



## AVAYA DATA SOLUTIONS TRADE-IN LITE PROMOTION

### *Promotion Brief*

*For Authorized Avaya Channel Partners in the U.S. & Canada Region*

### Trade In Via the Express Lane with Avaya Data Solutions

Avaya Data Solutions Trade-In Lite promotion provides a financial incentive for any customer – existing or new – to “trade in” their aging data infrastructure for Avaya’s solutions that will help them build more effective and efficient data networks.

With innovative technology and techniques, energy-efficient hardware and cutting-edge features, Avaya is able to offer a truly efficient Enterprise-class network—one that minimizes capital equipment and costs, optimizes all available resources and reduces operational burden and expense. In the past year alone, the portfolio has made several noteworthy accomplishments, including the introduction of:

- Pervasive 10GbE capacity in the Ethernet switching line
- Industry’s first Ethernet switches with Terabit stacking
- Integrated voice and data branch platforms
- Identity Engines portfolio for Network Access Control
- Truly unified voice and data management suite

### Promotion Details

Trade-In Lite offers the benefits of “trading in” legacy or competitive equipment without the hassle of delayed reimbursement and equipment disposal.

	Trade-In Lite Promotion
<b>Offer for Resellers</b>	15% off WPP <sup>1</sup> for resellers (VID <sup>2</sup> may be added)
<b>Target Customer</b>	Any customer – heritage Nortel/Avaya customers and prospective customers – whose data networks are due for a technology refresh or expansion
<b>Qualifying Products</b>	Selected products from the following product families: <ul style="list-style-type: none"><li>• Ethernet Routing Switch 8600</li><li>• Ethernet Routing Switch 4500/5000</li><li>• Secure Router 2330/4134</li><li>• Unified Communications Management</li></ul>
<b>Minimum Requirements</b>	• \$25K minimum purchase; cannot be combined with any other promotions
<b>Duration</b>	April 19, 2010 - September 30, 2010
<b>Process</b>	Strategic Business Authorization Process with trade-in verification

<sup>1</sup>Wholesale Purchase Price

<sup>2</sup>Volume Incentive Discount from Partner Advantage Program (heritage Nortel program)

## How to Take Advantage of These Great Opportunities?

The Strategic Business Authorization (SBA) process will be used to apply the Trade-In Lite discount up front and to provide a methodology for verification. For Heritage Nortel Partners: The SBA process and pricing manager contacts remain the same as they were prior to the Nortel acquisition. For Heritage Avaya Partners: Contact your local Avaya sales branch to assist with the SBA process.

The Strategic Business Authorization (SBA) process will be used to allow the Trade-In Lite discount to be given up front and to provide a methodology for verification. The SBA process and pricing manager contacts remain the same as they were prior to the acquisition. The promotion calls for a like-for-like trade-in (decommission of service) of legacy products, e.g. decommission one ES 325 for an upfront discount on one new ERS 4548GT. For legacy Avaya resellers, please contact your local Avaya sales branch to assist in processing the SBA-based promotion. Listed below is the process to take advantage of the discount:

Your Avaya Channel Account Manager will submit an SBA through the normal process, with the following additional steps.

1. In the justification notes section in the SBA tool, add the following:
  - a. A listing of eligible legacy Nortel Data 'trade-in products' and the respective quantities of each
  - b. The total discount to be applied from these products against the order
2. In the Special Circumstance field in the SBA tool, please select, "Data Trade-In Lite"
3. An email from the submitting Avaya sales representative to their regional pricing manager stating that the sales representative certifies that the customer:
  - a. Has the like-for-like products in their production network
  - b. Agrees to take the legacy products out of service

For other supporting promotion materials, please go to the [Avaya Data Solutions Global Sales Portal](#) or the legacy [Nortel Partner Information Center \(PIC\) Promotions site](#).

