



Trade-In and Trade-Up Program Offer Definition

September 13, 2010

1. Overview

Working with Authentic Avaya customers and Avaya partners achieve three important selling benefits:

- Access to Avaya/NES certified refurbished equipment protected with a one year Warranty
- Ability to leverage a Trade In/Trade Up program enabling customers to receive credit for their existing equipment when purchasing new equipment – Select Avaya and other manufacturers' equipment eligible for trade-in. Purchase required to participate in this program.
- Usage of the Buy-Back program to benefit customers seeking monetary compensation for their obsolete and legacy equipment. Competitive equipment also considered for Buyback Bids—i.e. Avaya/NES, Cisco, Siemens and others. No purchase of Avaya equipment required to participate in the Buy-Back program.

This Offer Definition is specific to the Trade In/Trade Up program.

Details regarding Trade In/Trade Up or other programs available through Authentic Avaya are described at <http://portal.avaya.com/ptlWeb/spCP/CS2004126193256110045>

NEW ADDITION TO PROGRAM

EFFECTIVE SEPTEMBER 13, 2010

Customers/Avaya partners can now trade-in obsolete equipment and “trade-up” to Avaya BCM.

(Example: If the customer is trading in small business obsolete equipment they can now use the credit to invest in a new Avaya BCM solution.

Trade In/Trade Up

The Trade In/Trade Up program provides “trade in” credit on specific telephones and systems offered by Avaya/NES, CISCO, including Siemens and other manufacturers' equipment. The credit/rebate dollars applies towards the purchase of select new Avaya telephones and solutions.

Refer to the Avaya Trade In Trade Up Rebate Form located at: <http://portal.avaya.com/ptlWeb/spCP/CS2004126193256110045/C2008108164445789087/SN200639145418561061/SN2008108171342273035> for most current trade in values.

Value Propositions

Customer:

- Saves money by applying the value of the trade-in against a new investment in Avaya solutions.
- Reduces the customers' costs and potential liabilities associated with the disposal of obsolete endpoints and systems.
NOTE: Authentic Avaya arranges and pays for shipping costs of returned -- traded-in -- equipment.
- Provides customers with the ability to adhere to “Go Green” federal environmental standards.
- Reduces the barriers (by reducing initial investment costs) to technology migration, enabling customers to realize the full value and feature sets of Avaya's more strategic solutions and applications.

Direct Sales/Avaya partners

- Complimentary and competitive offer to improve yet reduce end-user investments.
- Improved margins for Avaya partners.
- Trade In Trade Up credits/rebates can be combined with other programs and promotions (product, solution, services and finance offers)
- Removes barriers to technology migrations for customers making Avaya partner offers more appealing.
- Affords the foundation to create up-sell opportunities for new applications.
- Avaya partners can negotiate the trade-in value with Authentic Avaya – prove customer is purchasing new – and either pass the savings to their customers or keep the funds in house for internal business purposes. (NOTE: In lieu of the Avaya partner initiating discussions with Authentic Avaya -- Customers may want to contact Authentic Avaya directly to negotiate trade-in values.)

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Trade In, Trade Up Program

- Turn legacy equipment into cash when customers purchase new Avaya IP equipment
- Like-for-like program (ex: return 5 phones get cash credit for 5 new Avaya IP phones)
- Avaya and all other manufacturers' equipment evaluated for eligibility
- Easy processing with only one-form
- Avaya coordinates logistics and pays for shipping of the equipment traded-in
- Client responsible for de-install and packing
- Checks issued net 60 days post inventory reconciliation
- Either customers or Avaya partners may contact Authentic Avaya directly
- Contact: 800-973-1608 TradeIn@avaya.com

Quick Notes:

Avaya customer calls Authentic Avaya with intent to purchase new Avaya equipment. They negotiate a return equipment value – contract with Authentic Avaya to return obsolete equipment with proof of the new Avaya equipment purchased. Customer receives a check when equipment is returned. As long as they purchased new, strategic product -- they can apply the cash towards their new system investment or they can apply the funds to other areas of their business.

