



Promotion Offer Definition  
For Avaya Partners and Distributors  
**Devices A La Carte**  
Jubilee Offer

**Germany**

*Promotion Start Date: 17 November 2020*  
*Promotion End Date: 28 December 2020*  
*Distributor Sales Out End Date: 31 December 2020*

**Issue: 1.0**  
Date: 17 November 2020

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# TABLE OF CONTENTS

1	INTRODUCTION AND OVERVIEW .....	3
2	DISCOUNT SUMMARY .....	3
3	REQUIREMENTS AND QUALIFYING CRITERIA .....	3
4	PROCESS/RULES.....	4
5	PARTNER VALUE PROPOSITION.....	5
6	ADDITIONAL RESOURCES AND CONTACTS.....	5
	APPENDIX A: GENERAL TERMS AND CONDITIONS.....	6
	APPENDIX B: PROMOTION CODES.....	8
	APPENDIX C: QUALIFYING MATERIAL CODES .....	9
	APPENDIX D: DOCUMENT REVISION HISTORY.....	11

## 1 Introduction and Overview

The **Devices A La Carte** package offers attractive discounts on handsets, video and other devices when purchased standalone. For a limited period only, Avaya is pleased to announce the Devices A La Carte **Jubilee** promotion offering higher discounts on select capex phones and devices to existing Avaya Aura and IP Office customers.



## 2 Discount Summary

The promotion offers the following incremental discounts:

Germany

DESCRIPTION	MPG	DISC	Comments
J1xx IP Phones	3P	20%	Select items only – See Appendix C
Avaya Vantage™	3P	15%	Select items only – See Appendix C
Avaya Vantage™	7P	10%	Select items only – See Appendix C
B Series Conference Phones	3P	20%	Select items only – See Appendix C
B109/199 Conference Phone	7P	10%	Select items only – See Appendix C
CU360	7P	18%	Select items only – See Appendix C
HC020, HC050 Cameras	7P	10%	Select items only – See Appendix C
Avaya Headsets (L1x9 series)	7P	10%	Select items only – See Appendix C
95xx Digital Phones	9P	20%	Select items only – See Appendix C
DECT	3P	20%	Select items only – See Appendix C
J100/K100 SERIES WRLS MOD	3P	15%	Select items only – See Appendix C

## 3 Requirements and Qualifying Criteria

The following requirements apply to this package:

1. Any mix and quantity of qualifying phones and devices can be included on the quote
2. Phones and devices ordered through this promotion must be deployed with the same

customer.

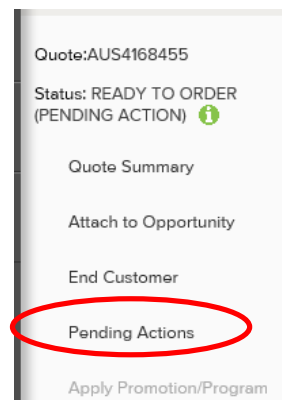
3. Only existing Avaya Aura and IP Office customers are eligible
4. Each quote requires an SFDC opportunity to be associated with it
5. Offer subject to phone and device availability, while stocks last. No phone or device substitutions are allowed.
6. This promotion is not combinable with other promotions

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## 4 Process/Rules

The Devices A LA Carte **Jubilee** promotion can only be executed via the A1S Automated Discounts module via the Avaya One Source tool and Channel Marketplace using the following process:

1. Create a new merchandize or configured quote at Avaya's One Source tool
2. Ensure that the quote is in Ready to Order status.
3. Process the quote through A1S Automated Discounts, applying the appropriate promotion code (list of promotion codes in Appendix B). Select "Apply Promotion/Program".
  - Once redirected to the A1S Automated Discounts page, enable the radio button for the Devices A LA Carte Jubilee promotion discount. Click Apply Selected. Your quote will now be in "Ready to Order (Pending Action)" status
  - Click on the "Pending Actions" link on the A1S Quote Center page to display all Pending Actions for the quote (there may be more than one e.g. SFDC opportunity and approval routing).
  - Then click on the 'Promotion Approval' Pending Action (*below*) which will take you to the Automated Discount Approval Request page.



