q3 FY21 Offers & Promotions

Last Updated: 19 April 2021



Q3FY21 Offer Updates: NA

Small and Midsize Offers

- [IPO Perpetual New](#): New IPO deployments up to 3,000 users **Extended** thru Sep'21
- [IPO Perpetual New SMB Packages](#): New IPO deployments up to 35 users continues thru Sep'21 **with updated partner qualifying criteria for Q3**
- [IPO Perpetual Expansions](#): Small IPO perpetual expansions within 90 days of initial order, thru Sep'21
- [Avaya Cloud Office](#): attractive offers for new customers (thru Aug'21) and customer migrations (thru Jun'21) to ACO with optional devices
- **XT Bundle for IPO**: Replacement solution for popular Avaya XT Server for IP Office **EXPIRED Mar'21**

Enterprise Offers

- [OneCloud Subscription](#): replacement for EA and L2G IX Subscription offers, including Renewals, thru Sep'21
- [Sub \\$100K Renewal to Subscription](#): **convert small Enterprise renewals to OneCloud Subscription NEW thru Sep'21**
- [Aura Perpetual Upgrade](#): replacement for L2G covering CS1000, CM7 & earlier upgrades to CM8 thru Sep'21
- [AI Matching](#): for integration with Affinity AI thru Sep'21
- [Avaya Virtual Agent](#): introductory discount on Google CCAI Dialogflow when combined with Avaya's self-service solutions thru Sep'21
- [Nuance Security Suite](#) (*US only*): attractive offer on NSS and APS for AEP customers thru Jun'21
- **OneCloud Subscription Power Up**: Get 50 Power Subscription Lics for the Price of Core **EXPIRED Mar'21**

Devices, Collaboration and Video Offers

- [Avaya Spaces and Devices](#): **Go back offer with compelling device bundles for activated Avaya Spaces customers NEW thru Sep'21**
- [Devices A La Carte](#): simplified replacement for EA IX Devices offer thru Sep'21
- [2 for 1 Devices](#): 2 for 1 offer on select phones and headsets **Extended and Updated** (some device removals) thru Jun'21
- [3 for 1 Devices](#): 3 for 1 offer on Vantage v2 & 9641GS **Extended and Updated** (some device and accessory additions) thru Jun'21
- [Work from Anywhere](#): simplified replacement for EA Remote Worker, CU360+B109 Bundle and Huddle Now offers thru Sep'21
- [What's New Device Trials](#): free phones and devices for customer trials thru Sep'21
- [J179 Kicker](#): Compelling discount on J179 when sold with R8 OneCloud Subscription and Private **Extended** thru Sep'21
- [Vantage DaaS Kicker](#): aggressive discounts on 3 year DaaS with Vantage v2 devices **Extended** thru Jun'21

Q3FY21 Offer Updates: CALA, Int'l

Small and Midsize Offers

- [IPO Perpetual New](#): **Extended** (ACO countries), **Updated** (non-ACO countries) **with Spaces and Devices bundles**, thru Sep'21
- [IPO Perpetual New SMB*](#): **Extended** (ACO countries) and **Updated** (non-ACO countries) **with Spaces and Devices bundles**, thru Sep'21
- [IPO Perpetual New MicroSMB*](#): **Extended** (ACO countries) and continues (non-ACO countries) thru Sep'21
- [IPO Perpetual Expansions*](#): Small IPO perpetual expansions and upgrades thru Sep'21
- [IPO Remote Worker*](#): Free Preferred VMPro Lic to Essential customers for remote worker support **Extended** thru Sep'21
- [Avaya Cloud Office](#): attractive offers for new customers (thru Aug'21) and customer migrations (thru Jun'21) to ACO with optional devices
- [IPO Subscription*](#): **Updated with Spaces and Devices bundles** (non-ACO countries) thru Sep'21 (limited partner availability ACO countries)
- **XT Bundle for IPO**: Replacement solution for popular Avaya XT Server for IP Office **EXPIRED Mar'21**

Enterprise Offers

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- **OneCloud Subscription Power Up**: Get 50 Power Subscription Lics for the Price of Core **EXPIRED Mar'21**

Devices, Collaboration and Video Offers

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* Some geo restrictions apply

FY21 Programs – The Way Forward US/CANADA

The Way Forward – Lead with Cloud and Subscription Offers & Promotions

Mid Market

ACO
Migration Offers

Enterprise

OneCloud
Private
W/ IPP Trade In

OneCloud
Subscription
W/ IPP Trade In

+

Devices

DaaS 3-2-1

CC Over the Top Options
Subscription Packages + RNS

What's New Device
Trials

The Way Forward – Position Simplified Perpetual / CAPEX Offers & Promos – Where Appropriate

Simplified IPO Premise
Offers

Single Perpetual Upgrade
(Reduced from 3)
SW Discounts Reduced, SA Discounts removed

A La Carte
Work From Home Bundles
Quarterly Promotions

FY21: Simpler
offer choices
Cloud /
Subscription
focused
Perpetual /
capex where
appropriate

FY21 Programs – The Way Forward CALA

The Way Forward – Lead with Cloud and Subscription Offers & Promotions

Mid Market

IPO Subscription
New Customers and Migration
Offers

Enterprise

OneCloud
Private
W/ IPP Trade In

OneCloud
Subscription
W/ IPP Trade In

CC Over the Top Options
Subscription Packages + RNS

Devices

DaaS 3-2-1 / DFPP

What's New Device
Trials

+

The Way Forward – Position Simplified Perpetual / CAPEX Offers & Promos – Where Appropriate

IPO Premise Offers
Continue with SMB and MM
Focus

Single Perpetual Upgrade
(Reduced from 3)
SW Discounts Reduced, SA Discounts removed

A La Carte
Work From Home Bundles
Quarterly Promotions

FY21: Simpler
offer choices
Cloud /
Subscription
focused
Perpetual /
capex where
appropriate

FY21 Programs – The Way Forward

EMEA & APAC

The Way Forward – Lead with Cloud and Subscription Offers & Promotions

Mid Market

ACO
Migration Offers

IPO Subscription
Limited Availability

Enterprise

OneCloud
Private
W/ IPP Trade In

OneCloud
Subscription
W/ IPP Trade In

+

CC Over the Top Options
Subscription Packages + RNS

Devices

DaaS 3-2-1 / DFPP

What's New Device
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Cloud /
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Perpetual /
capex where
appropriate

Sales and Partner Portal

Campaign Menu

Sub-Menu Items

Drill Down for each Sub-Menu

Offers and Promotions Edge Program

“Way Forward”

