

Unified Communications Optimized Data Network ***Playbook***



Unified Communications Optimized Network

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Playbooks Objective

This playbook was created to provide a roadmap for those resellers that are interested in entering the Unified Communications Data Networking Infrastructure market segment. The format is based on walking these resellers through 13 activities that we believe are essential to building the foundation for a successful practice. Let's get started!

Steps to Success

- 1** *What is Unified Communications?*
- 2** *Understand Unified Communications network requirements*
- 3** *Review Gartner's analysis of the UC market*
- 4** *Why choose Avaya as your Unified Communications partner*
- 5** *Apply to become an Avaya partner*
- 6** *Complete the Avaya Business Modules*
- 7** *Obtain your AvayaU credentials*
- 8** *Build your Avaya Training Resource Plan*
- 9** *Insight into "Fit for Purpose" Data Network Solutions*
- 10** *Leverage the resources to build the solution*
- 11** *Understand the selling and marketing tools available from Avaya*
- 12** *Leverage Tech Data's UC Solution Center for Proof of Concept to the customer*
- 13** *Let Tech Data help you with your sales opportunities*

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Understanding the Market

Unified Communications is growing to a \$20 billion market



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What is Unified Communications?

- ✓ Be reached anytime, anywhere you want to be reached
- ✓ Communicate using the most appropriate device
- ✓ Boost productivity, efficiency, customer service

Get an understanding of the basics by reviewing the “Unified Communications for Dummies” PDF [here](#).

2

Understand Unified Communications network requirements



The survey, "Campus and Data Center Priorities," commissioned and conducted independently by Webtorials Analyst Group, examined the campus and data center networking priorities of global enterprise companies with more than 1,000 employees. The survey data revealed that network security, resiliency/uptime, cost management and return on investment were rated most important overall for networks supporting implementation of unified communications. The survey can be found [here](#).

3

Review Gartner’s analysis of the UC market

Gartner’s Unified Communications Magic Quadrant research paper provides excellent insight into how the various vendors are positioned in the category. Read it [here](#).

Vendor Connections

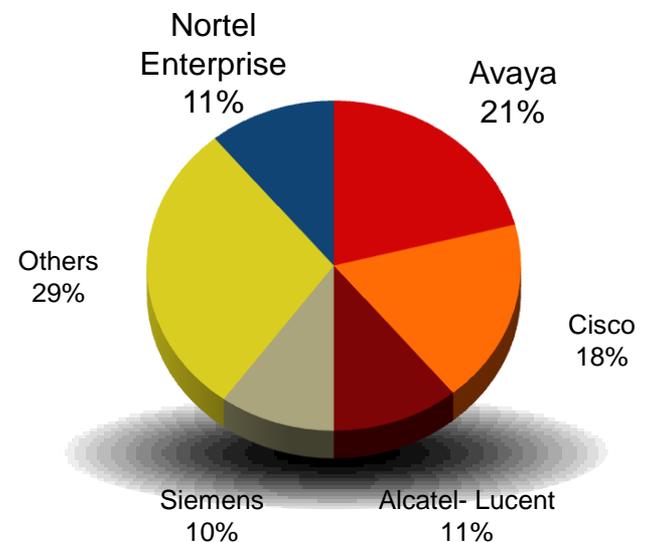
4

Why choose Avaya as your Unified Communications partner

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

Avaya is:

- #1 Unified Communications revenue¹
- #1 Telephony Solutions revenue¹
- #1 Audio Conferencing licenses²
- #1 Enterprise messaging revenue³
- #1 Maintenance Services revenue⁴



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Apply to become an Avaya partner

Avaya Connect is a global partner program designed to reward partner commitment, build stronger long-lasting relationships, and better serve customers.



This multi-level program allows a partner to decide how much time and resources to commit. Level designation is based on total revenue, competencies, service capabilities and country group in which the reseller operates.

Apply to become a partner [here](#).

Training and Education

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Complete the Avaya Business Modules

[Avaya Data](#)

Avaya's acquisition of Nortel's Data portfolio was a tipping point event in the market. Review of not only where the data portfolio is, but where it is going.

