

**Avaya Partner  
Ecosystem**

# Client Services & Brand Protection: Separating Fact From Fiction



## What you should know about Unauthorized Resellers and their products

We strive to meet our customers' expectation of deriving compelling benefits and an equitable return on the investment made in Avaya products and services. Accordingly, we find it imperative to inform you of the risks associated with purchasing from unauthorized resellers. Avaya branded products sold by companies without authorization from Avaya may not be authentic and are not supported by Avaya. Installation of such products puts your business operations at increased risk of experiencing a system outage and having to purchase replacement product from an authorized reseller.

When you purchase authentic products from Avaya or Avaya authorized partners you will receive new products in original packaging and appropriate accessories and software as well as a partner with proven expertise to provide an exceptional experience. Products sourced otherwise are often:

- Used or refurbished product misrepresented as new.
- Counterfeit, containing counterfeit components, tampered with or otherwise not authentic.
- Stolen or acquired fraudulently and sold without manufacturer authorization or consent.
- Sold without consent after not meeting manufacturer quality standards.
- Prone to high failure rates resulting in unproductive downtime and increased business risk.
- Intended for other geographic markets and hence may not meet your in-country requirements.
- Infringing upon Avaya's trademark rights.



**“Without a doubt, the support and peace of mind that the Avaya brand offers was the deciding factor.”**

— Avaya Customer

**Gray market products** are generally available Avaya products or components, represented as new or unused, and acquired from or sold by a source other than Avaya or an Avaya authorized partner, at any point before reaching the end user customer.

**Counterfeit products** are non-genuine goods bearing trademarks without the intellectual property rights holder authorization intended to deceive buyers.

**Refurbished products** are used products that may or may not be currently manufactured by Avaya. Avaya no longer offers or sell refurbished products. Please reach out to your designated Avaya account team for the best solutions tailored to your IT requirements.

**End of Sale products** are Avaya hardware or software no longer sold (made commercially available) by Avaya. These products are not considered active or generally available.

Unauthorized resellers and their suppliers may mix gray, refurbished and counterfeit products but misrepresent them as new or unused product. This makes it difficult for customers to detect and distinguish the difference. Any Avaya branded product purchased from an unauthorized reseller should not be assumed to be authentic or new. Contact Brand Protection for help with any concerns. Once a product is sold outside of authorized channels, it cannot be certified even if subsequently sold by an Avaya Authorized Reseller. Avaya policy is to not support, install, certify, maintain, warrant, or place under Avaya Service Agreements unauthorized products. Don't be tempted or put your operations at risk – only purchase quality authentic product from Authorized resellers.

## Be an educated buyer. Don't be fooled by fiction

The chart below lists some examples of typical statements made by unauthorized resellers and the corresponding facts about Avaya authorized partners and genuine Avaya products.

