Agenda

▸ 10:30 Welcome

▸ Avaya Cloud Opportunities – Andy Corder

▸ 11:30 Westcon/Simply Magic Cloud Service Launch – Steve Fogel

▸ 12:00 Why Westcon? – Ezio Giancristofaro

▸ 12:30 Lunch & Networking

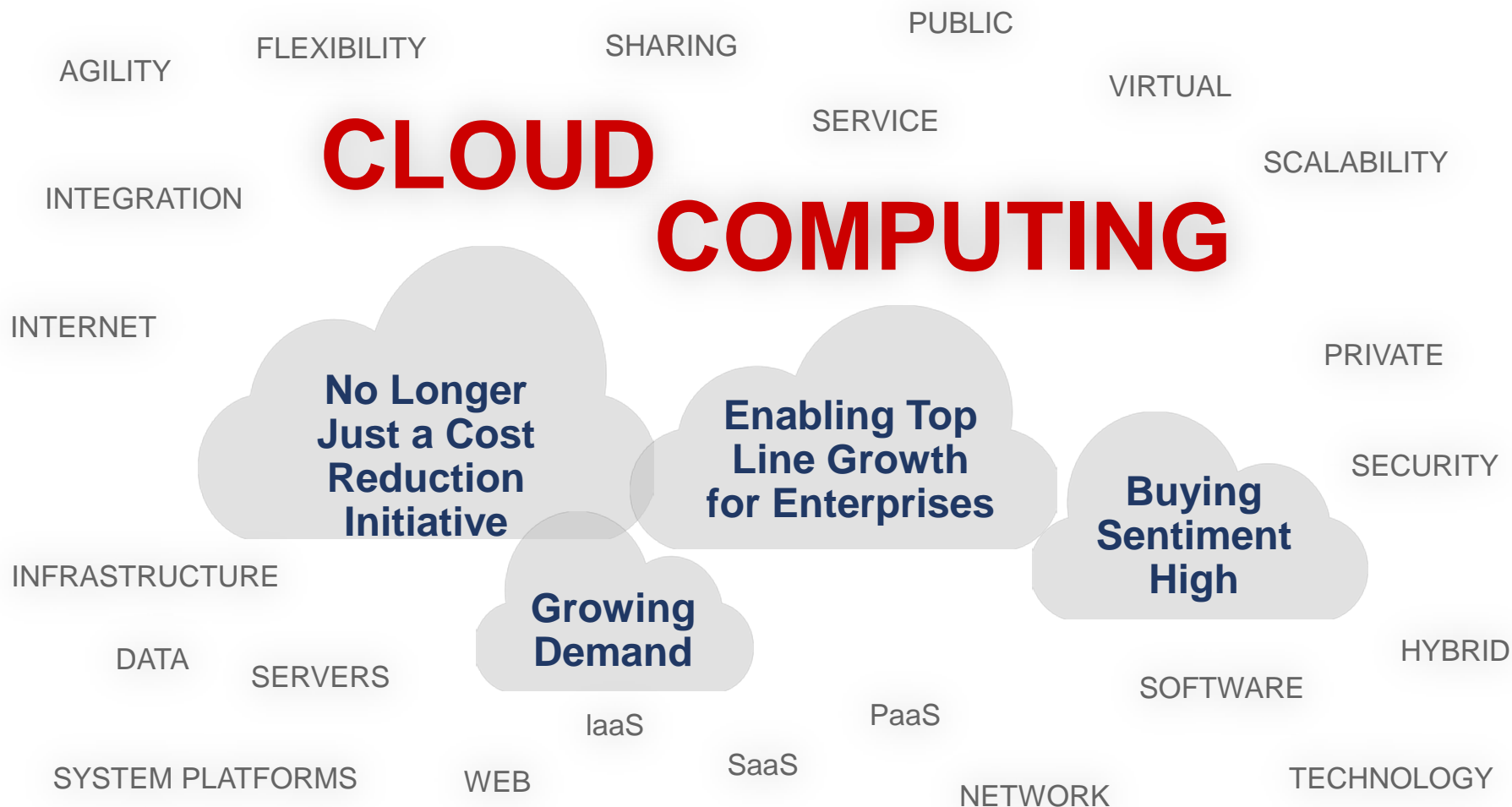Avaya Cloud Opportunities
and
Westcon / Simply Magic Cloud Service Launch