Overview

Upgrade the Legacy Base

R7 for Aura, Elite, AES
End of Sale

Conversions to Avaya Cloud
Office

Remote Agent Subscription
Conversions

Remote Agent Use Cases

Overview Section

Value Proposition

Links to Offers and
Promotions, Edge Program

Documents

Segment

SMB / MM

Devices

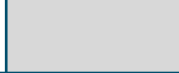
Enterprise
UC

Enterprise
CC

Public Cloud



Private Cloud



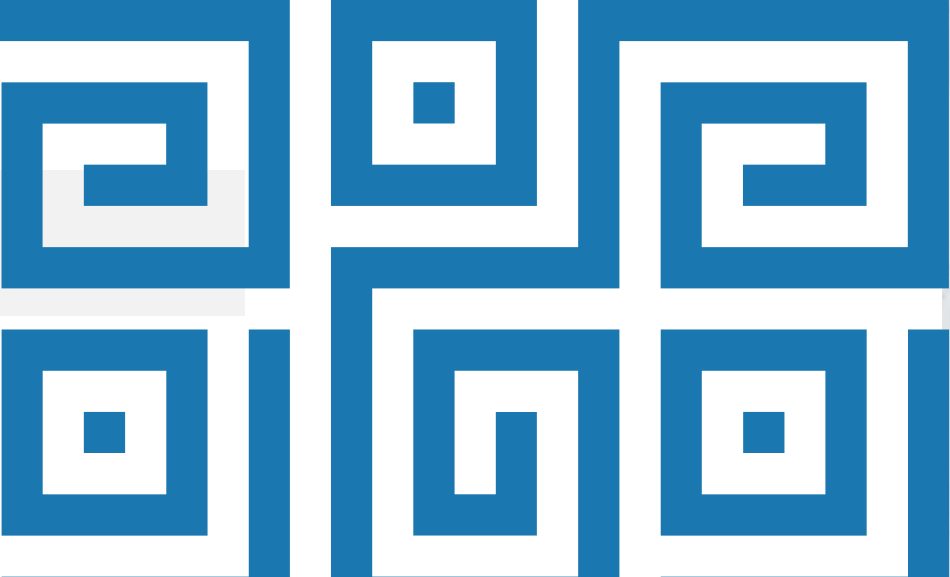
Subscription



Perpetual



Sales Tools, Collateral, Presentations, Videos, etc.



Unified Communications



MidMarket



Offer Framework – MidMarket (*ACO countries*)

FY20

New Customers

**Experience
Avaya - UC**

Level 1 – Micro SMB
Level 2 – SMB
Level 3 – MidMarket

Upgrades

Loyalty2gether

Offer Bundles

**IP Office
Subscription:**
Various Bundles

Expansions

IPO Expansions

FY21

In ACO Countries

1

Avaya Cloud Office (ACO)

- Promotions
- MRR Incentives

2

IP Office Perpetual

- New
- Expansions
- Recent Addition: Micro SMB and SMB Offers effective 23 November

Remember to Attach:

DaaS 3-2-1 /DFPP



Existing Avaya Customer Migration to Avaya Cloud Office™ by RingCentral® Limited Time Offer

- Get 25% off any service edition
- First 2 months FREE
- 2-year minimum, monthly or annual billed

[Learn More](#)

Promo Code: MIGRATE
Terms and conditions apply
Promotion valid through
June 30, 2021



Avaya Cloud Office for New Customers Limited Time Offer

- Get 20% off any service edition
- 2-year minimum
- Monthly or annual billed

[Learn More](#)

Promo Code: ACO20
Terms and conditions apply
Promotion valid through
August 31, 2021

Avaya Cloud Sales Agent SPIFFs

Earn up to **8X MRR** With
Avaya OneCloud™ CCaaS
and Avaya Cloud Office™
by RingCentral®



8x MRR

Avaya OneCloud CCaaS and
Avaya Cloud Office by RingCentral
with a minimum 3-year agreement*

4x MRR

Avaya OneCloud CCaaS
with a minimum 1-year agreement*

7x MRR

Avaya Cloud Office by RingCentral
with a minimum 3-year agreement*

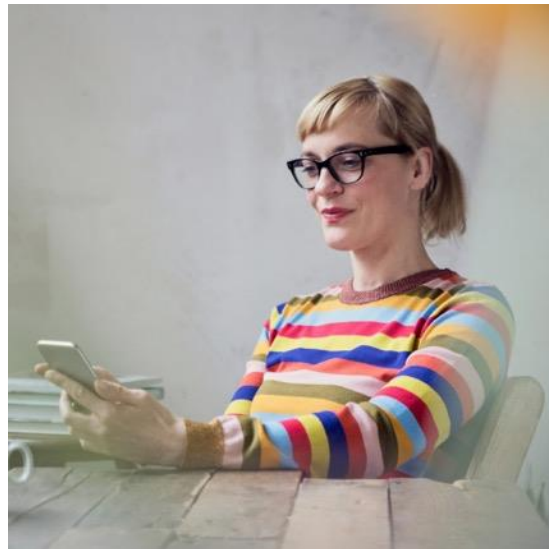
4x MRR

Avaya Cloud Office by RingCentral
with a minimum 2-year agreement*

*Terms and conditions apply. To qualify, must be an active Avaya cloud sales agent. Applicable for customers who activate an Avaya Cloud Office (ACO) or Avaya OneCloud CCaaS (CCaaS) account between October 1, 2020 and June 30, 2021 unless otherwise noted. Applies to monthly or annual pre-paid agreements. MRR is defined as monthly recurring revenue related to the service plan. Device purchases, device rentals, service credits, professional services, shipping and other applicable fees and taxes are not included in MRR. 8x MRR incentive requires a minimum of ten (10) CCaaS seats and ten (10) ACO seats to qualify. This incentive replaces and is not in addition to any upfront commissions. Deals with special terms, including but not limited to, service credits or discounts that exceed generally available public promotions are subject to review. Should the customer cancel service within six months of acceptance, commission paid as incentive payments will be assessed a charge-back on the incentive program. Incentives are paid to Master Agents after the customer pays its first subscription fee payment once any free service period is complete. Upfront incentives are intended to be passed through to the Sales Agent associated with the transaction. Contact your master agent for payment timeline. Direct Agents are also eligible for this incentive. Avaya reserves the right to modify or stop offering this incentive at any time at its sole discretion without prior notice.

Avaya Cloud Sales Agent SPIFFs

Earn up to **7X MRR** With
Avaya Cloud Office™
by RingCentral®



*Terms and conditions apply. To qualify, must be an active Avaya cloud sales agent. Applicable for customers who activate an Avaya Cloud Office (ACO) account between October 1, 2020 and June 30, 2021 unless otherwise noted. Applies to monthly or annual pre-paid agreements. MRR is defined as monthly recurring revenue related to the service plan. Device purchases, device rentals, service credits, professional services, shipping and other applicable fees and taxes are not included in MRR. This incentive replaces and is not in addition to any upfront commissions. Deals with special terms, including but not limited to, service credits or discounts that exceed generally available public promotions are subject to review. Should the customer cancel service within six months of acceptance, commission paid as incentive payments will be assessed a charge-back on the incentive program. Incentives are paid to Master Agents after the customer pays its first subscription fee payment once any free service period is complete. Upfront incentives are intended to be passed through to the Sales Agent associated with the transaction. Contact your master agent for payment timeline. Direct Agents are also eligible for this incentive. Avaya reserves the right to modify or stop offering this incentive at any time at its sole discretion without prior notice.

