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Partner Business Proposition

Avaya E129 SIP Deskphone

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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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Partner Business Proposition



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1 Executive Summary

This **Business Proposition Channel Enablement** document is the first of two pre-GA Foundation Documents intended for Channel Partner Product / Offer Managers, and Marketing and Sales personnel. It will provide the necessary information required to develop marketing and product integration plans for the Avaya E129 SIP Deskphone.

This document serves as a comprehensive guide for partner readiness. The information included here is designed to assist the reader with channel partner sales and marketing readiness for the new product. The second foundation document – Offer Definition - will be delivered approximately 60 to 90 days pre-GA and will provide the necessary information required to successfully introduce the product in a network environment. The Offer Definition is intended for Channel Partners, Distributor-Product Managers, Sales, Engineering, Order Management, Documentation and Training personnel.

Non-Disclosure

The Avaya non-disclosure processes will be followed for any documentation and information being released to the End Customer or any type of Channel Partner's personnel not covered by an Avaya channel partner contract prior to GA.

2 Market Analysis

The market for low cost SIP endpoints that support open standards based, generic SIP, represents a major market opportunity for Avaya. Today a large installed base of ageing Analog and Digital solutions that are ripe for replacement abound in the market. In this market segment solution price is a major consideration, and one of the reasons that these old systems have not yet upgraded. Telephone endpoints and license prices represent a significant portion of the replacement cost for these systems. Also, the majority of these installations do not require advanced features, or the expensive endpoints which are capable of supporting these features.

2.1 Current Market Situation

Low cost SIP endpoints have emerged in the competitive space to support replacement of ageing Analog and Digital systems. The critical time is now, to take advantage of this market transformation. The Avaya E129 SIP Deskphone provides a very price competitive solution that fits perfectly with use case of location based and light office use telephones.

2.1.1 Market Needs, Trends & Growth



The key value proposition is low priced, basic, open stands based SIP telephony. Avaya's Flagship 9600 Series phones provide a premium product that does not meet the low priced market needs of the ageing Analog / Digital replacement market, or the market for primarily location based phones where a phone is associated primarily with a place instead of an endpoint subscriber. For example, retail stores, warehouses, classrooms, and so on.

2.1.1.2 Market trends by vertical

The Avaya E129 SIP Deskphone is an effective endpoint choice across multiple verticals that require only basic generic telephony features. Environments such as schools, where a phone in a classroom is lightly used to make and receive calls is a use case that can be extended across other verticals with similar use cases. For example, business with a range of telephony needs from sophisticated office use, to basic use, can deploy the 9600 Series endpoints to the users that require them, and on the same system deploy the Avaya E129 SIP Deskphone to waiting rooms, lobbies, lunch rooms, and warehouse locations.

2.1.1.3 Market Growth

The market for SIP based telephony solutions is growing, evidenced by the increasing popularity of telephone endpoints such as the Avaya 9601 SIP Only Deskphone, and the number of SIP endpoint licenses that are sold. Avaya's mid-market solution, IP Office, does not support 9600 Series phones except in a Centralized Branch Solution, and can therefore benefit from the Avaya E129 SIP Deskphone for mid-market SIP solutions.

2.1.2 Competition

The competitive information provided in this document is based upon data that is available at the time this document is published. Competitive information can also be downloaded in the form of competitive briefs and reports from the Avaya [Competitive Analysis](#) website located on Avaya PartnerPortal. If you are using this document post-GA, please refer to this website for the latest information. NOTE: Access to this site is available to contracted Avaya Channel Partners only.

The competitive landscape includes all 3rd party vendors of generic basic SIP phones, of which there are many in the market. The competitive benefit that the Avaya E129 SIP Deskphone provides is that it has been fully qualified with the Avaya Aura and IP Office solution environment, with multiple enhancements made to support compatibility and improve system administration and management. The Avaya E129 SIP Deskphone also competes with Cisco's low priced SIP offer, the Cisco 3905, by offering a price competitive solution, and some additional benefits such as the larger screen, softkeys for improved feature use, and an RJ9 connection for headset use.

3 Solution Overview

The Avaya E129 SIP Deskphone Release 1.0 brings the phone to the market for the first time.



basic telephony solution, suitable for entry-level communications use.

