



New Open Product Reseller

November 2018



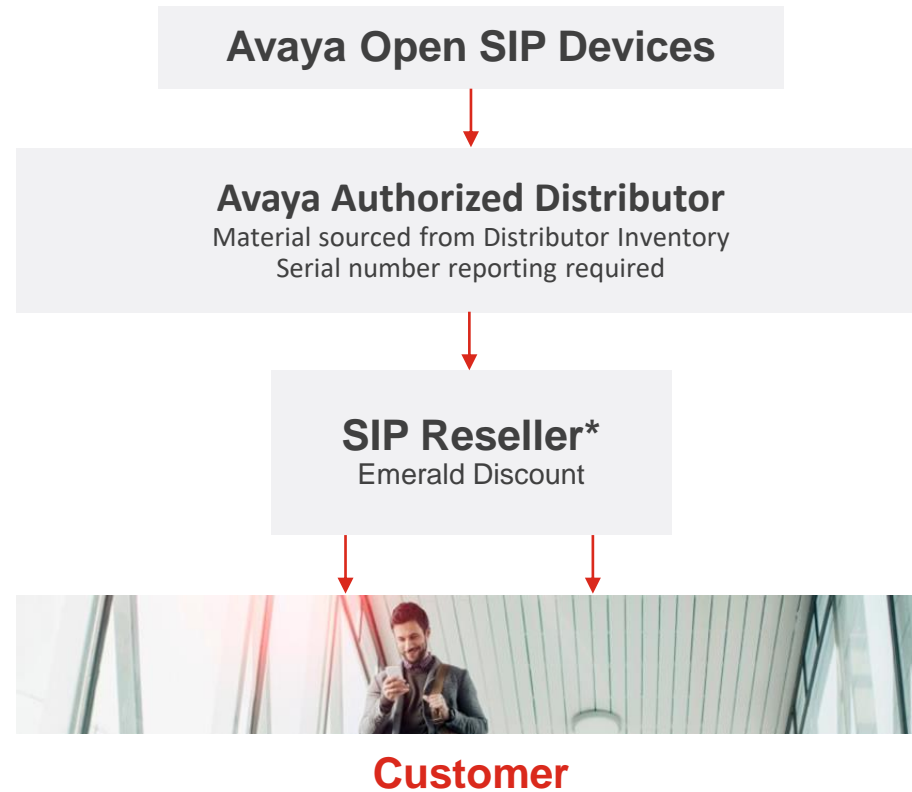
„Avaya is opening up a brand new rich device portfolio to be sold openly and simpler than ever before.“

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Open Product Reseller Profile


Open Product GTM Model

Contractually limited scope




Simplified Sales Motion!

Open Product Reseller Profile

- 
- Limited to purchasing Open Sip Product Portfolio
 - Purchase at Emerald Partner discounts
 - Not eligible for promotions or special bids
 - Required to pass Avaya Compliance Screening
 - Hold an Avaya Link ID
 - Not Required: SSO or A1S access
 - No Sales/Design authorizations or certification required

Distributor Requirements for SIP Resellers

- 
- Distributor is responsible to ensure that only approved open sip product are sold to these partners (SIP Partners will be on COGNOS report)
 - Distributors must report all sales through existing SOIR process using the SIP Partners Link ID
 - In cases where end user information is not available report should state **Open SIP** as the end user name.
 - Serial number reporting is mandatory on all sets sold to SIP resellers

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Open Device Portfolio

Open Device Portfolio

Avaya is opening up its high quality endpoint portfolio to be sold as open SIP endpoints introducing the interoperability with a broad range of third party UCaaS hosted call control platforms.

In addition Avaya is offering a very competitive range of open conference & video devices that are compatible with any hardware in the market.

The brand new headset portfolio rounds up the new open device offering.



Open SIP Devices are currently certified for:



