

# Get onboard

A guide for new partners getting started  
with Avaya Cloud Office

AVAYA CLOUD OFFICE™  
by RingCentral®

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by RingCentral®

Westcon  Comstor

## Make your move into UCaaS today.

Your customers have a lot on their plates with having to drive revenue, delight their customers and ensure their people are productive. Keeping all these plates spinning is challenging enough without the headaches of poor communications.

The Avaya Cloud Office by Ring Central UCaaS solution can fundamentally enhance the way your customers communicate across all parts of their business by simplifying the way they call, chat, meet and collaborate into the cloud.

### Don't miss out

Grow your business and generate incremental revenue by unlocking the UCaaS opportunity with Avaya and Westcon. It's easier than you think as you don't need any UC experience to sell Avaya Cloud Office.

# 21%

The UCaaS market is predicted to grow 21% by 2022 (Wainhouse Research)

# 35 days

Average UCaaS sales cycle Vs an average of 12 months for a PBX based solution to a large enterprise.

"These figures were recorded prior to the COVID-19 pandemic which has only increased remote UC adoption."

# 19%

Between 2017 and 2023, the UK cloud market for companies with 30-500 employees is forecast to grow at a CAGR of 19%\*

# 5 Million

The UK telecoms market will add 5M cloud licenses between 2017 and 2023\*

# 35%

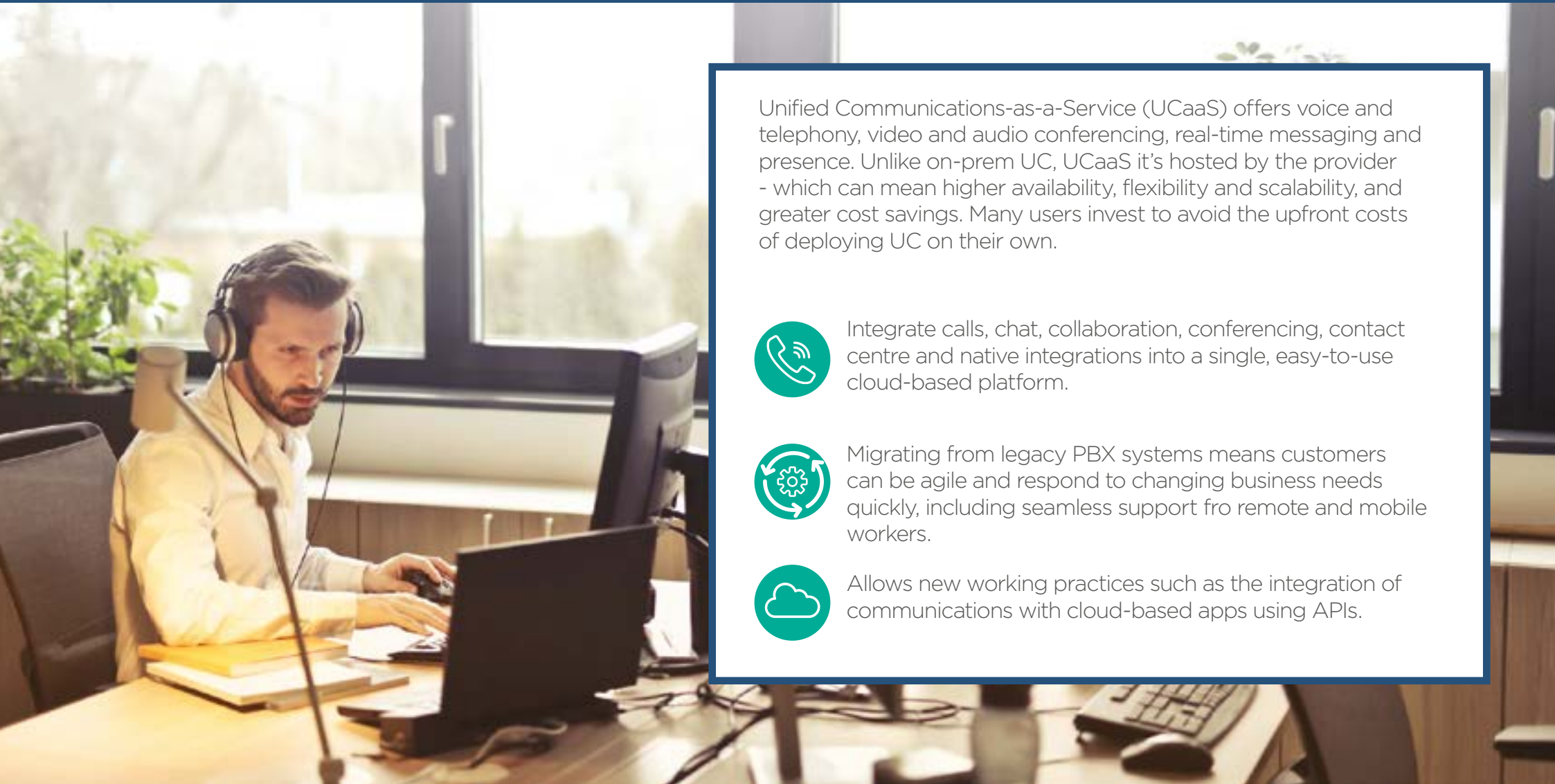
The share of the UK marketing for on-premise PBX platforms market will drop from 60% in 2017 to 35% by 2023\*