The Avaya E129 SIP Deskphone is different from any other Avaya SIP phones because it supports a basic, generic SIP implementation only.

The essential features supported are the ones that most analog replacements need, such as Transfer, Forward, Mute, Ad-Hoc Conference, Hold.

The E129 does not support the rich set of SIP enabled telephony features that are a part of Avaya Aura Advanced SIP Telephony (AST). Customers that desire a phone similar to the E129, that supports Advanced SIP Telephony should consider the 9601 SIP Deskphone, or other more advanced phones in the 9600 Series.

The E129 is intended for simple use cases, where few features, aside from making and receiving calls, are needed. The most appropriate use case for the E129 is when a location based phone, rather than a user based phone, is required. For example: lobbies, waiting rooms, lunch areas, warehouses, classrooms, retail spaces where a phone is associated more with a particular space, than with a particular user. The E129 can also be used for basic office use, taking advantage of its headset port.

The E129 offers exceptionally good value because of its low price, and is ideal where the main purpose of the phone is basic voice communications. As an office communications device, it can be one of many useful communications tools for users that rely on making and receiving phone calls. Users that require more advanced features should consider the Avaya 9600 Series of IP Deskphones.

The Avaya E129 SIP Deskphone is not recommended for customers of Avaya Government Solutions. For more information, please refer to the security section further below in this document.

Key Features

The Avaya E129 SIP Deskphone offers entry-level communications capabilities only, making it ideally suited to the needs of basic voice communications. Key characteristics and features of the phone are:

- Single-line IP phone, with support for two concurrent calls with a 'flash' key
- Common features: Transfer, Forward, Mute, 3-Way-Ad-Hoc-Conference*
- Monochrome 128x40 pixel display (2 ¾" x 1"), with three rows, for calling party information, soft key labels, and status indicators.
- Three context sensitive soft keys
- Fixed hard buttons for Mute, Transfer, Conference, Flash, Voice-Mail, Speaker, Volume, and Directory
- Directory with up to 500 contacts, and Call History with up to 200 entries
- G.722 wideband audio, handset and headset (with wideband headsets)
- Full duplex speakerphone
- Wall-Mount and Desk-Mount stand.
- Headset port (RJ9 connector)
- Message Waiting Indicator
- Five Button Navigation Cluster, for easy manipulation.
- Dual Ethernet port operating at 10/100 Mbps speed.
- TLS and SRTP support
- Class 1 Power over Ethernet

- Support for optional (separately orderable) international AC power adapters

When to Choose Avaya E129 SIP Deskphone vs. 9600 Series

The choice of whether to buy the Avaya E129 SIP Deskphone, instead of an Avaya Flagship Series phone, such as the 9600 Series, depends on how important Advanced SIP Telephony features are vs. the price of the phone. Also, if an H.323 phone is required, the 9600 Series should be considered.

Unlike the Flagship Series of 9600 Series IP Deskphones the Avaya E129 SIP Deskphone:

- Offers just basic, generic, SIP
- Do not offer the ability for customer specific features to be added
- May have shorter commercial availability periods, i.e. 12 to 18 months, vs. multi-year.
- May have a shorter support period after end of sale.

Like the Flagship Series of 9600 Series IP Deskphones the Avaya E129 SIP Deskphone:

- Comes with a 1 year warranty on hardware
- Are supported by Avaya Services
- Work with the Avaya Aura® and Avaya IP Office™ Platforms

3.1 Positioning “Attack and Defend” Strategies

Defense against competitive attack:

- Does not support Advanced SIP Telephony features.
 - Is intended to be a basic low priced offer. Avaya has a portfolio of products that suit all levels of telephony feature needs.
- Does not have a roadmap for new features. Does not accept GRIPs.
 - Is intended to serve the needs of basic telephony use cases. Avaya has a portfolio of products that suit all levels of telephony feature needs.
- Does not have common firmware with other Avaya endpoints, making it harder to administer.
 - Works well with Avaya System Manager, and represents a new and distinct offer from Avaya.

Leveraging competitors' vulnerabilities:

- Provides more options and benefits than the Cisco 3905
 - Headset port
 - Softkeys
 - Larger display
- Benefits over 3rd party SIP endpoints
 - Works with the lower priced Avaya SIP Licenses
 - Basic IPT License with Avaya Aura
 - SIP Endpoint License with IP Office
 - Fully tested qualified with Avaya Aura and IP Office
 - Enhanced to improve compatibility and deployability with Avaya solutions.