## Qualifying Trade-In Lite and New Products

Eligible Trade-In Products	Eligible New Products		
Legacy Edge Products	ERS 4500 Code Description	Code	
<ul style="list-style-type: none"> <li>• All BayStack Switches, e.g. 420, 450, 460, etc.</li> <li>• Ethernet Switch 325 &amp; 425</li> <li>• Ethernet Routing Switch 1600 Series &amp; 3510</li> <li>• All Cajun Edge Switches</li> <li>• Like-for-like competitive products</li> </ul>	Ethernet Routing Switch 4526FX	AL4500?01-E6*	
	Ethernet Routing Switch 4550T	AL4500?02-E6*	
	Ethernet Routing Switch 4526T	AL4500?03-E6*	
	Ethernet Routing Switch 4548GT	AL4500?04-E6*	
	Ethernet Routing Switch 4524GT	AL4500?05-E6*	
	Ethernet Routing Switch 4526GTX	AL4500?06-E6*	
	Ethernet Routing Switch 4550T-PWR	AL4500?12-E6*	
	Ethernet Routing Switch 4526T-PWR	AL4500?13-E6*	
	Ethernet Routing Switch 4548GT-PWR	AL4500?14-E6*	
	Ethernet Routing Switch 4524GT-PWR	AL4500?15-E6*	
	Ethernet Routing Switch 4526GTX-PWR	AL4500?16-E6*	
		ERS 5000 Code Description	Code
		Ethernet Routing Switch 5510-48T	AL1001?03-E5*
		Ethernet Routing Switch 5510-24T	AL1001?04-E5*
		Ethernet Routing Switch 5520-48T-PWR	AL1001?05-E5*
	Ethernet Routing Switch 5520-24T-PWR	AL1001?06-E5*	

	Ethernet Routing Switch 5530-24TFD	AL1001?07-E5*
	Ethernet Routing Switch 5698TFD-PWR	AL1001?11-E5*
	Ethernet Routing Switch 5698TFD	AL1001?12-E5*
	Ethernet Routing Switch 5650TD-PWR	AL1001?13-E5*
	Ethernet Routing Switch 5650TD	AL1001?14-E5*
	Ethernet Routing Switch 5632FD	AL1001?15-E5*
<b>Legacy Core Products</b>	<b>ERS 8600/8800 Code Description</b>	<b>Code</b>
<ul style="list-style-type: none"> <li>• Switch Fabrics: 8690/8691/8692</li> <li>• All pre-RS I/O cards</li> <li>• All Cajun core switches</li> <li>• Like-for-like competitive products</li> </ul>	ERS 8648GBRS	DS1404102-E6
	ERS 8648GTRS	DS1404110-E6
	ERS 8612XLRS	DS1404097-E6
	ERS 8634XGRS	DS1404109-E6
	ERS 8003R Chassis	DS1402011-E5
	ERS 8895SF	DS1404120-E5
	ERS 8692SF SuperMezz Upgrade	DS1411025-E5
<b>Legacy Branch Products</b>	<b>Secure Router 4134 Code Descriptions</b>	<b>Code</b>
<ul style="list-style-type: none"> <li>• All BayRS routers</li> <li>• All VPN routers</li> <li>• All Cajun routers</li> <li>• Like-for-like competitive products</li> </ul>	SR4134 Chassis Base System with dual AC non-PoE power supplies	SR0000?002E5*
	SR4134 Chassis Base System with no power supply or power cable	SR0002001E5
	SR4134 Chassis Base System with single AC PoE power supply	SR0002?002E5*
	SR4134 Chassis Base System with dual AC PoE power supplies	SR0002?003E5*
	SR4134 Chassis Base System with single AC non-PoE	SR0005?005E5*
	SR4134 FAN TRAY	SR0000004E5
	8-port T1/E1 Medium Interface Module	SR0000011E5
	1-port Channelized T3 Medium Interface Module	SR0000013E5
	1-port High Speed Serial Medium Interface Module	SR0000014E5
	24-port 10/100 Fast Ethernet Layer2/3 switch Medium Interface Module	SR0000015E5
	24-port 10/100 fast Ethernet Layer2/3 PoE switch Medium Interface Module	SR0000016E5
	10-port non-blocking 10/100/1000 Gigabit Ethernet Layer2/3 switch Medium Interface Module	SR0000017E5
	44-port 10/100/1000 Gigabit Ethernet Layer 2/3 switch	SR0000018E5
	SR 4134 Power Supply, 250W	SR0000021E5
	SR 4134 Power Supply, 660W	SR0000022E5
	SR4134 Power Supply, DC	SR0000023E5
	SR4134 High Performance IPsec VPN Encryption Module	SR0000024E5
	Unified Communication Mediation Services Medium Module for OCS	SR0000051E6
	1-port Clear Channel DS3 Medium Interface Module	SR2104018E5
	SR4134 Packetized Voice Module (PVM)	SR3704001E6
	SR4134 Server Module w/SCS 50 user license	SR4309001E6
	SR4134 Server Module w/SCS no user licenses	SR4304004E6
	<b>Secure Router 2330 Code Descriptions</b>	<b>Code</b>
	Secure Router 2330	SR0002?03E5*
	SR2330 IPsec VPN Encryption Module	SR0004055E6