\* MZA 'The Global Telecommunications Market' Migration to the Cloud & Cloud Go To Market

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# UCaaS brings communications into the 21st Century



Unified Communications-as-a-Service (UCaaS) offers voice and telephony, video and audio conferencing, real-time messaging and presence. Unlike on-prem UC, UCaaS it's hosted by the provider - which can mean higher availability, flexibility and scalability, and greater cost savings. Many users invest to avoid the upfront costs of deploying UC on their own.



Integrate calls, chat, collaboration, conferencing, contact centre and native integrations into a single, easy-to-use cloud-based platform.



Migrating from legacy PBX systems means customers can be agile and respond to changing business needs quickly, including seamless support for remote and mobile workers.



Allows new working practices such as the integration of communications with cloud-based apps using APIs.

# What's in it for you?

## Training to help you sell

We'll train your sales teams to identify opportunities and position Avaya Cloud Office by Ring Central with your customers. You can really get started immediately without needing extensive technical training or certifications.

## Proactive and comprehensive support

We support you from initial engagement throughout the customer sales cycle with quotes, demos and client meetings. Stay hands-on during the sales cycle or let us put our trusted sales process to work for you. The best part? You keep your full commission, regardless of your involvement level, from quote to cash to renewal. Support for qualified opportunities is provided every time.



## Sell a proven solution

Avaya is the UC global leader with a 100M+ installed base and over 90% Fortune 100 customers. Ring Central is the UCaaS market leader with over 2 million users worldwide. Westcon has over 30 years of experience in UC, has been awarded Avaya's Distributor of the Year over the last 10 years and is the only Avaya Master Agent that can provide value add services. Together we have the experience and expertise you need to build your UCaaS business.