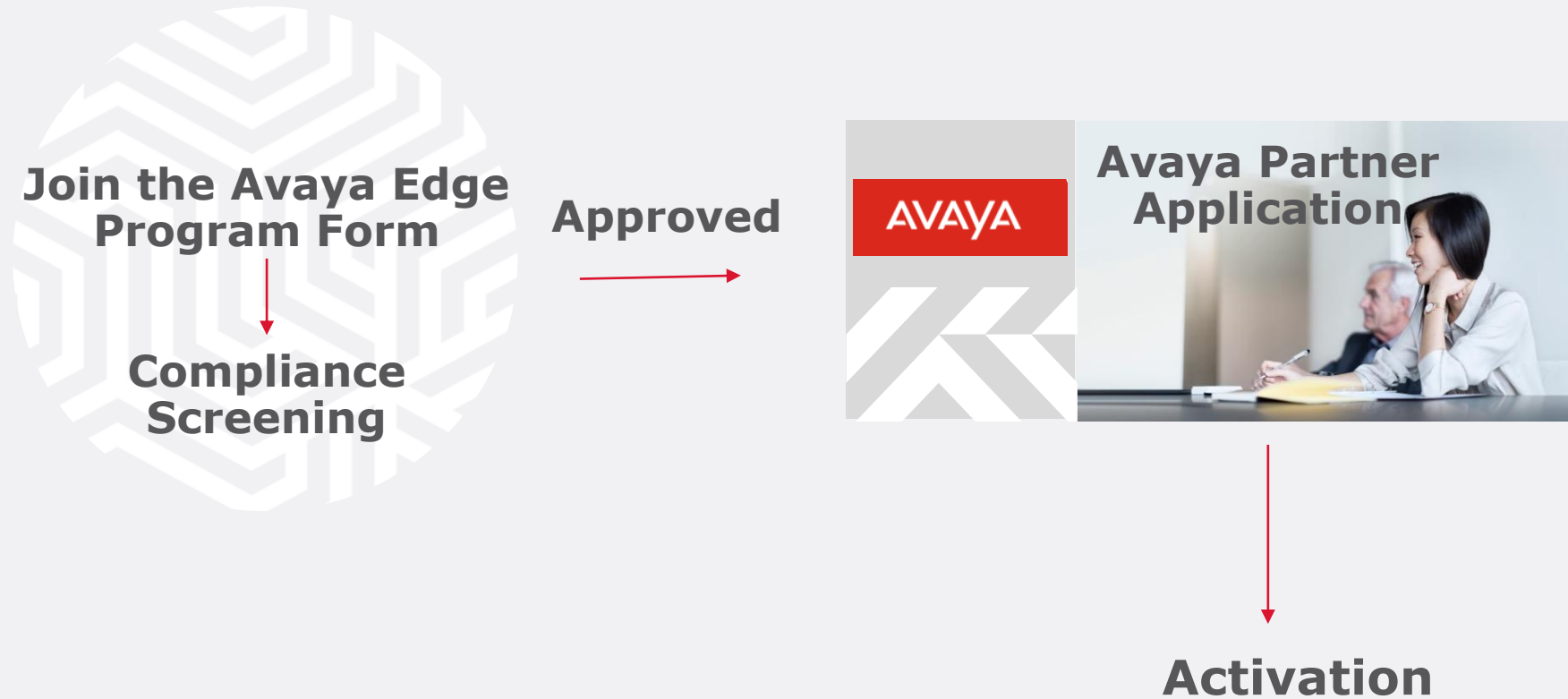
More certifications are being worked on and will follow shortly:



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New Open Reseller Onboarding Process