	1-port ADSL2+ Annex A, Small Interface Module (SM) (Field Install)	SR0004060E6
	SR2330 Packetized Voice Interface Module (PVIM)	SR0004056E6
	<b>Secure Router 2330 / 4134 Interface Module Code Descriptions</b>	<b>Code</b>
	1-port T1/E1 Small Interface Module (SM)	SR0000005E5
	2-port T1/E1 Small Interface Module (SM)	SR0000006E5
	1-port Sync and Async Serial, Small Interface Module (SM)	SR0000007E5
	2-port Sync and Async Serial, Small Interface Module (SM)	SR0000008E5
	2-port ST-interface ISDN BRI Small Module	SR0000009E5
	2-port U-interface ISDN BRI Small Interface Module	SR0000010E5
	1-port ADSL2+ Annex A Module	SR0004060E6
	1-port ADSL2+ Annex B Module	SR0004061E6
	Secure Router Voice Interface card - 2 port FXO Field Installed	SR0000042E5
	Secure Router Voice Interface card - 4 port FXO Field Installed	SR0000044E5
	Secure Router Voice Interface card - 2 port FXS Field Installed	SR0000046E5
	Secure Router Voice Interface card - 4 port FXS Field Installed	SR0000048E5
	<b>Secure Router 2330 / 4134 Software Licences Code Descriptions</b>	<b>Code</b>
	SIP Survivability Mode License for up to 100 users (SR 2330 and 4134)	SR3716002
	SIP Survivability Mode License for up to 300 users (SR 4134 only)	SR3716006
	<b>Legacy Management Products</b>	<b>Unified Management Code Descriptions</b>
	<b>Code</b>	<b>Code</b>
<ul style="list-style-type: none"> <li>Enterprise Network Management System</li> <li>Like-for-like competitive products</li> </ul>	VPFM Base License - 500 network devices	AH3313109-2.0
	VPFM Incremental License - additional 2,000 network devices	AH3313111
	VPFM Enterprise License - Up to total 20,500 network devices	AH3313113
	IPFM Base License - 4 Nortel IPFIX enabled devices	AH3313149-2.0
	IPFM Incremental License - 1 additional Nortel IPFIX enabled device	AH3313150
	IPFM Enterprise License - 50 IPFIX enabled devices	AH3313151
	EPM Base License - 250 Nortel devices.	AH3313103-5.1
	EPM Incremental License - additional 1000 Nortel devices	AH3313105
	EPM Enterprise License - 10,250 Nortel devices	AH3313107
	NRM Base License - 250 Nortel devices.	AH3313096-2.1
	NRM Incremental License - additional 1000 Nortel devices	AH3313098
	NRM Enterprise License - 10,250 Nortel devices	AH3313100
	COM Complete	AH2735001-2.0
	COM Base - EDM Management	AH2735002-2.0

Note: “?” in product code values denote a wild card value for power cords, while a “\*” denotes a wild card value for possible “GS” notations

## Contacts for Additional Information

### For technical product, or configuration questions:

Contact your local Sales Engineering representative

### Theater Data Overlay Sales Team:

Contact your local Avaya Data Overlay Sales representative

### For promotion questions:

US – Shannon Graham [skgraham@avaya.com](mailto:skgraham@avaya.com)

Global – Jaime Weaver [weaver@avaya.com](mailto:weaver@avaya.com)

<p><b>About Avaya</b></p> <p>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: <a href="http://www.avaya.com">http://www.avaya.com</a>.</p>	 <p><b>AVAYA</b> INTELLIGENT COMMUNICATIONS</p> <p><a href="http://www.avaya.com">avaya.com</a></p>
--	--

### 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>.