[Avaya Unified Communications](#)

Explore the past and the future of Unified Communications (UC).

[Avaya Services](#)

How Professional Services, Support and Operational Services from Avaya help protect, extend and grow your communications environment.

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Obtain your AvayaU credentials

Gaining an understanding of both the heritage Nortel data portfolio (recently acquired by avaya) and Avaya's unified communications platform will be critical to your success.

Nortel's Training and certification [site](#) is a great place to start on the data network infrastructure training. Register for the site [here](#).

The Avaya Learning Centre is the one-stop-shop for the learning needs of Avaya Employees, Business Partners, and Customers. Students can choose from over 1,700 high-quality courses supporting small and medium enterprise, unified communications, and contact training programs. Register to become a partner [here](#).

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Build your Avaya Training Resource Plan

[Nortel Training and Certification Site](#)

Course 2640W - ERS2500/ERS4500 Workshop

Course 6697W - Nortel Secure Routers: High-performance Routing
Designed for Converged Networks

Course QSP 5001W - Software Communication System (SCS): Simple.
Open. Unified Communications

[Avaya Learning Center](#)

The selling UC curriculum map is available using Avaya's learning navigator when you select "Role" training. The course description is "Selling Unified Communications (UC)."



Solutions

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Avaya's view of the data network optimized for UC

Avaya's fully integrated suite of tools provides unified management capabilities across data and voice networks—including switches, routers, and call servers. It offers a single view of the network, allowing businesses to streamline and integrate workflows. The tools also reduce installation, configuration and maintenance time.

That deep integration allows common components (such as user data and database information) to be shared without requiring the same definitions and configurations be repeated for each application. The software helps organizations quickly isolate and troubleshoot events, detect and report on network traffic flows, and configure filters and devices. Time to resolution can be reduced.

Supporting heterogeneous network infrastructures, this comprehensive toolset allows companies to more effectively address the management of faults, configuration, performance and security.

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Insight into "Fit for Purpose" Data Network Solutions

Access Control

The Avaya Identity Engines portfolio integrates with the network infrastructure to provide the central policy decision needed to enforce role-based network access control. These products offer an open, standards-based and holistic network identity management structure. A solutions brochure can be found [here](#).

Unified Branch

The Avaya Advanced Gateway 2330 is a flexible branch gateway solution that enables enterprises to reliably extend centralized Unified Communications (UC) services to their remote users.

Ethernet Switching

Designed for mainstream enterprises looking to evolve their unified communications capabilities, the Ethernet Routing Switch 4500 Series is a range of Fast Ethernet and Gigabit Ethernet switches that offer excellent performance and are highly energy-efficient. A product fact sheet can be found [here](#).

Wireless

The WLAN 2300 Series is a complete 802.11 solution for enterprises wishing to deploy widespread wireless coverage for today's business, IP telephony and converged multimedia applications. A product brochure can be found [here](#).

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Leverage the resources to build the solution

Best in class and fully certified dedicated Tech Data/Avaya sales and technical support resources can be reached via the hotline at 800-228-7901 or via email at teamavaya@techdata.com.

5 Systems Engineers are available to assist with pre-sales support, solutions design, integration questions and post-sales support .



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Selling Support

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Understand the selling and marketing tools available from Avaya

Avaya Business
Solutions
Portal

Avaya Data
Networking
Forum

Avaya
eBusiness
Tools Portal

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Leverage Tech Data's UC Solution Center for Proof of Concept to the customer

Request the use of the Tech Data Solutions Center to demonstrate the UC optimized data solution in a flexible test environment. Email the Tech Data Avaya team at teamavaya@techdata.com to learn how you can gain access to this valuable resource.



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Let Tech Data help you with your sales opportunities

Best in class and fully certified dedicated Tech Data/Avaya sales and technical support resources can be reached via the hotline at 800-228-7901 and via email at teamavaya@techdata.com



4 Senior Product Sales Champions and 3 SME Product Sales Champions are assigned by geography and available to assist heritage Nortel partners, existing Avaya partners or potential partners.

Tech Data's Services Product Specialists are available to assist with the quoting and processing new or renewal services opportunities.

5 Systems Engineers are available to assist with integration questions and post-sales support