Avaya partners can call Authentic Avaya directly on behalf of their customer. Negotiate a trade-in value – customer must purchase new equipment. Avaya partner can then negotiate with the customer the return value and either pass the “rebate” to their customers or keep the rebate dollars in-house for their personal business needs.

1. Availability

The Trade-In and Trade-Up program is available in the US and Canada through the Avaya direct channel and Avaya partner sales organizations. Program expansion planned for FY 2011.

2. Offer Description

Direct Channel: Avaya provides a trade-in credit or rebate allowance towards the purchase of select new IP telephones and telephony systems.

Avaya Partner channels: A rebate is issued to either the customer or the Avaya partner for returned phones/systems accompanied by a Distributor invoice for purchase of select new IP telephones, or systems.

Direct Channel Transactions:

A “trade in” allowance will be offered to the customer directly as a CREDIT – Applied to the customers’ account (SAP) after the purchase of the new phones or a system. The credit allowances are applied on a “one for one” basis.

Use of the Trade In Trade-Up program requires the return of the equipment.

Avaya partner

Participating Avaya partners or customers directly will receive a rebate check. The rebate allowance is applied on a “one for one” basis (i.e., return 100 phones – must invest in 100 new Avaya IP phones):

NOTE: Some partners may ask the customer to contact Authentic Avaya directly others will make contact with Authentic Avaya and negotiate the trade-in value. The originator of the request (Avaya partner or customer) will receive the check directly.

Rebate checks are provided to the Avaya partner or the customer directly. If the Avaya partner originates the request at their discretion they have the option to pass the trade-in allowance to the customer to reduce their overall investment costs or the Avaya partner may retain the trade-in value (cash). Inventory reconciliation is performed by Authentic Avaya and then the rebate is made available.

NOTE: (1) Please contact an Authentic Avaya specialist for special consideration – See References and Resources section below. (2) Transactions of 1,000 telsets require Avaya Executive approval. Trade-in credits/rebates are considered incremental and can be combined with other Avaya policies, programs and promotions unless otherwise stated.

3. Eligibility

Leased equipment is not eligible for this program. Trade-In equipment must be customer-owned. However Avaya

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Financial Services (AFS) can offer suggestions to help implement this program if the customers' equipment is currently financed/leased.

Endpoints must be complete units, and in working order. Handsets, bases, and applicable power supplies, cables, and charges should be included. Systems must be complete units, and in working order. Cabinets, processors, circuit packs, covers and applicable power supplies should be included.

Refer to the Avaya Trade In Trade Up Rebate Form located at: <http://portal.avaya.com/ptlWeb/spCP/CS2004126193256110045/C2008108164445789087/SN200639145418561061/SN2008108171342273035> for most current trade in values.

4. Offer Implementation Process (Direct)

Avaya sales associate must get the customers' signature and concurrence by signing the Trade-in Program Form. This document stipulates that products are customer-owned and are eligible. The entire form must be completed including:

- Installation location number and address,
- Billing account number
- SAP order # (for new purchase),
- Requests for de-installation, and/or removal of Avaya maintenance if applicable.
- A list of endpoints / systems for trade-in
 - New endpoints /systems purchased with associated quantities must be listed.
- Avaya Client Executive submits contract package/order, along with Trade-In Program Form to the Avaya Customer Care Center.
- Avaya Customer Care Center adds Trade-In program tracking code to the SAP order containing new purchase and uploads the order. Customer Care Center forwards the Trade-In Program Form to Authentic Avaya.
- Authentic Avaya arranges pick-up (and pays for shipping) of the trade-in equipment with Avaya Global Services and reconciles the inventory per the signed Trade-In Program Form.
- Authentic Avaya addresses discrepancies, if any, and verifies Trade-In credits to be applied per the inventory reconciliation.
- Upon the reconciliation of the inventory, Authentic Avaya (or Customer Care Center) will "complete" a "trade-in/credit" order which will automatically post the credit allowance to the customers' billing account number associated with the new equipment purchase.

