



Avaya Connect. Together, we're reaching further.

That's the concept driving Avaya Connect, the new and innovative channel partner program introduced recently by Avaya Vice President, Worldwide Channels, **Jeremy Butt**. Avaya Connect puts Avaya partners at the heart of its business -- right where they belong -- and rewards them accordingly.

"We collaborate with channel partners to serve our customers because it's simply the best way to do business," explained Butt. "Our customers prefer to work with a local, knowledgeable seller and our partners can count on us for the innovative, leading-edge technological solutions that customers demand."

Avaya knows that partners are one of the company's greatest assets, helping to increase the depth and scope of its relationships. And now it's time to reach further. Enter Avaya Connect, the new program that Avaya will deploy starting in **February 2010**.

"The idea is simple. By building even stronger connections with our partners we can serve our customers even more successfully," added Butt. "Avaya Connect rewards our partners for reaching more customers with our innovative products portfolio," says Butt. "This gives our customers the right choices to move their businesses forward. And that's going to be good for everybody's business."

On 1 February 2010, Avaya Connect will launch globally and will further Avaya partner relationships in the following ways:

- **Access to a world-class vendor.** Avaya is continually focused on innovation, and providing partners with the kind of award-winning technology that customers want. We're equally committed to investing in the partners who use their local knowledge and service expertise to bring our solutions to market.
- **A serious program for serious partners.** Strong financial rewards—like access to Business and Market Development Funds, new customer incentives, and discounts that increase based on partner competency—are only the beginning. Partners will also enjoy marketing support and comprehensive technical and design resources. And benefits grow with partner level, rewarding their commitment to mutual goals.
- **A simple framework.** Solution-based competencies simplify the way partners' employees achieve certification so there are fewer classes to take. They save time and money and are able to give our customers more competent support. Avaya has also streamlined its pricing and now offers a single global price list.

"Customers want solutions, smart technology, demonstrated value and responsive service from an expert in the marketplace," Butt said in closing. "Working with our partners, we have no doubt we can deliver."

By building stronger connections with partners, by making it easier for them to serve customers, and by working even harder to leverage our collective strengths, we know that we can all reach even further.