4 Product Description

The Avaya E129 is a low priced, SIP Deskphone running an open, standards based, implementation of SIP that provides basic telephony features. It is ideal for replacing aging analog and digital phones, with an attractively priced basic telephony solution, suitable for entry-level communications use.

4.1 Product Portfolio Fit

The Avaya E129 SIP Deskphone fits in the new Avaya E100 Series of telephones that offer basic SIP telephony and unique values/features not available in other products in Avaya's portfolio of endpoints. In the case of the E129 the main value is the low price of the phone, and it's use of low priced SIP licenses. While the 9600 Series provides full Advanced SIP Telephony (Avaya Aura SIP AST), and H.323 support, the E129 provides a few essential features, and is SIP only. Compared to the Avaya 1600 Series IP Deskphones, the E129 provides SIP which the 1600 Series does not offer.

4.2 Avaya Portfolio Fit

In terms of fit with Avaya solutions, the E129 is supported with both Avaya Aura and IP Office. The E129 is not supported with the Avaya CS 1000.

5 Value Proposition

The Avaya E129 SIP Deskphone provides low price and basic open standards based SIP telephony features. It benefits customers that require a low priced SIP telephone for location based use, light office use, or to replace ageing Analog and Digital systems. It provides business partners with an Avaya product that suit the customer needs, instead of a sea of 3rd party generic SIP products, with untested compatibility. It provides business partners the opportunity to sell a full Avaya end-to-end solution.

5.1 Customer Value

Customers want a full Avaya solution, instead of a cobbled together solution with Avaya at the core, and 3rd party endpoints. The Avaya E129 SIP Deskphones lets customers purchase a very price competitive Avaya phone when solution price is a key determining factor in moving forward. It provides the customer with the confidence of a fully qualified Avaya solution.

5.2 Partner Business Proposition



customer needs for low price and basic SIP telephony. When price is the determining factor, and only basic SIP features are required, instead of a customer opting for a 3rd party endpoint, or a competitors solution, the E129 offers a full Avaya solution that has been thoroughly compatibility tested and is fully supported by Avaya. With the E129 in Avaya's portfolio there is no need to sell customers a 3rd party endpoint, or a competitors overall solution, because the E129 breaks down the price barrier and offers excellent value, such as the headset port, not available on the Cisco 3905, for example.

6 Channel Partner Financial Analysis Profile

6.1 Partner Business Proposition -Financial Profile

Partners that already sell Avaya Deskphone solutions can easily integrate the Avaya E129 SIP Deskphone into their plans. There are no additional certifications or accreditations required to sell the E129.

6.2 Pricing Strategy

The Avaya E129 SIP Deskphone is competitively priced at \$69 APL, with an Material Price Group of 7P. The expected street price is \$55-\$60.

6.3 Investment Options

Partners that already sell Avaya Deskphone solutions can easily integrate the Avaya E129 SIP Deskphone into their plans. There are no additional certifications or accreditations required to sell the E129.

7 Partner & Distributor Readiness Plan / Delivery Schedule

The Avaya E129 SIP Deskphone is planned for GA release April 7, 2014.

8 Services

No unique service offers are planned for the Avaya E129 SIP Deskphone.

9 Partner Go-to-Market Approach Recommendations

The Avaya E129 SIP Deskphone will be supported by Avaya's key sales tools, ASD Configurator, EZ Quote, and Catalog. The sales strategy for the E129 is to attack ageing Analog and Digital system

Avaya SIP licenses, such as the Basic IPT License for Avaya Aura. With IP Office sales, the objective is to take advantage of the trend to SIP based solution by offering the E129.

9.1 Configuration Tools

The Avaya E129 SIP Deskphone will be supported by Avaya's key sales tools, ASD Configurator, EZ Quote, and Catalog

9.2 Sales Strategy

The sales strategy for the E129 is to attack ageing Analog and Digital system installations, and offer them attractive upgrade packages including the low priced E129 and low priced Avaya SIP licenses, such as the Basic IPT License for Avaya Aura. With IP Office sales, the objective is to take advantage of the trend to SIP based solution by offering the E129.