7x MRR

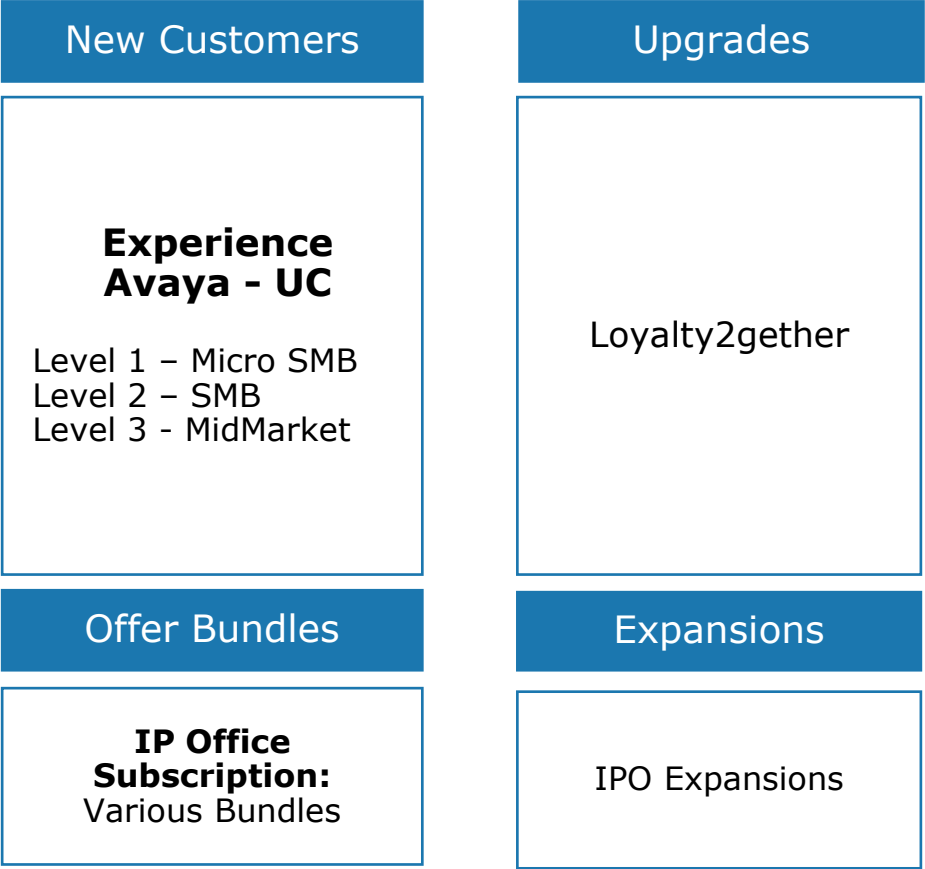
Avaya Cloud Office
with a minimum 3-year agreement*

4x MRR

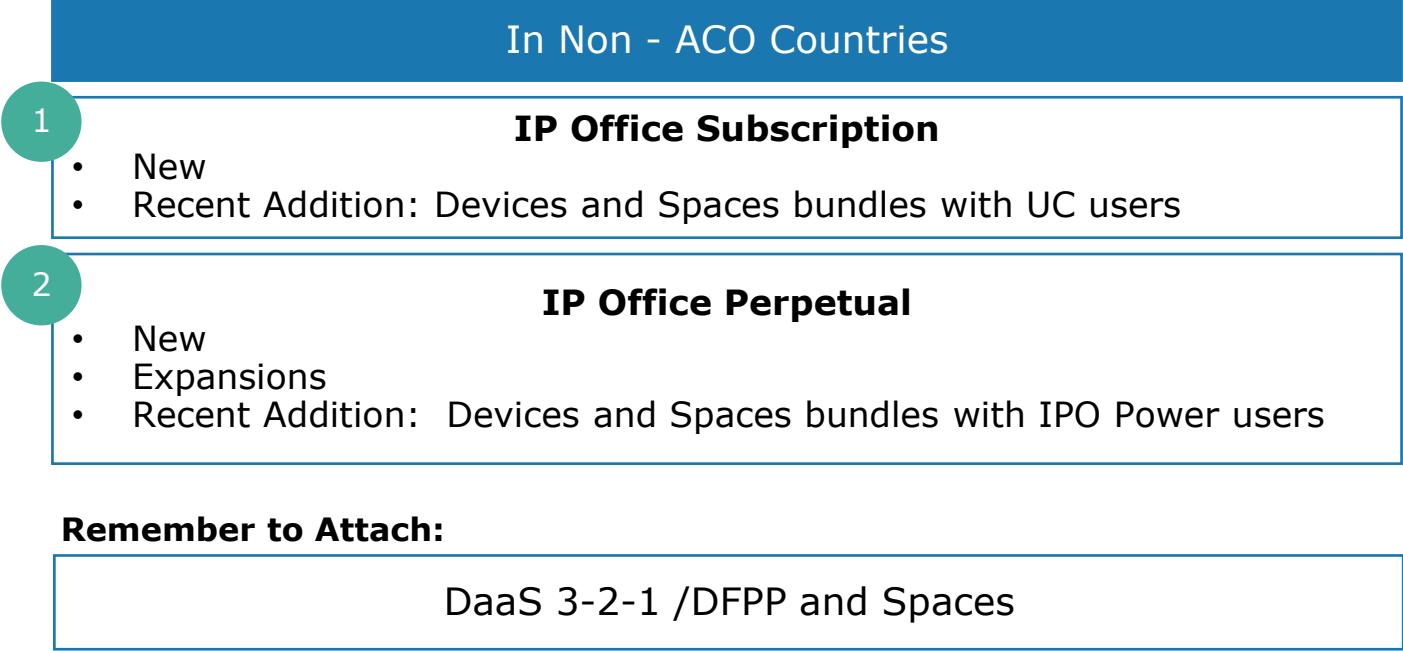
Avaya Cloud Office
with a minimum 2-year agreement*

Offer Framework – MidMarket

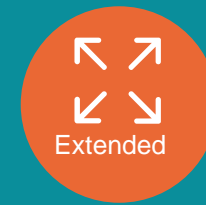
FY20



FY21



IP Office Perpetual New



Target Customer

- Any IP Office perpetual deployment, with 6 – 3,000 users
- New or Base upgrades/Migrations
- Premise only

Partner Value Proposition

- Generate extra revenue with larger IP Office deals
- Win with competitive pricing without needing Special Bids
- Retain existing customers and attract new customers
- **Enhanced proposition with Spaces and device bundles attach**

Region / Area

- Global – Regional variations may apply. **Spaces and Device bundles in non-ACO countries only.** See offer definition for complete details

Start / End dates

- Start: 1 October 2020 (**18 March 2021 Spaces offer**)
- End: 27 September 2021 (**extended in ACO countries**)

Offer Summary

On Premise

- Attractive solution discounts for all size deployments.
- One IP500 v2 Control Unit or Server or Virtual Server
- Minimum Essential Edition (non-ASIPP only), R11 only
- Minimum 3 year IPOSS
- **3 year Spaces Business added to match qty of IPO Power users at similar total price. Optional Spaces Power at additional price**
- **Optional device bundles for Spaces (from 06 April 2021)**
- **Device bundles may not exceed qty of Spaces seats**
- Any mix of 6-3K analog/digital extensions, or IP licenses
- Min 75% phone attach, max. 105% attach to IP Licenses/Digital Ports. Separate IP and digital ratios apply.