Agenda

▸ Welcome

▸ Avaya Cloud and Canadian Market Opportunity

▸ Westcon / Simply Magic Cloud Service Launch

▸ Wrap up

38%
Growth in Enterprise spend on Cloud in **2014**

65%
Enterprises now using **Cloud**

80%
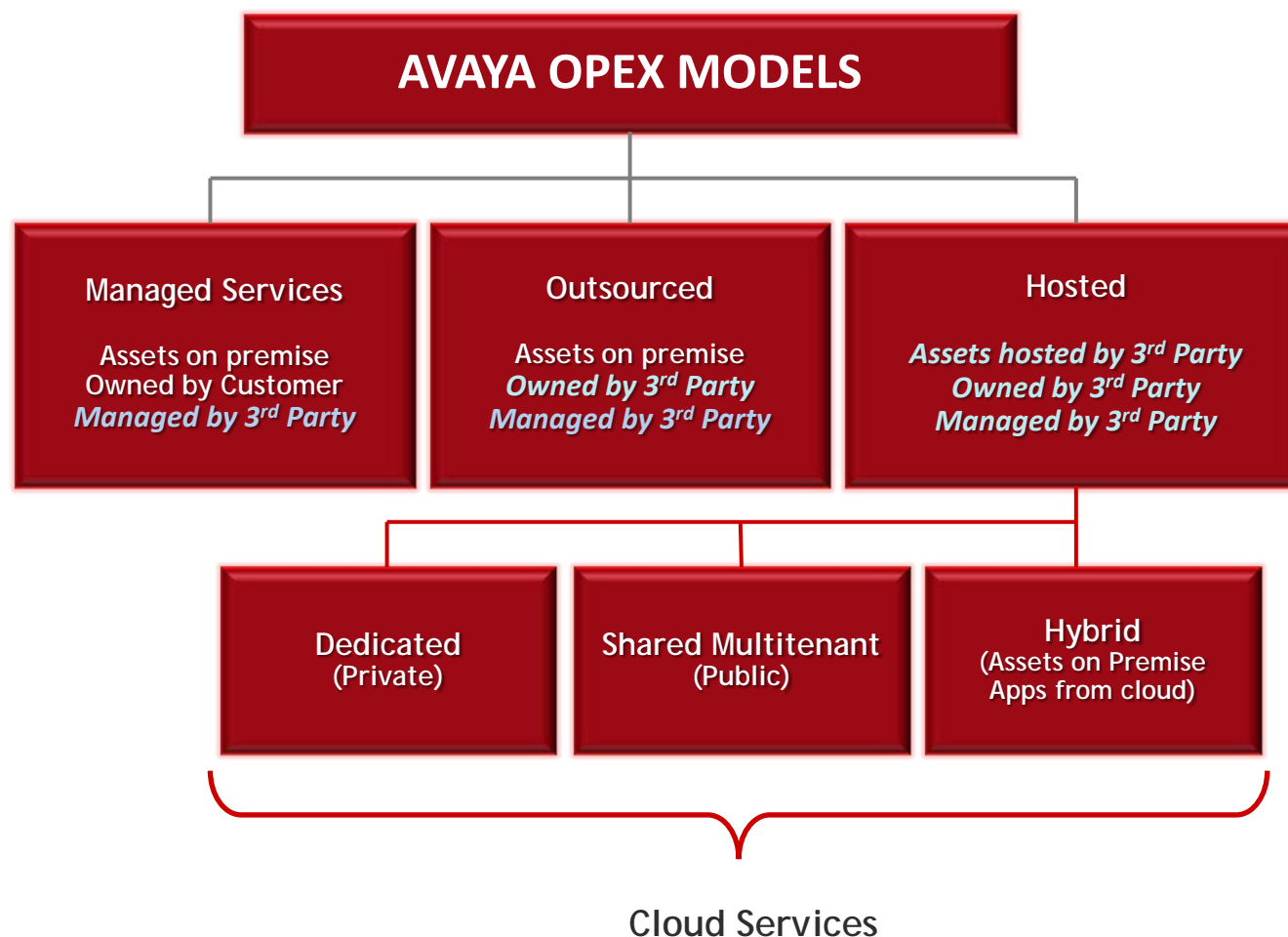Cloud spend is managed by IT
Over half directly by the CIO

What is Cloud to Your Customers?