## No investment and a quick start

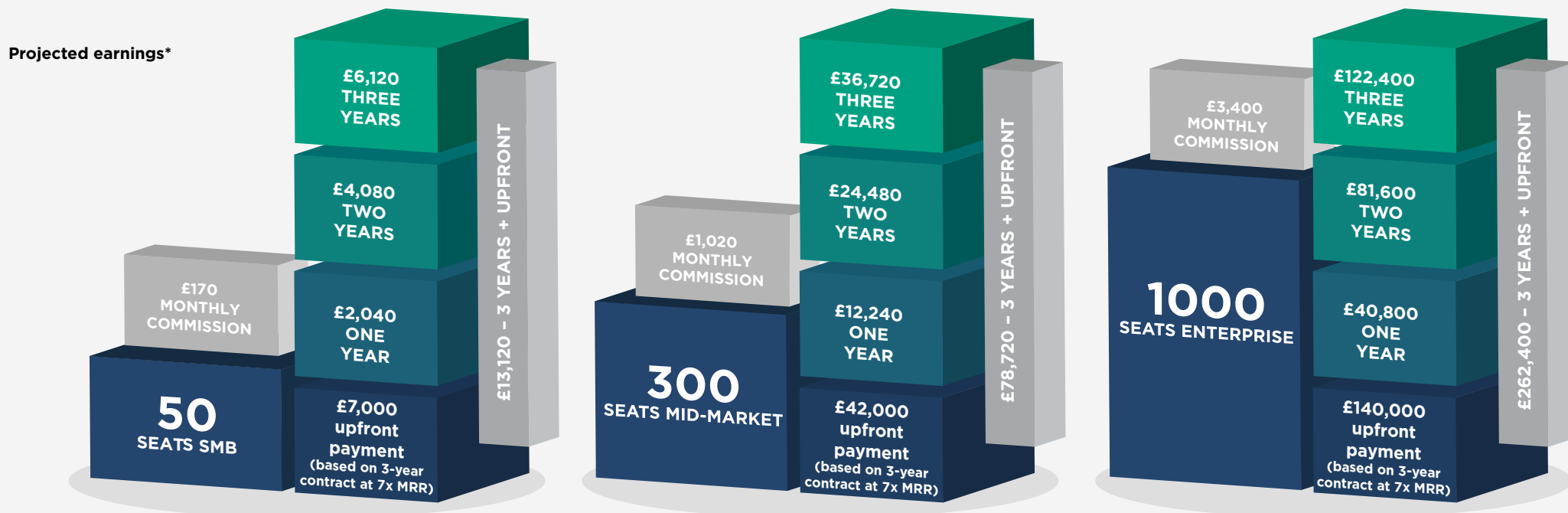
Capitalise on the fast-growing UCaaS opportunity without the need to invest in your own cloud infrastructure, in technical resources, support desk or operational systems.

## Significant profit potential

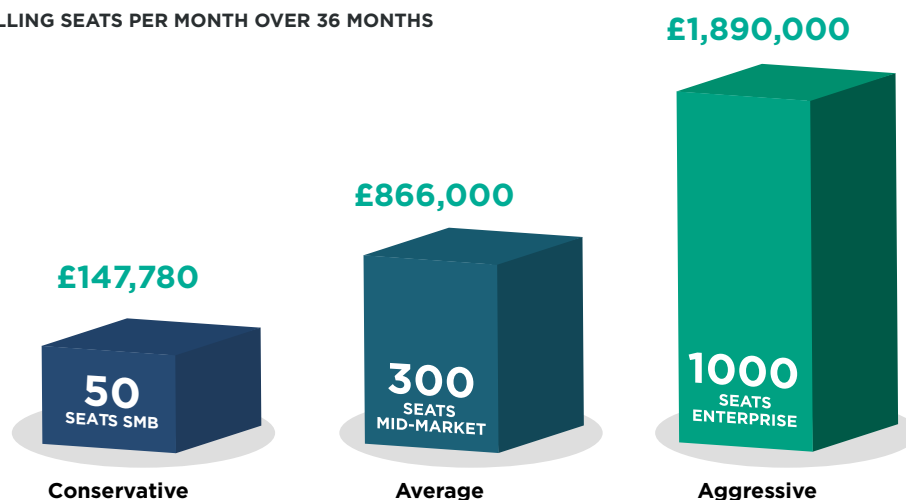
For example in the mid-market selling 300 seats a month could generate a £54,720 in total commission over a 36-month contract. Grow your bottom line by increasing client numbers and we'll help you upsell throughout a customer's lifetime. It means more profit now – and more profit in the future by building recurring revenue.