Pending Action	Details	Status
Promotion Approval	The automated discount selected for this quote needs to be approved. Please complete the automated discount request form to obtain approval	PENDING

- Once redirected to the Automated Discount Approval Request page, add the following customer specific information in the Business Justification section:
    - a. End Customer Name
    - b. Summary of existing Avaya Aura and/or IP Office deployment details
- Save and Submit the Approval Request. The Request will be emailed to Avaya. Avaya will review your request and target approval/rejection within 2 business days.
4. An approval email will automatically be sent to the requestor once it is processed by the Approver.
- If approved, the quote will move to 'Ready to Order' status so the quote can be ordered as normal
  - If rejected the quote will also move to 'Ready to Order' status, but the promotion discount will be removed.
  - New quotes and quote modifications for this promotion can be made up to and including the end date as on the front page of this offer definition but will require approval

## 5 Partner Value Proposition

- Generate revenue from the latest Avaya phones and devices
- Win with competitive pricing, make good margin, no need for Special Bids
- Retain existing customers

## 6 Additional Resources and Contacts

### Devices A La Carte Promotion on Sales Portal

Please see <https://sales.avaya.com/en/general/ea-ixdevices>

### Product Information

Please see the Phones and Devices pages on the Avaya Sales and Partner Portal at <https://sales.avaya.com/en/product-category/devices-overview> or at Avaya.com

### Questions? Please Contact:

Your Avaya distributor, Channel Account Manager or email [emeapromotions@avaya.com](mailto:emeapromotions@avaya.com)

## Appendix A: General Terms and Conditions

1. The terms and conditions outlined herein will be in effect for the duration of this promotion (herein identified as the "Promotion").
2. The word "Partner" in these terms and conditions means the Avaya distributor or reseller that claims discounts under the Promotion. Partner must be authorized for each product line/service offerings and meet any additional requirements for reselling specific products/services. Partner is not automatically authorized for a product line /service by virtue of receiving this notice.
3. Breach of any of the terms and conditions within this document may result in Partner being de-authorized as an Avaya Authorized Partner. In addition, Avaya has the right, if it so determines, to claim damages from any Partner participating in this Promotion, in the sum of the difference between the price at which the Avaya products are sold pursuant to this Promotion, and the price which the Partner would have paid under normal circumstances, without the Promotion.
4. All sales made from this Promotion are fulfilled under the terms and conditions under which Partner has agreed to resell products and services. This Promotion does not alter or change the terms and conditions under which Partner has agreed to resell Avaya solutions unless otherwise specifically stated in this Promotion.
5. Avaya expressly disclaims any and all liability relating to the results of any of its marketing plans or promotions.
6. The Avaya account representatives have no authority to interpret or vary the terms of this Promotion.
7. Avaya reserves the sole right to interpret and establish the terms and conditions of this Promotion.
8. Partner must place a single Purchase Order on their distributor for all material codes included in the approved quote, upon which the promotional discount has been authorized. The distributor must execute product shipment, invoicing all claim details, including mandatory materials, with invoice dates that are on or before the promotion claim by date. Any invoice submitted, but not completed by the promotion claim by date, will be viewed as a non-compliant purchase order and should be rejected by the distributor. Distributor claims received after the last promotion claim by date reporting period will be rejected by Avaya.
9. When applicable to a specific promotion, all IP Office licenses must be ordered as a License Key within either the ADI or PLDS system. Use of Certificates is not allowed when receiving transactional preferential pricing (promotions, special bids, deal registration, etc.).
10. This Promotion may not be used in conjunction with any other Avaya promotion unless otherwise specified within the terms and conditions of this Promotion or another Avaya promotion.
11. All orders must be placed through Avaya's order management system or an authorized Distributor. Billing, shipment, and payment of equipment purchased under this Promotion follow standard Avaya procedures.
12. Information contained herein is confidential and proprietary information of Avaya and is provided for the internal use of Avaya and its authorized Partners. Except as specifically authorized in writing by Avaya, the Partner shall not alter any terms and conditions of this promotion. Any attempted

alteration shall be deemed null and void and of no force or effect. In no event shall Avaya be liable for any errors or omissions resulting from the information contained herein.