71%
of businesses expect to have external-facing production applications in the cloud by **2017**

Cloud Terminology
Public vs. Private vs. Hybrid Cloud

Public	**Private / Dedicated**	**Hybrid**

Public

▸ Multi-Tenant – more than a single customer uses a shared platform

▸ Fewer Customization options

▸ Software upgrades across all tenants at same time

▸ 100% hosted in Cloud

▸ Lower cost/price and usually lower features

Private / Dedicated

▸ Built specifically for one customer

▸ Total flexibility in the design

▸ On or off premise options

▸ Mitigates
  – security or shared tenant issues
  – Compliancy
  – Integration
  – Software Upgrade Impacts

Hybrid
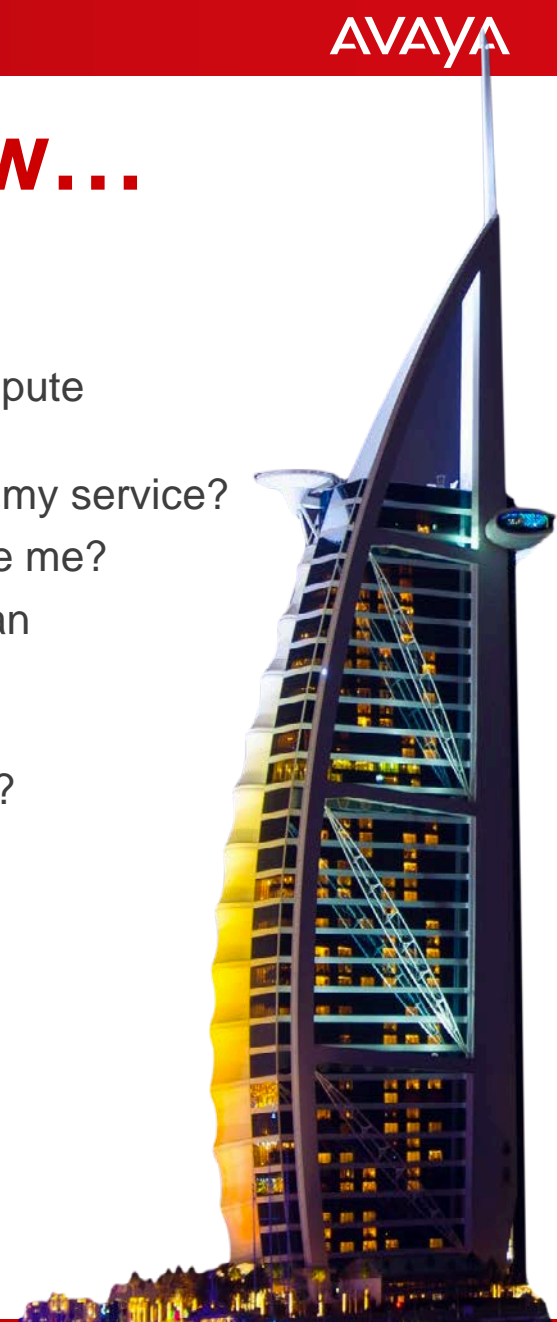
▸ Augments / leverages existing premise based solutions with a cloud overlay
  – Ie Applications such as Contact Center

▸ Provides a migration path to cloud from premise based

▸ Provides flexibility in deployment
  – TDM and IP
  – Redundancy
  – Survivability