5. Offer Implementation Process (Avaya Partners - Indirect)

Avaya partners must have the customer sign the Trade-In Program Form. Refer to the Avaya Trade In Trade Up Rebate Form located at: <http://portal.avaya.com/ptlWeb/spCP/CS2004126193256110045/C2008108164445789087/SN200639145418561061/SN2008108171342273035> for most current trade in values.

- This document stipulates that endpoints/systems are customer-owned and are eligible for trade-in. All lines must be completed including:
- Equipment location address,
- A list of endpoints / systems for trade-in and new endpoints /systems purchased with associated quantities must be listed.
- Avaya partner completes the Trade-In Rebate Request form, with all lines completed including:
 - Avaya partner Siebel link ID or Avaya HQ ID,
 - Distributor Purchase Order number (for new equipment purchased).
- Avaya partner places new equipment order with their Avaya Distributor per the current process.
- The Trade-In Rebate form is then submitted with a copy of the Distributor invoice associated with a new purchase. (All documentation must be within 60 days of Distributors' invoice date unless prior approval is gained from Authentic Avaya.)

Email, US Mail or fax the package to Authentic Avaya :

E-MAIL COMPLETED REBATE FORM, PROGRAM FORM AND DISTRIBUTOR INVOICE TO: Tradein@avaya.com

TO **FAX** : 720-475-3822

TO **MAIL**, SEND TO:

Avaya Inc.

Attention: Kelly Jones

3421 Claymore Drive

Plano, Texas 75075

- Authentic Avaya arranges the pick-up (and pays associated shipping costs) of the trade-in equipment working jointly with the Avaya partner or the customer and reconciles the inventory per the signed Trade-In Program Form.
- Authentic Avaya addresses any discrepancies with the Avaya partner or customer and verifies trade-in credits.
- Authentic Avaya approves a rebate check to the Avaya partner or the customer for trade-in credits per the inventory reconciliation.

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6. Eligible Products (Updated September 13, 2010)

- Refer to the Avaya Trade In Trade Up Rebate Form located at: http://portal.avaya.com/ptiWeb/spCP/_CS2004126193256110045/C2008108164445789087/SN200639145418561061/SN2008108171342273035 for most current trade in values and products eligible for this program.

The Authentic Avaya team makes final determination of eligible products and associated value. Avaya has the right to rescind, modify or change policy, promotions and programs at any time with reasonable notice.

Required “one to one” relationship between the number of systems/telephones traded-in and the number of new systems or telephones purchased.

7. References & Resources

General Manager	Rich DeFeo	(732) 852-3758	defeo@avaya.com
Customer Service & Order Management Group	Leigh Avara	(877) 972-6387	avara@avaya.com
Sales - NAR High Touch Accounts	Pat Muscari	(800) 800-0628	muscari@avaya.com
Sales - US North Channel Acct. Mgr.	Carlos Carrillo	(877) 220-4651	ccarrillo@avaya.com
Sales - US South Channel & Canada Acct. Mgr.	Steve Eustice	(866) 945-6301	Eustice@avaya.com
Certified Refurbished Equipment	Katie Henderson	(800) 220-4651	refurbsales@avaya.com
Trade In – Trade Up Program	Kelly Jones	(800) 973-1608	Tradeln@avaya.com
Buy Back Program	Katie Henderson	(800)371-1682	buybacks@avaya.com
Billing & Compensation	Cathy Moore	800-213-3203	catherinemoore@avaya.com

Customers can call the Authentic Avaya Order Management Group at (877) 972-6387

* Authentic Avaya programs are only available in the US and Canada at this time.

Program expansion planned for FY 2011.

- Avaya Financial Services** - www.ileaseavaya.com or 800-327-3333 or contactafs@afsleasing.com
- Debbie Brandt** - Programs & Promotions Manager at 908 953 6025 or debbiebrandt@avaya.com
- Authentic Avaya Offer Team** (Refer to the References and Resources section noted above)