

# Enterprise Unified Communications ***Playbook***



# Enterprise Unified Communications

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## Playbooks Objective

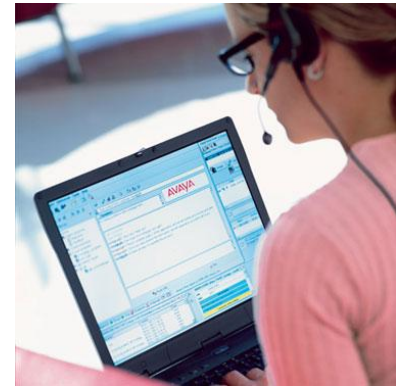
*This playbook was created to provide a roadmap for those resellers that are interested in entering the Enterprise Unified Communications market segment. The format is based on walking these resellers through 13 activities that we believe are essential to building the foundation for a successful Enterprise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

## Steps to Success

- 1** *What is Unified Communications?*
- 2** *Review Gartner's analysis of the UC market*
- 3** *Understand UC in the world of virtualization*
- 4** *Why 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** *Research Avaya UC Solutions*
- 10** *Understand how to position your solution against the competition*
- 11** *Leverage the resources to build the solution*
- 12** *Build your UC value proposition with the cost saving calculator*
- 13** *Leverage Tech Data's UC Solution Center*
- 14** *Let Tech Data help you with your sales opportunities*

## Understanding the Market

*Unified Communications is growing to a \$20 billion market*



1

### **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

### **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](#).



Gartner

3

### **Understand UC in the world of virtualization**

This IDC [white paper](#) addresses the question: Can virtualization support real-time communications?



IDC  
Analyze the Future

## Vendor Connections

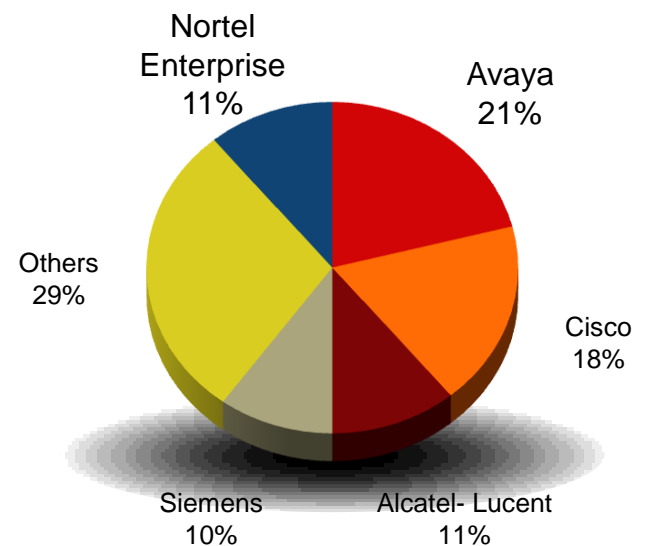
4

### **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 revenue<sup>1</sup>
- #1 Telephony Solutions revenue<sup>1</sup>
- #1 Audio Conferencing licenses<sup>2</sup>
- #1 Enterprise messaging revenue<sup>3</sup>
- #1 Maintenance Services revenue<sup>4</sup>



5

### **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

6

### ***Complete the Avaya Business Modules***

#### **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.

7

### ***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](#) and leverage curriculum maps feature to build your training program.

8

### ***Build your Avaya Training Resource Plan***

#### **Avaya Learning Center**

Tech Data recommends the "Selling Unified Communications (UC) and Avaya Aura Fundamental Technology training as required sales training. The maps for each of these are available using Avaya's learning navigator when you select "Role" training. The course description will be available under "curriculums." Additional training will be required, so make sure to work with your assigned Avaya representative to make sure you are aligned to meet requirements.

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## Solutions

9

### Research Avaya Unified Communications Solutions

Healthcare



To transform how care is delivered, physicians, hospitals, and health systems are increasingly measured and rewarded for quality outcomes. They must have processes and technologies in place to put more attention on patients and be more efficient with resources. Case studies are available [here](#).

Finance



Avaya can show you the best practices end users need to acquire, retain, and collect from customers to maximize your investments in servicing. Case studies are available [here](#).

Education



Avaya streamlines communications architecture, integrates a myriad of communications devices, and delivers unified communications and specialized applications that provide staff and students with both information and access. Case studies are available [here](#).

Hospitality



Avaya offers a portfolio designed for Five Diamond hotels, limited service hotels, and anything in between. Provide solutions that differentiate the guest experience by offering advanced, yet easy communications options. Case studies are available [here](#).

10

### Understand how to position your solution against the competition

Competitive Intelligence: Leverage Avaya's [Competitive Resource Center](#) to understand market landscape

11

### 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](mailto:teamavaya@techdata.com).

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



## Selling Support

12

***Build your UC value proposition with the cost saving calculator***



**[UC Cost Savings Calculator](#)**

13

***Leverage Tech Data's UC Solution Center***

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](mailto:teamavaya@techdata.com) to learn how you can gain access to this valuable resource.



14

***Let Tech Data help you with your sales opportunities***

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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