13. Partner's participation in this Promotion is Avaya partner's acceptance of the terms and conditions of this Promotion. In the event that Partner does not agree with any terms or conditions of this promotion, Partner may not participate in this program.
14. Both Avaya and the Partner agree that customer information, or any other sales-related information, provided under this Promotion is confidential and proprietary whether marked as such or not. Avaya agrees that it shall use such information solely for the purposes of this Promotion or for internal Avaya operation management.
15. It is Partner's responsibility to ensure all products purchased under this Promotion are resold to End Users within the Territory in which Partner is authorized by Avaya to resell Products. It is Partner's responsibility to ensure no Products sold under this Promotion are resold to unauthorized resellers and/or intermediaries. Breach of this condition shall be considered material.
16. Avaya reserves the right to audit all elements of the resale of the Avaya products purchased under this Promotion for validation that the Products have been resold to End Users within the Territory in which Partner is authorized by Avaya to resell Products and to ensure the Promotion requirements are adhered to. Avaya shall solely determine the documentation that Partner is required to provide in order to prove compliance with this requirement.
17. Orders to be installed as demonstration equipment, defined as hardware and software purchases for use in internal offices, demonstration centers, training facilities, technical labs, and other locations exhibiting Avaya products for customer viewing, do not qualify for this Promotion.
18. All system upgrades purchased under this Promotion require the Avaya partner to register the system with Avaya in accordance with the terms and conditions under which Avaya partner has agreed to resell Avaya products and services. Failure to do so within the specified time frame will result in the Avaya partner forfeiting any and all promotion incentives.
19. Avaya may confirm the location and installation of all Avaya products sold/licensed under this promotion.
20. All terms and conditions identified in the Reseller Sales Reporting Policy, the Distributor Sales Out Reporting Policy and the Avaya Back End Credit policy not specifically identified above, continue to apply to the sale of all Avaya products.
21. Effective with the launch of the Promotion Module on April 7, 2014, it is the Partner's responsibility to ensure that any promotional discount applied to a quote is approved in accordance with the specific terms outlined in the respective promotion offer documentation, for use in the installation location country of the customer. If a Partner applies a promotional discount to a sale outside of the defined and stated parameters posted in the promotion offer definition, the Partner may be liable for penalties described in these promotional terms and conditions.

*Terms last updated June 20, 2017*

## Appendix B: Promotion Codes

Code	Description
DEVACCJ-DE	Devices A La Carte Offer (Capex, Jubilee offer) - Germany (Approval Required)



## Appendix C: Qualifying Material Codes

Material Code	Description
700508892	AV B169 ANLG DECT WRLS CONF PHONE EU
700501530	AVAYA B159 ANLG CONF PHONE
700504740	AVAYA B179 SIP CONF PHONE POE ONLY
700503700	AVAYA B189 IP CONF PHONE
700513191	DECT 3730 HANDSET
700513192	DECT 3735 HANDSET
700514337	J100 EXP MOD 24B
700513916	J139 IP PHONE
700512394	J159 IP PHONE
700513634	J169 IP PHONE NO PWR SUPP
700513569	J179 IP PHONE NO PWR SUPP
700512396	J189 IP PHONE
700508195	9404 TELSET FOR CM/IE UpN ICON
700508196	9408 TELSET FOR CM/IE UpN ICON
700508197	9504 TELSET FOR IPO ICON
700504842	9508 TELSET FOR IPO ICON ONLY
700513892	AV IX CU360
700513898	AV IX CU360 OPTIONAL CBL KIT
700513907	AV VANTAGE K155
700513908	AV VANTAGE K155 W/O CAMERA
700513906	AV VANTAGE K165 DUAL PT W/O CAMERA
700513905	AV VANTAGE K175 DUAL PT W/CAMERA
700512402	J100/K100 SERIES WRLS MOD
700512399	VANTAGE CORDED HANDSET KIT
700512398	VANTAGE CRDLS HANDSET KIT
700514534	AV IX HC020
700514535	AV IX HC050
700514051	AV L119 HEADSET LEATHER RJ9 MONO
700514052	AV L129 HEADSET LEATHER QC MONO
700514053	AV L139 HEADSET LEATHER QC MONO
700514054	AV L149 HEADSET LEATHER QC STEREO
700514055	AV L159 HEADSET LEATHER USB STEREO
700514325	AV QC 3.5MM HDST CORD 1.2M STRA
700514324	AV QC RJ9 HDST CORD 1.2M STRA
700514326	AV QC USB MECH CMBX HDST CBL 1.2M
700514328	AV QC USB TC BT COMBX HDST CBL 1.2M
700514327	AV QC USB TC CMBX HDST CBL 1.2M
700514687	AV VANTAGE K155 W/CAM W/WRLS
700514685	AV VANTAGE K175 W/CAM W/WRLS

700514686	AV VANTAGE K175 W/O CAM W/WRLS
700514009	AVAYA B109 CONF PHONE
700514246	AVAYA B199
700514329	SPV CBL ACCESSORY
700515454	VANTAGE 3 CORDED HANDSET KIT

## Appendix D: Document Revision History

Version	Date	Section	Summary
1.0	17 November 2020	All	Initial version for launch