Additional Information

- Excludes GSA/TAA material codes
- Full offer and discount details available in the Offer Definition located [here](#)

IP Office Perpetual New SMB



Target Customer

- Any IP Office perpetual deployment, with up to 100 users
- New or Base upgrades/Migrations
- Premise only

Partner Value Proposition

- Generate extra revenue with small IP Office deals
- Win with competitive pricing without needing Special Bids
- Retain existing customers and attract new customers
- **Enhanced proposition with Spaces and device bundles attach**

Region / Area

- **CALA, EMEA, APAC including ACO countries** – Regional variations may apply. **Spaces and Device bundles in non-ACO countries only.** See offer definition for complete details

Start / End dates

- Start: 23 November 2020
- **End: 27 September 2021**

Offer Summary

On Premise

- One IP500 v2 Control Unit
- Essential Edition (non-ASIPP) only, R11
- Minimum 1 year IPOSS
- **1 year Spaces Business added to match qty of IPO Power users at similar total price. Optional Spaces Power at additional price**
- **Optional device bundles for Spaces (from 06 April 2021)**
- **Device bundles may not exceed qty of Spaces seats**
- Any mix of analog or digital extensions, or IP licenses (non-ASIPP), min. **6**, max 100
- Maximum 100% IP Phone attach to IP Licenses, no minimum (*105% maximum and 75% minimum Spain and Portugal only*)
- Maximum 100% Digital Phone attach to Digital Ports, no minimum (*105% maximum and 75% minimum Spain and Portugal only*)
- Minimum two Avaya L100 Headset and/or B109 Conference phones (*Spain and Portugal only*)
- All eligible items must be on the same quote.
- Only one IP Office Perpetual New SMB sale is permitted per customer site

Additional Information

- Excludes GSA/TAA material codes
- Full offer and discount details available in the Offer Definition located [here](#)

IP Office Perpetual New Micro SMB



Target Customer

- Any IP Office perpetual deployment, with up to 100 users
- New or Base upgrades/Migrations
- Premise only

Partner Value Proposition

- Generate extra revenue with small IP Office deals
- Win with competitive pricing without needing Special Bids
- Retain existing customers and attract new customers
- Enhanced proposition with Vantage and new J series attach

Region / Area

- **CALA, EMEA, APAC including ACO countries** – Regional variations may apply. See offer definition for complete details

Start / End dates

- Start: 22 October 2020
- End: 27 September 2021 (*extended in ACO countries*)

Offer Summary

On Premise

- One IP500 v2 Control Unit with at least one SD card (*MicroSMB*)
- Essential Edition (non-ASIPP) only, R11
- Minimum 1 year IPOSS
- Any mix of analog or digital extensions, or IP licenses (non-ASIPP), min. 6, max 32
- Maximum 100% IP Phone attach to IP Licenses, no minimum (*105% maximum and 75% minimum Spain and Portugal only*)
- Maximum 100% Digital Phone attach to Digital Ports, no minimum (*105% maximum and 75% minimum Spain and Portugal only*) (*max 8 phone New Zealand micro offer*)
- Minimum one Avaya L100 Headset and/or B109 Conference phones (*Spain and Portugal only*)
- All eligible items must be on the same quote.
- Only one IP Office Perpetual New Micro SMB sale is permitted per customer site

Additional Information

- Excludes GSA/TAA material codes
- Full offer and discount details available in the Offer Definition located [here](#)

IP Office Perpetual New SMB Packages



Target Customer

- Any IP Office perpetual deployment, with up to 35 users, where ACO does not currently meet customer requirements
- New or Base upgrades/Migrations
- Available through 2 packages from eligible ACO partners only

Partner Value Proposition

- Generate extra revenue with small IP Office deals where ACO does not currently meet customer requirements
- Complement Avaya Cloud Office and allow the requirements of each customer to be met during the transition to cloudWin with competitive pricing without needing Special Bids
- Retain existing customers and attract new customers

Region / Area

- **US, Canada**

Start / End dates

- Start: 10 November 2020 (replacement for EA UC Solutions Level1)
- End: 27 September 2021

Offer Summary

On Premise

- Access to each Package is controlled by BP Link ID depending on partner **FYQ3** eligibility :
 - Minimum **10** ACO deals registered and **5** ACO deal closed for **Package 1** (best discount)
 - Minimum of **3** ACO deal registered and **1 ACO deal closed** for **Package 2** (attractive discount)
- **Partners have until the end of each quarter to reach the eligibility requirements of that Quarter**
- One IP500 v2 Control Unit with at least one SD card
- Essential Edition (non-ASIPP) only, R11
- Minimum 1 year IPOSS
- Any mix of analog or digital extensions, or IP licenses (non-ASIPP), min. 1, max 35
- Maximum 100% IP Phone attach to IP Licenses, no minimum
- Maximum 100% Digital Phone attach to Digital Ports, no minimum
- All eligible items must be on the same quote.
- Only one IP Office Perpetual New Micro SMB sale is permitted per customer site

Additional Information

- Excludes GSA/TAA material codes
- Full offer and discount details available in the Offer Definition located [here](#)

IP Office Expansions

Continues

Target Customer

- Small expansions of IP Office perpetual following the original customer sale

Partner Value Proposition

- A new opportunity to generate revenue from Avaya IP Office perpetual solutions
- Win with competitive pricing, make good margin, no need for Special Bids
- Retain existing customers

Region / Area

- US, EMEA (excluding Israel), APAC - Regional variations apply. See offer definition for complete details

Start / End dates

- Start: 31 August 2015 (6 December 2017 US)
- End: 27 September 2021

Offer Summary

US

- No minimum deal size
- Maximum deal size depends on original package sale:
 - IPO Perpetual New: Up to 250 licenses and/or ports
- Maximum of 105% phone attachment to these licenses and/or ports
- IPO Expansions quote must be ordered within 90 days of the original EA UC or IPO Perpetual New package sale date and through the same distributor
- Correct IPO Expansions promo code that corresponds to the original EA UC package sale promo code must be applied to the IPO Expansions quote – see offer definition

EMEA, APAC

- Min. \$5K List Deal Size
- IP Phones require a license to be attached (*MEATK & India*)

Additional Information

- Full offer and discount details available in the Offer Definition located [here](#)

IP Office Remote Worker



Target Customer

- IPO Essential Edition customers who require remote working via a free upgrade to Preferred VMPro Edition

Partner Value Proposition

- Support your existing Avaya IP Office customers who have an immediate and longer-term requirement for remote worker deployments
- Win with competitive pricing, make good margin, no need for Special Bids
- Retain existing customers and attract new customers with the latest Avaya telephony handsets and devices

Region / Area

- CALA, EMEA, APAC

Start / End dates

- Start: 09 April 2020
- End: 27 September 2021

Offer Summary

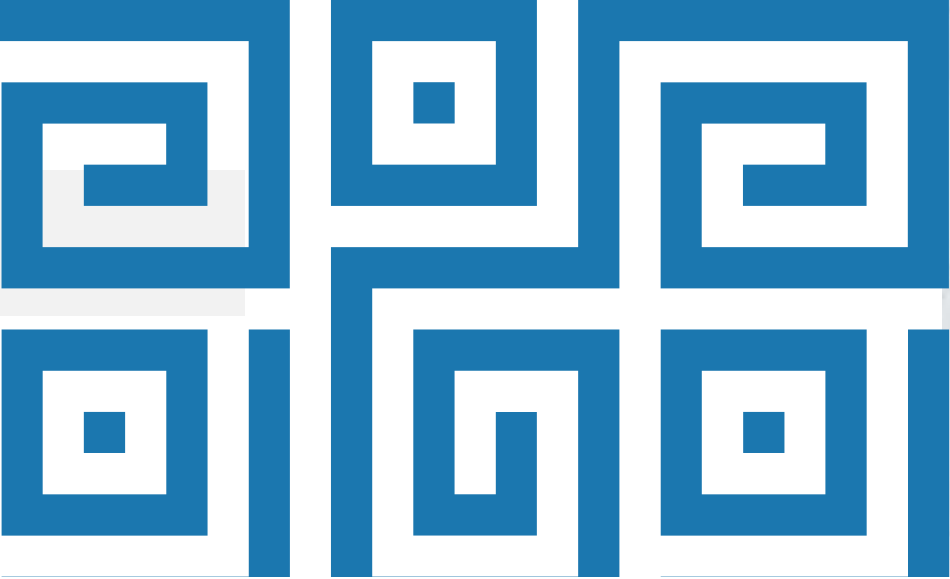
Free Preferred VMPro lic; discounted Power User and Office worker lics including upgrade to R11

