



# Connect with the Right Partners to Take Your Business Further

A partner selection guide for customers

[avaya.com/connect](https://avaya.com/connect)



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We in Avaya are proud of our World-class communications solutions, but we recognize that customers often look for more than award-winning technology to meet their needs. That's why we work with thousands of partners to give you the option of working with a local, knowledgeable provider. Together we provide the innovative, leading-edge technological solutions that you demand.

This guide is designed to help you identify the right Avaya partner to work with to meet your needs.

## Our Partners

Avaya works with a wide range of exceptional partners across the World. We take great care to ensure that they add value to your business and that they provide:

- **Solutions that are right for your business.** Our partners are equipped with considerable local and market expertise, so they can offer you flexible, integrated solutions designed around your needs and customized for your business. You get immediate value for your money—and the considerable long-term benefit of lowering your overall total cost of ownership.
- **Service you can rely on.** Comprehensive technical support and training allows our partners to provide the level of support you require. We're also streamlining administrative processes and simplifying our pricing models, so you'll get the answers you want faster.

Together we bring you smart technology, demonstrated value and responsive service from an expert in the marketplace.

## Partner Capabilities

To make it easier for you to select the right partner to meet your needs, we have classified and identified our partners by:

- The geographic area they support
- Their competency (e.g. in sales, design and support of our solutions)
- The solutions they support (e.g. Unified Communications, Contact Center, Data or Small & Medium Enterprise Communications)
- Relevant areas of specialization (e.g. SME, Data, and Services)

Avaya Connect, our Global Partner Program, has been introduced to test and prove our partners capabilities in each of these areas.

To give you the assurance that the partner you choose has proven their capabilities, Avaya Connect:

- Places the same stringent requirements on partners across the World
- Defines how partners must meet these requirements

- Includes a comprehensive training program for partners' personnel
- Tests and proves that partners can provide the required level of support for our customers
- Identifies partners who have successfully proven their capabilities

## Proven Competency

A streamlined competency model lies at the heart of the Avaya Connect program. This model is designed to help partners build their competencies in Avaya's leading edge solutions and ensure that you get the advice and support you need. Partners' employees complete in-depth training and pass an assessment exam to become Authorized or Certified to design, sell or support Avaya's solutions.

Authorized and Certified individuals you should look out for include:

- Sales Specialists – Avaya Professional Sales Specialist (APSS)
- Design Specialists – Avaya Professional Design Specialist (APDS)
- Solution Specialists – Avaya Certified Solution Specialists (ACSS)

Sales Specialists are qualified to sell end-to-end solutions and carry out “white board” design.

Design Specialists are qualified to design new solutions or upgrades to existing solutions. This can involve Avaya's products or technology from Avaya and other vendors.

Solution Specialists understand all aspects of our solutions – including how to integrate, install, maintain and support multiple applications and multi-vendor components.

Our partners are often experts in a wide range of our solutions, and with a credentialed employee you know that their expertise has been assessed and proven.

## Partner Levels

All of our partners must demonstrate their competency in Avaya solutions before they join our partner program. Partners within the program are divided into four levels, depending on the number of trained and certified individuals they employ. The levels are:

- Authorized
- Silver
- Gold
- Platinum

**Authorized Partners** are often local companies, who focus on supporting smaller organizations for one of Avaya's solutions areas. Many of our Authorized partners move up to Silver, Gold or Platinum as they enhance their capabilities

**Silver Partners** have associates certified to design, sell or support Avaya's solutions. They are often local and either specialize in one solution area or a specific market.

**Gold Partners** normally work across a wide geographic area and have more certified associates than a Silver partner, including experts in service delivery. They typically support more than one solution area for larger organizations.

**Platinum Partners** have the highest number of certified associates. They are experts in complex projects, involving multi-vendor integration for large organizations and work across a wide geographic area.

## Specializations

Partners can also earn specializations that signify their expertise in serving Small and Medium Enterprises (SME), Data and Services. If you require capabilities in these particular areas, look for a partner that has achieved your needed specialization. These partners have also passed a Service Assessment which verifies they have the processes in place to provide exceptional service to their customers.

### SME Expert



The SME Expert specialization recognizes 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

### Services Expert



The Services Expert specialization recognizes the partners that provide quality service and expertise to meet the implementation and support requirements of customers.

- ❖ Choose a Service Expert if you are looking for a partner that has demonstrated service expertise

### Data Expert



The Data Expert specialization recognizes partners that have met the minimum number of certified associates in data technology

- ❖ Choose a Data Expert if you need help with complex data solutions

## Geographic Coverage

Geographic coverage is an important factor to consider when selecting a partner. We assess our partners' capabilities to sell, design and support solutions in specific areas and designate them as either "In Country", "Theatre" or "Global" Partners. Our four "Theatres" are North America, Europe & the Middle East (EMEA), Central & Latin America and Asia Pacific.

Partners must have Avaya authorized or certified specialists in each geography they operate.

Geographic designated partners, simplify and help support your multi-national operations.

## Key Criteria for Partner Selection

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

# Finding the Right Partner for Your Business

Choosing the right Avaya partner is easy, follow three simple steps:

- ▶ **Step 1 – Identify your needs** (see the Key Criteria above)
  - Geographical coverage
  - Solution area
  - Size of your business
  - Additional needs or complexity
- ▶ **Step 2 – Input your details**
  - Go to [www.avaya.com](http://www.avaya.com) and click on “Find a Partner”
  - This is a quick and easy way of finding which of our thousands of partners could be right for you
  - Enter details of your company and your needs
- ▶ **Step 3 – Evaluate potential partners**
  - Consider the partners from the output of the locator tool
  - Use the guidance in this document to determine whether you need an authorized, silver, gold or platinum partner.
  - Study the geographic coverage they offer and compare this with your needs
  - Remember our SME experts are certified as experts in supporting Small Businesses
  - If your needs are complex or you need high levels of service and support, one of our Service specialists could be a great option for you.

## Other Technology Resources

There is one final category of partner companies we haven't mentioned. In addition to our network of channel partners, you have the benefit of choosing from a wide range of interoperable solutions created by leading Independent Software Vendors, Independent Hardware Vendors, System Integrators and Service Providers through the Avaya DevConnect Program. These DevConnect partners offer technical skills and solutions that extend the value of Avaya's portfolio in many ways, from vertical market-specific solutions to custom development and integration skills.



By displaying the Avaya DevConnect Tested mark for their products and being listed as a Gold or Platinum DevConnect member, these DevConnect companies indicate successful completion of joint interoperability testing with Avaya products, or other proof points of their skill in creating solutions aligned to Avaya's portfolio.

## Additional Resources

To learn more about Avaya Connect, the innovative worldwide partner program from Avaya, please visit: [www.avaya.com/connect](http://www.avaya.com/connect)

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

**Get started today!** Find the right partner for your business with the Avaya Partner Finder. Please visit [avaya.com](http://avaya.com) and click on “Find a Partner.”

### About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

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