CUSTOMIZED, FLEXIBLE, FINANCIAL MODELS TO MEET THE NEEDS OF YOUR BUSINESS

That was then… This is now…

That was then…

- On-Prem.
- Is it in stock?
- When can you install?
- How much does it cost?
- How long will it take to come fix it, if it breaks?
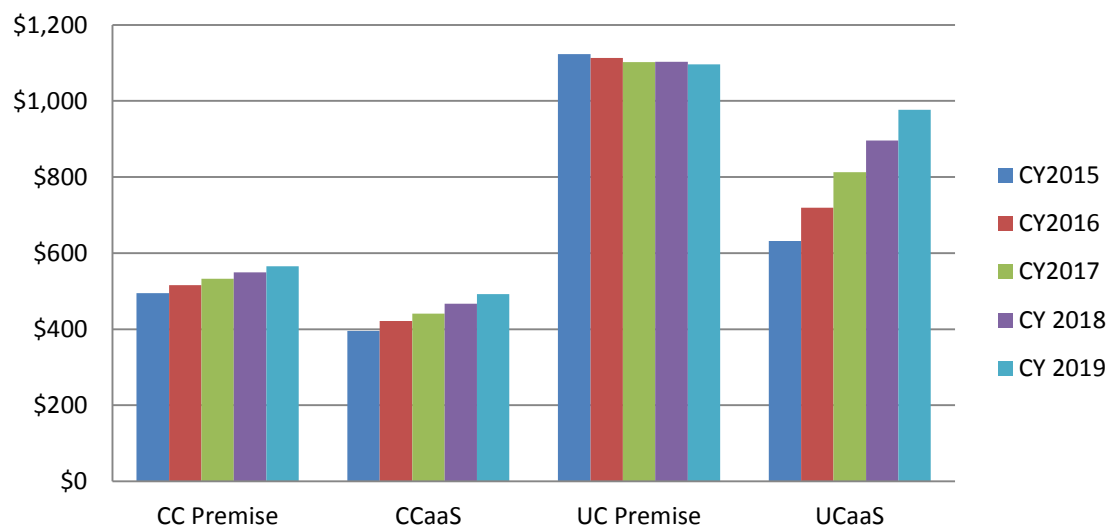- Is it secure?

This is now…

- Cloud
- Do I have enough compute and storage?
- When can you turn on my service?
- How much does it save me?
- What kind of uptime can you guarantee?
- Is it secure?
- What features do I get?
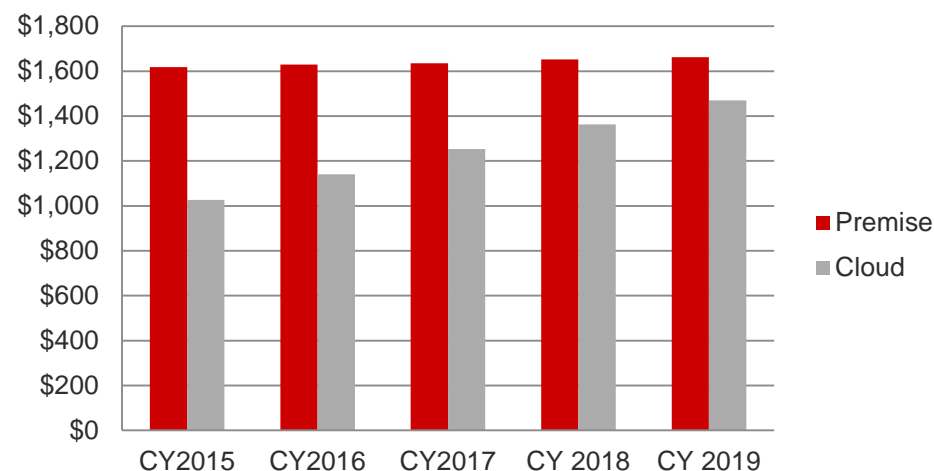
Canadian Market Opportunity

UC/CC Market Opportunity

Chart legend: CY2015, CY2016, CY2017, CY 2018, CY 2019. Categories: CC Premise, CCaaS, UC Premise, UCaaS. Y-axis from $0 to $1,200.

2019 UC/CC opportunity $3.1B

Premise/Cloud Opportunity

Chart legend: Premise, Cloud. Categories: CY2015, CY2016, CY2017, CY 2018, CY 2019. Y-axis from $0 to $1,800.

10

Canadian Cloud Market Opportunity

2019
UC/CCaaS opportunity
$1.5B

CCaaS Opportunity

	CY2015	CY2016	CY2017	CY 2018	CY 2019

Legend:
- CCaaS Over 999 (green)
- CCaaS 100 to 999 (red)
- CCaaS Under 100 (blue)

Y-axis: $0, $100, $200, $300, $400, $500, $600

UCaaS Opportunity

	CY2015	CY2016	CY2017	CY 2018	CY 2019

Legend:
- UCaaS Over 999 (green)
- UCaaS 100 to 999 (red)
- UCaaS Under 100 (blue)