Requirements

- One 396447 IP OFFICE R11 PREFERRED VOICEMAIL PRO LIC or 383128 IPO R10 PREFRD VM PRO PLDS LIC
- Four or more Power User and/or Office Worker licenses (no maximum)
- Optional phone attach
- Number of phones cannot exceed the number of Power User and/or Office Worker licenses
- Promotion is to be used to support remote Avaya IP Office workers in home offices or remote locations and is not to be used for the stocking of spares. All components must be sold to the same end customer

Additional Information

- Full offer and discount details available in the Offer Definition located [here](#)



Unified Communications

Enterprise



Offer Framework – UC Enterprise

Primary Sales Plays:

- Modernize R7 and below / CS1K with an upgrade motion
- R7 will be EoS in December 2020 - creates an upgrade event to Cloud or Subscription
- Position Work From Home as Device Attach

FY20

New Customers

1

Experience Avaya - UC

Level 4 - Enterprise

Offer Bundles

5

Experience Avaya-Get Together

Opex SW + Monthly Device

Upgrades

2

Loyalty2gether for CM 5/6

3

Loyalty2gether for CM 4 / Older

4

Loyalty2gether For CS1K

Note: L2G quotes expire, refresh with FY21 Offer Changes



FY21

New Customers and Upgrades

1

OneCloud Private / Subscription

- New Customers
- Upgrades With IPP Credits
- Aura R7 EoS Power offer

2

UC Enterprise Perpetual for Upgrades

Remember to Attach:

DaaS 3-2-1 /DFPP

Avaya Spaces Device Bundles

- Attach 3rd Party Applications:
 - 911 secure, 911 inform, Synergem
 - Trinity

OneCloud Subscription



Target Customer

- Enterprise Greenfield or Competitive Displacement
- New and upgrade Avaya Aura subscription system sales
- Opex and subscription

Partner Value Proposition

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

Region / Area

- Global

Start / End dates

- Start: 01 October 2020 (*replaces previous IX Subscription offers*)
- End: 27 September 2021

Offer Summary

Attractive solution discounts with Avaya OneCloud Subscription

- At least 1 AOC Subscription license required
- SFDC OTN is mandatory for all quotes
- Discounts not applicable to GSA/TAA material codes unless otherwise stated, see offer definition for details
- Max 100% of licenses require/can have phones attached on the quote
- DaaS/DFPP opex option with handsets where available

Additional Information

- Full offer and discount details available in the Offer Definition located [here](#)



Sub \$100K Renewal to Subscription Conversion

NEW

Target Customer

- Small Enterprise renewals to be converted to small Enterprise OneCloud Subscription contracts
- \$100K ACV (US/Can) or TCV (EMEA/APAC)

Partner Value Proposition

- Higher value Subscription contract attracts more annuity revenue
- Increased customer stickiness with Subscription vs Maintenance contract
- Opportunity to sell additional professional services and training

Region / Area

- US, Canada, EMEA, APAC

Start / End dates

- Start: 01 March 2021
- End: 27 September 2021

Offer Summary

Requirements

- Existing renewals with a TCV (ACV US/Can) less than \$100k
- Enterprise portfolio only, not applicable to IPO
- The same quantity of licenses are to be contracted on Subscription as is in the renewal quote
- Assume customers remain on the same release
- Not applicable to WFO
- Available through T2 channel only
- Modernization rebates would apply as per the T&Cs for that rebate

Additional Information

- Full offer and discount details available in the Offer Definition located [here](#)

Aura Perpetual Upgrade

for all CS1K and CM Software versions



Target Customer

- CS1000 installed base
- CM 7 or earlier installed base
- Perpetual upgrades only

Partner Value Proposition

- CS1000 End of Sale combined with highly competitive pricing provides opportunity to generate significant revenue by upgrading the base
- Generate recurring and net new revenue

Region / Area

- Global, excluding Russia and Nordics

Start / End dates

- Start: 01 October 2020
- End: 27 September 2021

Offer Summary

- All quotes require an ASIPP material code Avaya Aura Core or Power License
- Meridian / CS1000 ASIPP Migrations require a NEW 3 year SA and UA contract
- SFDC OTN is mandatory for all quotes

Additional Information

- Full offer and discount details (including IX Subscription options) available in the Offer Definition located [here](#)





Contact Center



Offer Framework – Enterprise CC

FY20

New Applications a La Carte

Workspaces

Oceana NOW

Automate CC NOW

3rd Party value add with applications from Verint, Nuance, IR, Empirix, Tenfold & Others

AI: Google CC AI, Afiniti & ACI



FY21

CC Transformation Journey

- OneCloud CC Packages: provides Voice Agents, Agent Desktop - Workspaces, Reporting, IVR, and Digital Channels
- Digital from the cloud (Oceana use cases)

3rd Party value add with applications from Verint, Nuance, IR, Empirix, Tenfold & Others

AI: Google CC AI, Afiniti & ACI

AI Matching

Continues

Target Customer

- Customers looking to integrate Afiniti's Enterprise Behavioral Pairing and AI solution into the Avaya Aura 7 contact center solutions

Partner Value Proposition

- Predictable and quick pricing for new sales, reduced reliance on Special Bids
- The promotion is a conversations starter with your customers

Region / Area

- Global

Start / End dates

- Start: 06 August 2018
- End: 27 September 2021

Offer Summary

100% total discount on AES TSAPI Basic and associated SA/UA

- Minimum release requirements:
 - Avaya Aura 7.x
 - AES TSAPI Basic 7.x
- Besides the AES TSAPI Basic licenses, the following tracking codes need to be present on the quote:
 - 384823 CM R7 ECD TRACKING, Qty = 1
 - 232301 CM PROPRIETARY FEATURES TRACKING, Qty = 1
- SA/UA attach is required
- Avaya approval required – follow instructions in Offer Definition
- Not combinable with Deal Registration or any other promotions
- Initially available for TSAPI licenses for Aura 7.x. Support for Aura 6x and Aura 8 will be added at a later date
- SFDC OTN is mandatory for all quotes

Additional Information

- Full offer and discount details available in the Offer Definition located [here](#)

Nuance Security Suite

Continues

Target Customer

- Avaya Experience Portal customers looking for a good reason to purchase the Nuance Security Suite and associated professional services from Avaya

Partner Value Proposition

- Drive incremental NSS business
- Pull through Avaya Experience Portal revenue
- Win with competitive pricing, drive increased margins, no need for Special Bids

Region / Area

- US

Start / End dates

- Start: 19 June 2020
- End: 25 June 2021

Offer Summary

Requirements

- One or more qualifying Nuance Security Suite material code must be on the quote
- This promotion is not combinable with Deal Registration or any other promotion
- Nuance is one of Avaya's Strategic Technology Partners, collaborating with Avaya to deliver market-leading, intelligent self-and assisted-service solutions for organizations globally.
- These solutions are differentiated by speech, voice biometrics, virtual assistant, webchat and cognitive technologies, enabling omnichannel customer service for IVR, mobile, and web.
- Nuance Security Suite 12 integrates with Avaya Experience Portal to offer a comprehensive, layered approach, powered by advanced AI, to thwart omnichannel fraud through voice, face or behavioral biometrics.
- The Nuance Security Suite promotion from Avaya offers an attractive discount for partners and direct sales on both the Nuance Security Suite product and related Avaya Professional Services.