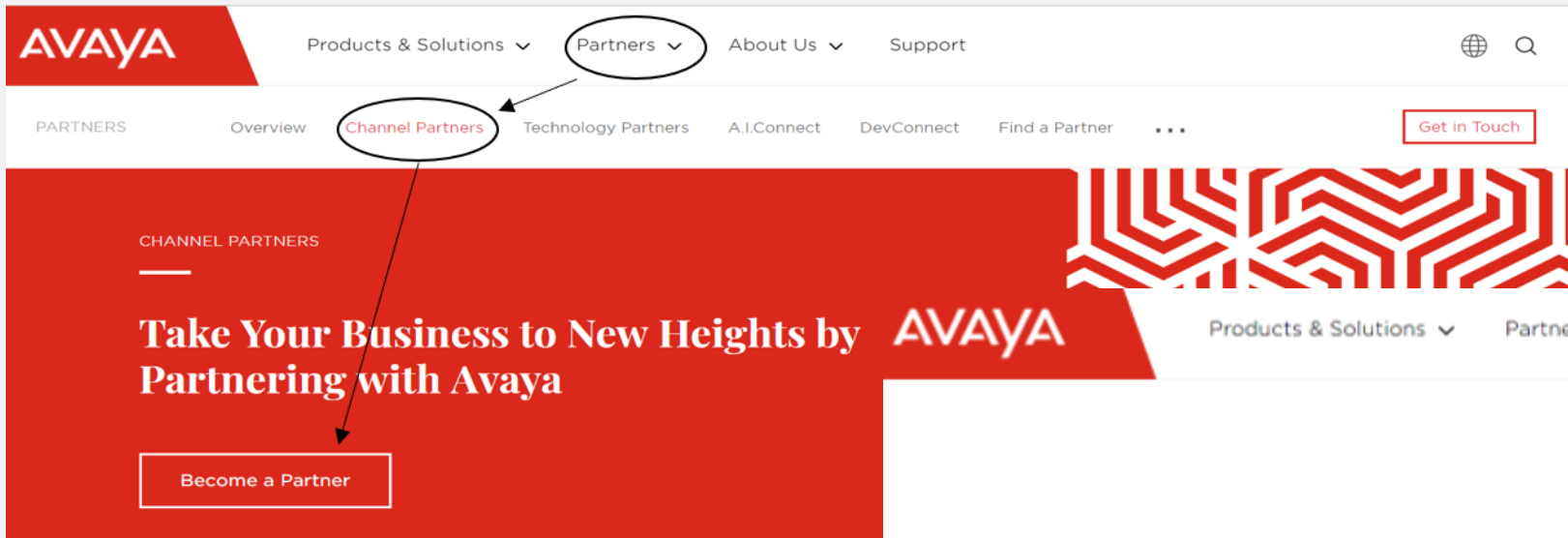
AVAYA OPEN PRODUCT RESELLER – ONBOARDING PROCESS



AVAYA OPEN PRODUCT RESELLER – PRE-ONBOARDING

Avaya.com → Channel Partner → Become a Partner

- Partner Type display based on country selection
- Captures Referred By information



Thank you for your interest in becoming an Avaya Reseller.

Avaya requires partner candidates to pass a compliance screening before applying to the Avaya Edge partner program. Avaya Compliance will email you a secure link to the Risk Assessment questionnaire in the next 24 hours. Once the compliance screening is passed the successful candidates will be invited to apply to become an Avaya Edge partner.

For support please contact the Avaya Partner Helpdesk at partnerhelp@avaya.com or visit Customer Care Portal <http://ccp.avaya.com>.

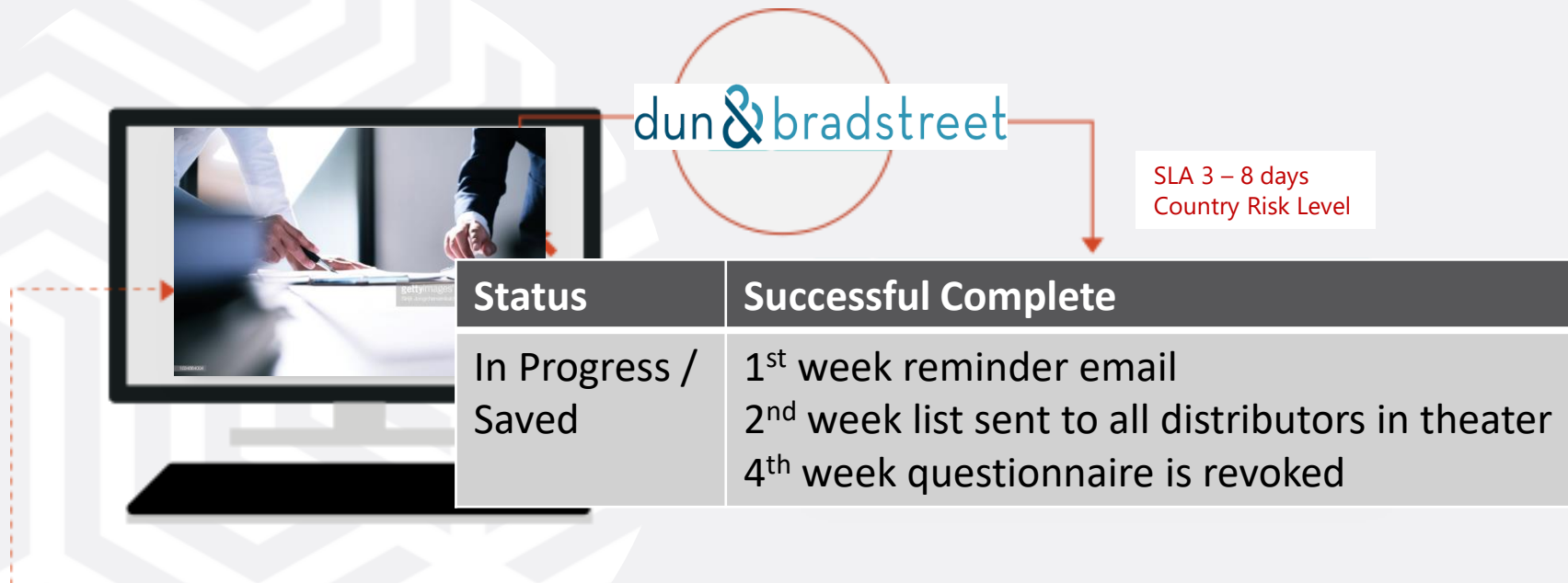
The Avaya Team

AVAYA OPEN PRODUCT RESELLER – PRE-ONBOARDING

Compliance Screening

Avaya Compliance emails partner candidate the Compliance Questionnaire.

- Questionnaires not started will receive 3 reminders and re-issue after 1 week.
- If no response the questionnaire is revoked.