# Opportunity for Profit as an Avaya Cloud Office Partner



## SELLING SEATS PER MONTH OVER 36 MONTHS



\*commercial examples are based on the following criteria:  
 £20 per user per month  
 x3 upfront payment

# Accelerate your sales with our support

We provide you with the below sales and marketing assistance to enable you to generate as much pipeline and incremental revenue as possible with your new and existing customers.

## Sales Support



Avaya Cloud Office sales enablement training



Floor days to support outbound call activity



End user engagement support; demonstrations, meetings



Complementary technology support to drive incremental margin

## Marketing Support



Website, collateral and go-to-market



Campaign and lead generation



Events and PR



Marketing as a Service

# Your fast track to success - six easy steps



[Contact us here](#)

[Find out more here](#)

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# Avaya Cloud Office

Powerful UC-as-a-Service solutions for your customers

**In short: ACO combines the advantages of a modern cloud service with the advanced features of a modern UCC platform.**

Avaya Cloud Office (ACO) is an innovative, cloud-based UC-as-a-Service solution that combines the advantages of a modern UCC platform with intuitive mobile or desktop clients. The user-friendly multi-tenant solution opens the door to cloud business, helping you to expand and enhance your UCC business without additional investment.

## What is Avaya Cloud Office?

ACO is a fully cloud-based communications solution for business customers, delivering powerful enterprise-grade voice, video, messaging, meeting, conferencing, and collaboration features.

It provides all of your customers' employees with a flexible and innovative communications environment – in the office, at home or on the road.

Hosted, deployed and managed in the cloud, it is invoiced on fixed monthly rates. Neither you nor your customers have to invest in dedicated hardware (other than devices), or maintain in-house expertise. And you will always benefit from an up-to-date, reliable and secure solution with automated upgrades and functionality.



**All-in-one solution:** seamless messaging, video and phone integration, without dedicated on-premises equipment



**Customisable setup:** easy integration of internal, external, and mobile users and locations with a flexible web-based console for the configuration of moves, adds and changes



**Advanced collaboration and presence management:** flexible audio and video conferencing and convenient sharing tools on any device



**Economic and future-proof:** attractive pay-as-you-need model with monthly rates transforms CAPEX into OPEX and guarantees flexibility and scalability

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# Avaya Cloud Office

Powerful UC-as-a-Service solutions for your customers

## What's in it for you and your customers?

As an agent, you know that the channel's future is cloud. Customers are increasingly reluctant to invest in dedicated on-premises equipment or train employees in new, complex technologies.

ACO ports Avaya's market-leading UCC technology into a contemporary cloud platform that offers a broad feature-set, excellent service quality and ease of use. It's delivered via a master agent model, so you don't have to worry about operating, maintaining or securing the platform. You can be sure that your customers are communicating via an up-to-date, secure and compliant solution.

Usability doesn't come at the expense of transparency: ACO provides a broad set of powerful analytics and monitoring tools that make it easy to keep an eye on KPIs and customise them as needed.

You will generate predictable recurring revenues, establish long term connections with your customers, and expand your business without having to build up internal expertise.

## Get started with ACO today

1. Register on our ACO landing page
2. Get two free licenses as part of our demo programme
3. Contact our sales experts to discuss your specific projects

## How Westcon supports you as the Master Agent



Westcon takes on the role of the master agent. We manage the operation and the deployment of your solution and customise the platform according to your needs.



Westcon has a strong global presence and is on hand to help you manage international projects - from the roll out of your solution to consolidated invoicing worldwide.



We are one of the world's leading distributors for UCC, security and networking, and maintain our own cloud platform, optimised to meet channel partner demands. This puts us in an excellent position to support all phases of your ACO projects.



We have been working with Avaya for many years and know their portfolio and their partner landscape inside out. We will help you develop your business, and know where to look for cross-selling and upselling opportunities.



Our professional services offers a broad portfolio of commissioning and configuration services for ACO devices and we will deliver pre-configured plug-and-play devices to your customers.

## Have a question?



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