Additional Information

- Full offer and discount details available in the Offer Definition located [here](#)

Avaya Virtual Agent



Target Customer

- Avaya contact center customers looking to improve customer experience and optimize agent performance by combining Google Contact Center AI (CCAI) capabilities of machine learning automation and NLP with Avaya's self-service solutions

Partner Value Proposition

- Avaya's contact center market leadership position enables customers to reap the benefits of the latest AI technology to improve the user experience while providing operational efficiencies
- Upsell opportunity with Avaya Experience Portal (AEP)
- No need for Special Bids

Region / Area

- Global

Start / End dates

- Start: 11 August 2020
- End: 30 September 2021

Offer Summary

Requirements

- One or more qualifying Dialogflow material code must be on the quote
- This promotion is not combinable with Deal Registration or any other promotion

Additional Information

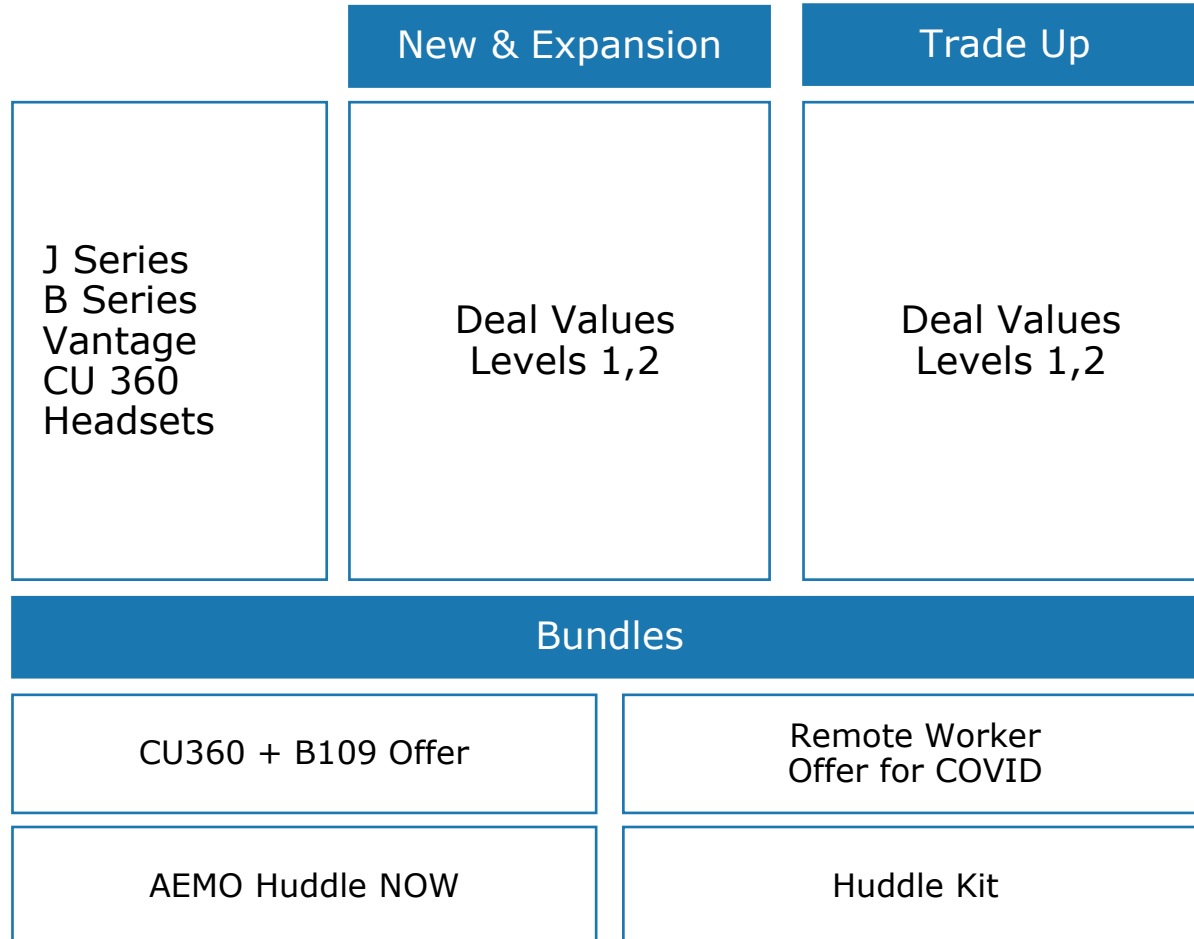
- Full offer and discount details available in the Offer Definition located [here](#)