AVAYA OPEN PRODUCT RESELLER – PRE-ONBOARDING

Accept T&C → Submit

Simplified Application Form

Avaya Edge Application invitation is emailed to screened partner; separate notification to Distributor and Avaya CAM on record

- T&C embedded in application
- After submitting application, partner will receive an email to confirm and track application

Avaya Partner Application

2

Partner's Account Name: Field is Required

Address Line 1: Field is Required

Address Line 2:

Address Line 3:

City: Field is Required

Country: Search...

State: Search...

Postal/Zip Code:

Phone: Field is Required

Company URL: Field is Required

Company Tax ID: Field is Required

Chamber of Commerce/Company ID: Field is Required

Principal/Owner/CEO Name:

Have you been a Reseller with Avaya?:

Recruited By:

Distributor Name: Search...

Primary Contact/Vendor Manager:

Salutation:

First Name: Field is Required

Last Name: Field is Required

Phone: Field is Required

Email: Field is Required

Click on this link to review [Avaya Reseller Terms and Conditions](#)

Click on this link to review [Avaya Channel Partner Code of Conduct](#)

BY CHECKING THIS BOX, I ACKNOWLEDGE AND REPRESENT THAT I HAVE READ, UNDERSTOOD, AND ACCEPT THE TERMS AND CONDITIONS OF AVAYA'S RESELLER AGREEMENT AND AVAYA CHANNEL CODE OF CONDUCT ON BEHALF OF RESELLER AND THAT I HAVE THE AUTHORITY TO BIND THE RESELLER TO THE TERMS AND CONDITIONS THEREIN.

Submitter First Name:

Submitter LastName:

Email:

Phone:

Comments:

Submit

Avaya Edge Application

1

Country: United States

Partner Type: Avaya Open Product Reseller

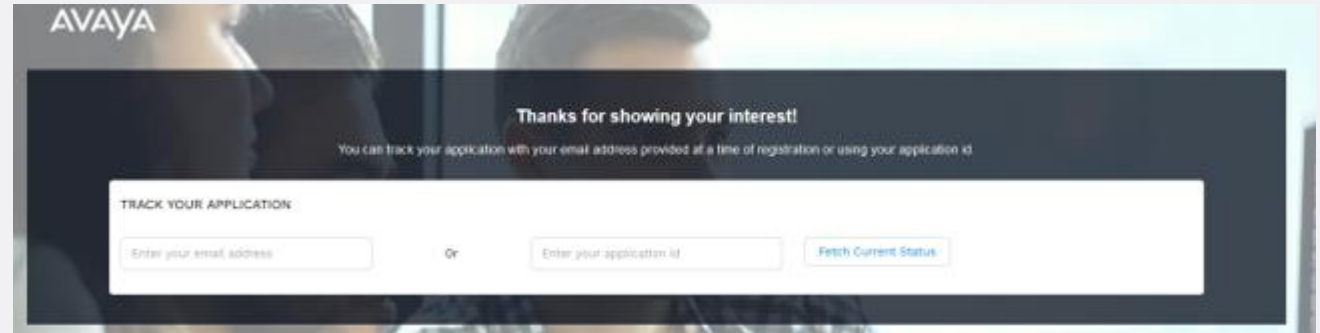
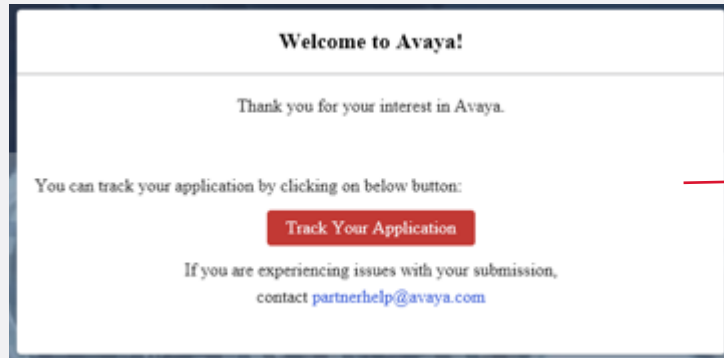
Next

Sell SIP and other select products

Available in all countries

AVAYA OPEN PRODUCT RESELLER – PRE-ONBOARDING

Track Application



<https://avayaglobal.force.com/PartnerRegistration/s/application-tracking>



partnerhelp@avaya.com



AVAYA OPEN PRODUCT RESELLER – ONBOARDING

Welcome to Avaya

- Welcome letter includes Link ID, T&C, cc Referred By contact
 - Email sent within 24 hours of application submission
- Authorized Reseller engage with Registered Reseller

Open Product Reseller

Requirement

- Link ID
- Minimum Edge Channel Policy Requirement \$1K within six months of activation

Not Required

- Sales/Design Authorization
- Certification
- SSO
- A1S Access
- Sold To/Ship To



Happy Selling!