9.2.1 Unique Selling Proposition

The unique selling strengths of the E129 are

- 1) Low priced phone
- 2) Low priced Avaya SIP licenses
- 3) Basic, open standards based SIP feature set – essential features only. NO Avaya Aura SIP AST (Advanced SIP Telephony)

9.2.2 Business and Technical Considerations

The choice of whether to buy the Avaya E129 SIP Deskphone, instead of an Avaya Flagship Series phone, such as the 9600 Series, depends on how important Advanced SIP Telephony features are vs. the price of the phone. Also, if an H.323 phone is required, the 9600 Series should be considered.

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10.1 Competency Development Strategy / Training Plan

Material supporting Go-to-Market such as Fact Sheets, Offer Definition, Power Point Slides, will be available from Avaya on the Avaya Sales Portal, starting April 1, 2014.

10.1 Competency Development Strategy / Training Plan

No additional certifications or accreditations are required to sell the Avaya E129 SIP Deskphone.

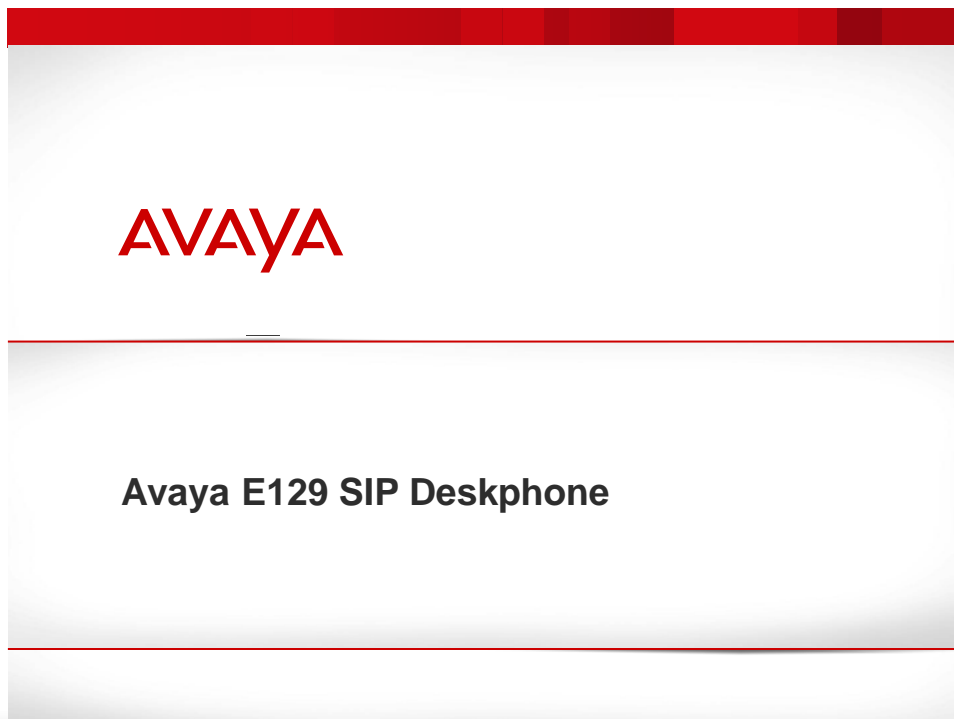
10.2 Marketing and Sales Strategy

At the launch of the Avaya E129 SIP Deskphone, no additional promotions, or special offers are planned. The E129 can be co-marketed with the Basic IPT License for Avaya Aura systems. This license is a low priced basic SIP telephony license, at \$40, per license, when purchased with 20% overall Avaya Aura Suite licenses.

10.3 Service/Support Strategy

No unique service offers are planned for the Avaya E129 SIP Deskphone

11 Partner Product Overview Presentation



12 Conclusion

The Avaya E129 SIP Deskphone provides business partners with an Avaya product that suit the customer needs for low price and basic SIP telephony. When price is the determining factor, and only basic SIP features are required, instead of a customer opting for a 3rd party endpoint, or a competitors solution, the E129 offers a full Avaya solution that has been thoroughly compatibility tested and is fully supported by Avaya. With the E129 in Avaya's portfolio there is no need to sell customers a 3rd party endpoint, or a competitors overall solution, because the E129 breaks down the price barrier and offers excellent value.