

Avaya Launches Channel Programs to Expand Customer Choice, Boost Business Partner Revenues

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To expand the buying options available to customers, Avaya Inc. (NYSE: AV - News), a leading global provider of business communications applications, systems and services, has launched two programs that broaden support for sales channels focused on helping members of Avaya's BusinessPartner program grow their revenues across all markets. In addition, Avaya is working with management consultants from Channel Savvy to offer an in-depth, year-long executive development program designed to help key BusinessPartner CEOs to optimize their company operations.

"Businesses today are demanding more from their communications infrastructure than ever before and see it as a tool for achieving a competitive advantage in the marketplace," said Ken Archer, vice president, North America channels, Avaya. "By investing in our growing ecosystem of partner companies and the individuals who lead them, businesses have greater flexibility in how they buy the Intelligent Communications solutions they need to achieve more than they ever thought possible."

Building a cadre of independent sales agents

The Avaya Master Reseller program is enabling select Avaya BusinessPartners to recruit and train independent sales agents who work under their direction to sell Avaya's small and mid-sized business portfolio. Many of the new agents are companies who specialize in data networking but want to offer their clients ready access to voice solutions as well.

To date, 10 Master Resellers are working with more than 300 independent sales agents across North America. Avaya supports the program with a special educational program for new agents and with dedicated account managers and distribution managers for each Master Reseller.

"The program has given us a cost-effective way to add more feet on the street and is helping us capture opportunities that previously weren't on our radar," said

Jody GrandPre, president of Imagine Technologies Inc., an Avaya Master Reseller. "It is also good for our 30 new agents. They can offer a broader range of services to their clients, backed by configuration and implementation support from our team of Avaya-certified engineers."

Zero-rate financing program helps partners close sales, build market share

Avaya has worked with its financial partner, Avaya Financial Services, to create a unique "Zero Gravity" promotional offer that is helping distribution channels to close sales and build market share.

All Avaya software and appliances are eligible for Zero-rate financing when purchased with certain configurations of Avaya IP Office 500, Avaya Distributed Office and Avaya S8000 series communication servers. Customers are able to lease equipment with zero percent financing over 36- or 60-month terms and defer their initial payments until April 2008 - freeing up capital that can be invested in other parts of their business.

The program is available to businesses in the U.S. and Canada, and runs through December 21 to respond to customer demand.

"The new financing options offered by Avaya Financial Services have enabled us to quickly close five new deals and compete more effectively in our market," said Barrett Hess, founder and owner of CPT of South Florida, an authorized Avaya BusinessPartner.

Avaya IP Office 500 is a highly modular, Intelligent Communications solution specifically designed for small to midsized businesses. Avaya Distributed Office is a centrally managed solution for large branch-office networks that is easy to deploy and to use. Avaya S8000 series communication servers host Avaya IP telephony software and deliver reliable, efficient call handling and voice features across enterprise networks of all sizes.

Training CEOs to optimize business performance

To build the skills and systems needed for sustainable profitability and growth, Avaya is offering a “by invitation only” executive development program to CEOs of its most influential BusinessPartner companies.

Conducted by management consultants with Channel Savvy, the new Channel Optimization(TM) program has earned rave reviews from participating Avaya partners for the practical processes, tools and metrics it offers.



“My company and I benefited immediately from the experience,” said Neal Stanton, president and CEO of Consultedge Inc., a Platinum-certified Avaya BusinessPartner. “We now have guided exposure to industry best practices and to specific processes we can use to resolve problems and realize our full potential.”

About Consultedge

Consultedge, Inc. leverages best-in-class technologies to produce converged voice/data communications solutions that drive business performance and value. Specializing in IP telephony, contact center/CRM and messaging, Consultedge provides services including system planning, design, implementation, project management and maintenance. The company is an Avaya Platinum Business Provider and maintains additional partnerships with industry leaders including Extreme Networks and Juniper Networks.

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace 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>.

About Channel Savvy

Channel Savvy is a management consulting firm serving technology vendors and their downstream channel partners. The company has expertise in all aspects of channel dynamics, with client projects including new business ventures, Channel Optimization(TM) and mergers & acquisitions. Channel Savvy makes channels better by ensuring visionary alignment throughout the value chain, improving channel performance and increasing value and valuation for its clients and the customers they serve. For more information, visit Channel Savvy’s web site at:

<http://www.channelsavvy.com>.