The Unauthorized Reseller Practices	The Avaya Facts
Unauthorized Resellers claim they source all their products from Avaya suppliers in a legitimate manner.	Products sourced in a legitimate manner will come directly from Avaya or Avaya Authorized partners. Unauthorized resellers have not been granted a license to distribute or to sublicense any Avaya proprietary products, including software <sup>3</sup> , by Avaya. Since these unauthorized resellers have no contractual relationship with Avaya regarding our products or services, they are not authorized by Avaya to sell, install, or distribute such products to customers or otherwise and have no direct access to any support from Avaya.
Unauthorized resellers often advertise very low, attractive prices. To justify these low prices and make a potential customer comfortable with the offering, they often claim they are able to source Avaya products from suppliers that buy in bulk.	Only Avaya Authorized partners have access to authentic, new Avaya products and are able to provide you the value you should expect. Our authorized partners are best suited to deliver an exceptional customer experience as we reward partners for their value and competency. They have access to the tools and resources to ensure the products you invest in are the best solution to meet your needs within your budget. When considering an offer, be sure to verify the company's authorization from Avaya for the product or solution being sold and compare all aspects of the quoted offer.
Unauthorized resellers may claim they are selling new products and may refer to these products as "new", "like new", "unused", "not used", "unopened", "new box", or similar descriptions on their quotes, websites, or transaction documents. They may also sell used or refurbished products represented as new.	Avaya recommends you require the supplier to guarantee the products delivered will be new, sourced directly from Avaya or an Avaya Authorized Reseller, and eligible for Avaya manufacturer warranty and support services. This is especially important when issuing a Request for Proposal or signing a contract. You may also consider requesting a letter of authenticity (LOA). Please note that Avaya no longer offers or sell refurbished products.
Unauthorized Resellers often use online retail marketplaces to reach consumers. They might make false claims regarding their inventory or post photos to appear to have large volumes of stock on hand. They can also misrepresent their customer satisfaction rating.	Products found on online marketplaces are being sold by unauthorized sources or authorized resellers in violation their agreements with Avaya. Avaya authorized resellers are not allowed to sell via unauthorized online marketplaces (such as Amazon, Ebay, Walmart or others like them) in order to avoid confusing end customers as to whether they are buying from a legitimate authorized partner or otherwise. Additionally, if an authorized partner is hosting their own website, any electronic or internet sales conducted via a website or other electronic method of selling products or services must be conducted in the Partner's Account Name or a known "doing business as", which must also appear on the webpage and in the URL or website address, unless otherwise approved by Avaya.
The Unauthorized Reseller Practices	The Avaya Facts
Unauthorized Resellers claim to offer certified replacement parts, lifetime warranty and services on the products. They may indicate they are able to access manufacturer trained technical support staff with hundreds of certifications.	Unauthorized resellers do not have access to certified replacement parts. Companies selling unauthorized support services for Avaya solutions are not certified by Avaya, are not entitled to manufacturer support from Avaya and do not provide customers with the same comprehensive, credentialed and technologically advanced level of support as is available from Avaya or its authorized business partners. They may use a network of vendors with uncertain credentials to deliver service onsite. <sup>2</sup>

Our valued Avaya Authorized partners are focused on your satisfaction and are knowledgeable about Avaya's innovative products, cloud-based offers, and services. Trust our Partners to recommend and deliver Avaya's leading, digital age business communications solutions. Find out how together, Avaya and our Partners can bring you smart technology, deep technical knowledge, tangible value, and responsive service. To learn more about the Avaya Edge Program and Partners visit <https://www.avaya.com/en/customers/>. To find an authorized partner, visit <https://www.avaya.com/partner-locator/> or call 1-866-GOAVAYA.

## Compliance & Ethics Help Line

Confidential - Anonymous

If you have any information related to unauthorized selling or non-compliance, or any potential allegations of fraud, waste or abuse, you may report them to Avaya's Ethics & Compliance Help Line by calling 1-877-99-ETHIC (1-877-993-8442), or 1-908-953-7276 for non-U.S. callers, or by logging in to [www.convercent.com/report](http://www.convercent.com/report) and searching for Avaya in the 'Report an incident' box.

For more information, including a list of **known unauthorized sources** visit <https://news.avaya.com/brand-protection>.

If you have any related questions or concerns, contact Avaya Brand Protection at [brandprotect@avaya.com](mailto:brandprotect@avaya.com). Below are some ways we offer our assistance to help our customers protect their investments in Avaya products and services:

- Confirming authorization status of a reseller or assisting to identify an authorized source.
- Reviewing on-line websites to identify whether associated with an authorized partner and/or addressing any misuse or abuse of the Avaya logo.
- Reviewing products or purchases to address your concerns in the case you doubt their source or are experiencing any issues. It is helpful to provide product information including model and serial numbers and/or activation codes for software as well as the reseller from which they were purchased when submitting a request.
- Investigating direct solicitation, emails or other marketing from unauthorized or potentially unauthorized resellers.
- Assisting you with requesting for a letter of authenticity (LOA). Ask your account manager for an example of an LOA.
- Initiating a health check of your systems with your permission via the Avaya Diagnostic Server software package.

## Learn More

For more information on Unauthorized Maintenance Providers, see our fact sheet <https://support.avaya.com/css/P8/documents/101057377>.

For more information on intellectual property protection and software piracy, see our fact sheet <https://support.avaya.com/css/P8/documents/101057379>.

## About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at [www.avaya.com](http://www.avaya.com).