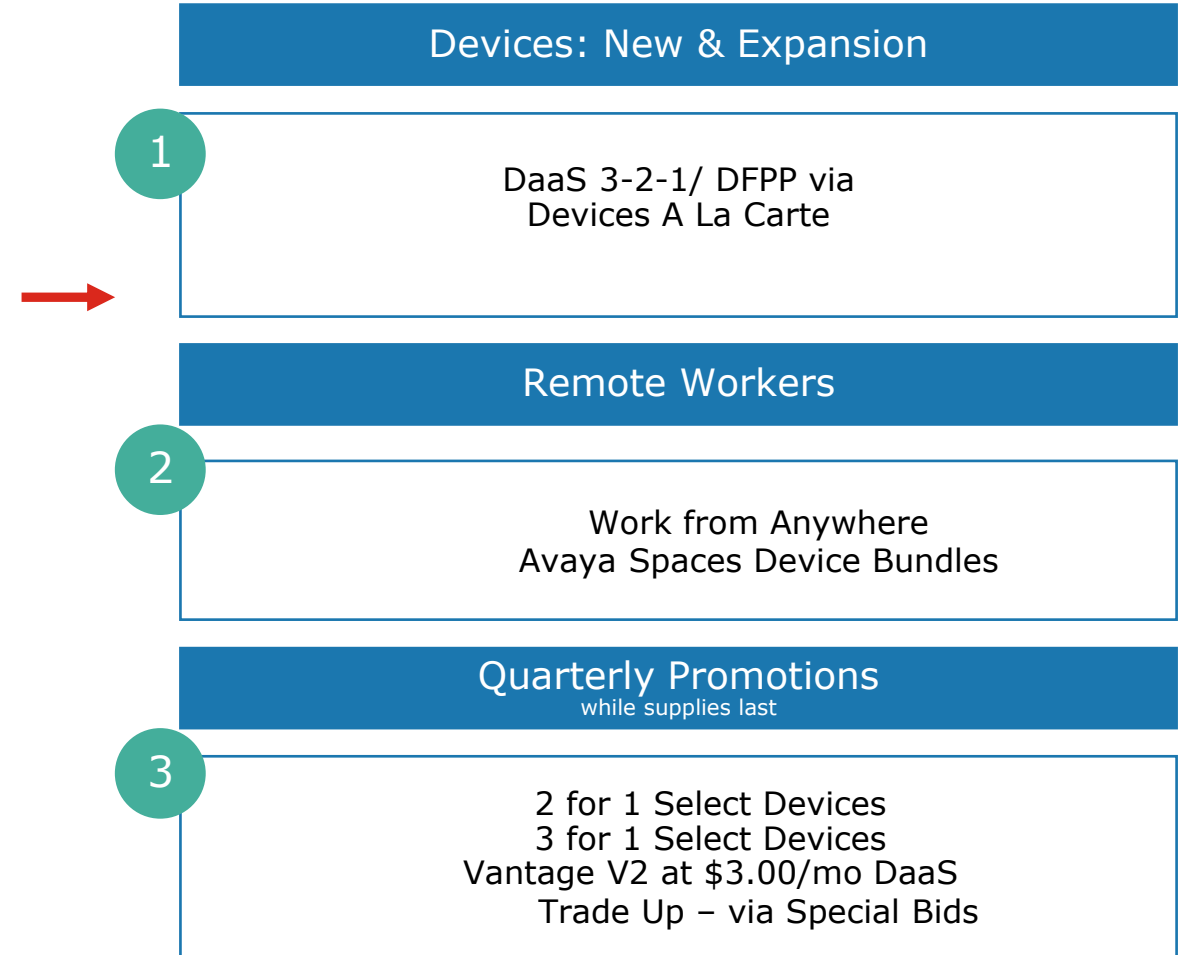
Devices

Offer Framework – Devices

FY20



FY21



Offer Framework – Collaboration

FY20

New & Expansion

Trade Up

J Series
B Series
Vantage
CU 360
Headsets

Deal Values
Levels 1,2

Deal Values
Levels 1,2



FY21

Collaboration

1

60 Days Spaces Trial

2

AEMO Migration Offer to Spaces
Coming Soon!

Bundles

CU360 + B109 Offer

Remote Worker
Offer for COVID

AEMO Huddle NOW

Huddle Kit

Avaya Spaces and Devices

NEW

Target Customer

- Any existing Avaya Spaces customer who requires additional Avaya devices at time of Spaces activation

Partner Value Proposition

- Generate additional revenue from Avaya collaboration devices
- Incentivizes Avaya Spaces adoption and use by enhancing value proposition
- Retain existing customers and attract new customers

Region / Area

- Global

Start / End dates

- Start: 06 April 2021
- End: 27 September 2021

Offer Summary

Requirements

- End customer must intend to activate their Avaya Spaces seats to qualify
- Qty of device bundles must not exceed number of active Spaces seats
- Included discounted bundles are:
 - Anywhere Knowledge Worker (HC010 + B109)
 - Anywhere Professional (HC020 + B109)
 - Anywhere Executive (HC020 + B109 + OCC Hub)
 - Collaboration Pro (Vantage K175 v3 + PSU + HDMI)
- Available as capex and DaaS (where available)
- Also available as part of IPO Perpetual and Subscription Spaces bundle offers (*non-ACO countries only*)

Additional Information

- Full details available in the Offer Definition located [here](#)

DaaS
3-2-1 !

Devices A La Carte

Continues

Target Customer

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

Partner Value Proposition

- 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

- Global

Start / End dates

- Start: 01 October 2020 (*replacement for EA IX Devices*)
- End: 27 September 2021

Offer Summary

Requirements

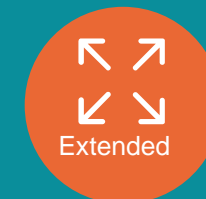
- Quote must have **minimum list price of \$5K APL**
- Open to authorized Avaya IP Office or Aura partners
- Any combination of eligible devices can be on the quote to qualify

Additional Information

- Excludes GSA/TAA material codes
- Full details available in the Offer Definition located [here](#)

DaaS
3-2-1 !

Devices A La Carte (2 for 1 Devices)



Target Customer

- Any existing customer purchasing specific phone and headset models. The offer delivers '2 for the price of 1' discounting on qualifying phone and headset models

Partner Value Proposition

- Generate revenue from Avaya telephony handsets and headsets
- Win with a compulsive offer, no need for special bids
- Retain existing customers and attract new customers

Region / Area

- Global (excluding China, India and Russia/CIS)

Start / End dates

- Start: 6 July 2020
- End: 25 June 2021

Offer Summary

Requirements

- Quote must have minimum of two qualifying phone and/or headset models
- Qualifying list includes specific models from: J129/J169, 1100, 1400, 1600 and L100 Headset series
- J179 and J169 (via T1) removed from 01 January
- H175 and H2xxx removed from 11 January
- 1608, J129 5v, 1120E and 1140E removed from 01 April
- J169 remains available for T2 orders only
- 2 for 1 pricing is based on the published incremental promotion discounts
- While stocks last, confirm J169 availability with your distributors

Additional Information

- Excludes GSA/TAA material codes unless listed in offer definition
- Full details available in the Offer Definition located [here](#)

Devices A La Carte (3 for 1 Devices)



Target Customer

- Any existing customer purchasing specific phone and device models. The offer delivers '3 for the price of 1' discounting on qualifying phones and devices

Partner Value Proposition

- Generate revenue from Avaya telephony handsets and devices
- Win with a compulsive offer, no need for special bids
- Retain existing customers and attract new customers

Region / Area

- Global (excluding China, India and Russia/CIS)

Start / End dates

- Start: 24 November 2020
- End: 25 June 2021

Offer Summary

Requirements

- Quote must have minimum of three qualifying phone and/or device models
- Qualifying list includes specific models from 9641GS and Avaya Vantage
- 3 for 1 pricing is based on the published incremental promotion discounts
- Vantage PSU and K155 GSA added 01 April
- While stocks last

Additional Information

- Excludes GSA/TAA material codes unless listed in offer definition
- Full details available in the Offer Definition located [here](#)

J179 Kicker



Target Customer

- Avaya OneCloud installed base
- Avaya OneCloud Subscription and Private upgrades to R8

Partner Value Proposition

- Enhance Aura R7 upgrades with compelling supplementary offer on J179 handsets (capex, DaaS or DFPP)
- Generate recurring and net new revenue

Region / Area

- Global, excluding China, Russia and Nordics

Start / End dates

- Re-Start: 19 January 2021
- End: 27 September 2021

Offer Summary

- Enhanced discount on J179 capex, DaaS and DFPP (where available) when included in an Aura R7 upgrade to R8 sale with Avaya OneCloud Subscription or Private
- Offer also available for a “Go Back” after-sales motion with an existing OneCloud customer

Additional Information

- Full offer and discount details available in the J179 Kicker Offer Definition located [here](#) and AOC Subscription Offer Definition located [here](#) and

DaaS
3-2-1 !

Vantage DaaS Kicker



Target Customer

- Looking to deploy Avaya Vantage v2 with Avaya Aura, IP Office and Workplace as a subscription model using Device as a Service (DaaS)

Partner Value Proposition

- Great opportunity to position the Avaya Vantage device with Avaya Cloud and Subscription services in a variety of MidMarket and Enterprise use cases
- Upsell opportunity with other devices and deployment expansions
- No need for Special Bids

Region / Area

- Global (*where DaaS available*)

Start / End dates

- Start: 02 September 2020
- End: 25 June 2021

Offer Summary

Requirements

- One or more qualifying Avaya Vantage v2 DaaS 3 year term codes must be on the quote.
- The number of L119 headsets cannot exceed the number of Avaya Vantage devices.
- The number of corded handsets cannot exceed the number of Avaya Vantage devices.
- The number of power supplies cannot exceed the number of Avaya Vantage devices.
- The number of power cords cannot exceed the number of power supplies.
- While stocks last

Additional Information

- Full details available in the Offer Definition located [here](#)

Work from Anywhere



Target Customer

- Any existing customer who requires additional remote worker devices

Partner Value Proposition

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

Region / Area

- Global

Start / End dates

- Start: 01 October 2020 (*replacement for various offers*)
- End: 27 September 2021

Offer Summary

Requirements

- **No minimum quote \$ APL**
- Open to authorized Avaya IP Office or Aura partners
- Any combination of eligible devices (B109, CU360, HC20/50, OCC hub, L series headsets) can be on the quote to qualify

Additional Information

- Excludes GSA/TAA material codes
- Full details available in the Offer Definition located [here](#)



What's New Device Trials



- **Increase Sales Closure & New Device Adoption with Deployment & Use Case Validation**
- **Newest devices available, including Vantage v3!**



Proof of Concept Trial Phase

- Sales / partner requests discount (up to 100%)
- Up to 15 devices
- Include business case of revenue impact (via template)
- Requires separate SFDC Opportunity & Campaign Code for Trial & Revenue phases
- Avaya Sales team reviews & approves
- Automated approval routing

Revenue Phase

- Sales / partner requests discount
- Success criteria reviewed
- Separate SFDC Opportunity & Campaign Code
- With trial success, Opportunity moves to Commit

Further details available from [here](#)

Resources

Resources

Promotions Overview

<https://sales.avaya.com/en/general/promotions-summary-global>

Enterprise Promotions

<https://sales.avaya.com/en/card-category/enterprise-promotions>

Small and MidMarket Business Promotions

<https://sales.avaya.com/en/card-category/small-and-midmarket-business-promotions-global>

Endpoint, Collaboration and Video Promotions

<https://sales.avaya.com/en/card-category/devices-collaboration-video-promotions>

Questions?

EMEAPromotions@avaya.com



Questions?



Appendix

Additional Information

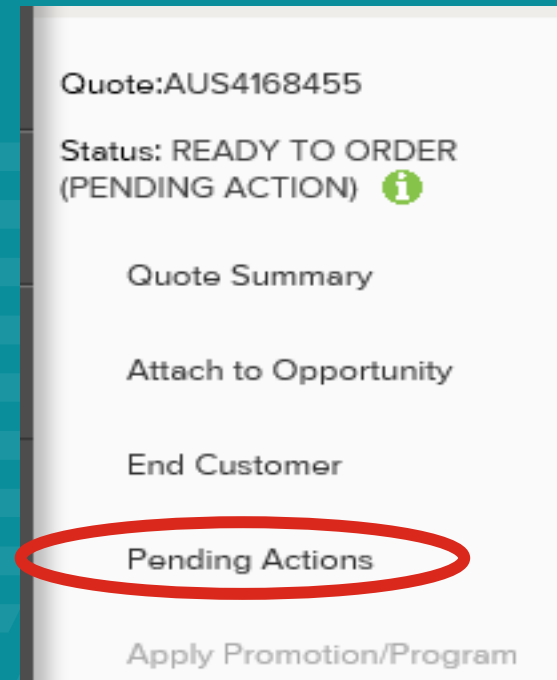
Sign-up for Avaya Sales & Partner Portal Notifications

- Sign up now for new Sales and Partner Portal Text or Email notifications to get the latest updates for Avaya sales materials, case studies, videos, presentations, thought leadership, and news — and you can choose to receive alerts as text messages, emails, or both. To subscribe, follow these steps:
 - Visit the Sales and Partner portal and click on the settings area (upper right, circle icon).
 - Click on Notification Preferences.
 - Select the email address or phone number listed on your SSO account or add a new phone number and save your settings.
- Note, settings will apply to all pages and documents you've previously subscribed to. You can update your settings at any time under Notification Preferences or unsubscribe to pages and documents by clicking the Unsubscribe button.



Remember! Some Promotions require Approval

- Please see the following chart for a list of all promotions requiring approval.
- Remember to read offer definition for approval requirements, correct process, and request promo approval (via the 'Pending Actions' tab) through A1S
 - Approval or denial (with reason) should be returned within 48 hours in most cases



Promotions Requiring Approval

DEPLOYMENT	OFFER	APPLICABILITY
Cloud	PoweredBy offer	Brazil, Chile, Mexico
Premise	Devices A La Carte (incl Volume Sales)	China
Premise	What's New Device Trials	Global
Premise	IP Office Expansions	US, China, HK only
Premise	IP Office Expansions (6 week expansions)	Germany only
Premise	IP Office Volume Sales	MEATK, China, select partners only
Premise	IP Office Perpetual New	China, Hong Kong & Macau only
Premise	IP Office Perpetual New (H/W Stocking)	India only
Premise	Aura Premise Upgrade	MEATK/SAM only
Premise	Avaya OneCloud Subscription	Global
Premise	AI Matching	Global
Premise	Global Demo Purchase Program	Global
Premise	IPOSS Onsite Renewals	US, Direct only
Premise	Video Conquest	China

... and Some Promotions Require Mandatory OTN

- Several Enterprise promotions require a valid SFDC Opportunity Number before they can be applied to a quote. Affected promotions are:
 - Avaya OneCloud Subscription offers
 - Aura Perpetual Upgrade
 - AI Matching
 - What's New Device Trials
- Remember to read offer definition for mandatory OTN requirements and how to apply them
- Link to Job Aid (Creating and Submitting a New Lead PRM Partner Communities – US, Canada, EU and LATAM only) [Click Here](#)



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 A1S Automated Discounts to improve partner experience

Region / Area

- Global

Start / End dates

- Start: 1 April 2016
- End: Ongoing

Discount Summary

- Please contact your distributor for details

New Automated Process for Enterprise, IPO 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

Additional information

- Full offer and discount details available in the Policy Guide located [here](#)

FY20 Offers and Promotions

Mid Market

- EA UC - Level 1
- EA UC - Level 2
- EA UC - Level 3
- IPO Expansions
- L2G for IPO
- Various Bundles w Devices
- ACO Promotions

Enterprise UC

- L2G – Americas
- L2G CS1K – Intl
- L2G CM – Intl
- L2G for Subscription
- Experience Avaya

Enterprise CC

- Upgrades
Embedded in L2G
- Oceana Now
- Automate CC Now
- Workspaces Now
- 3rd Party

Devices

- Standalone – Level 1
- Standalone – Level 2
- Trade Up
- Get Together
- DaaS/DFPP
- What's New Seeding
- Huddle NOW
- Huddle Kit

FY20: Many offer choices
Perpetual / capex focused