Y-axis: $0, $200, $400, $600, $800, $1,000, $1,200

11
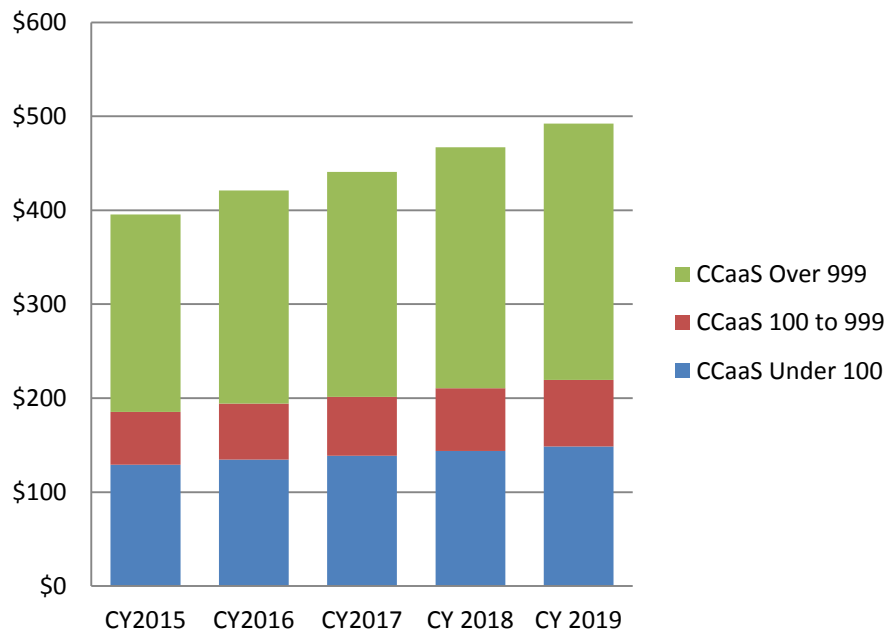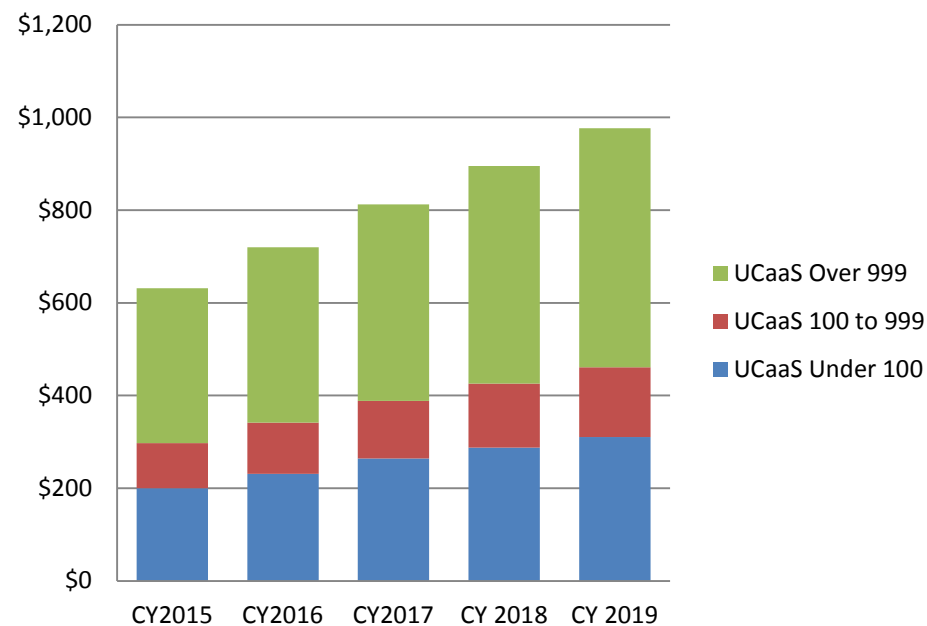
Canadian Cloud Market Opportunity

CCaaS

	2015	2016	2017	2018	2019
Under 5	$8	$8	$8	$8	$9
5 to 9	$15	$16	$16	$17	$18
10 to 19	$26	$27	$28	$29	$30
20 to 49	$44	$46	$47	$49	$50
50 to 99	$36	$38	$39	$40	$42
100 to 249	$21	$23	$24	$26	$27
250 to 499	$15	$15	$16	$17	$18
500 to 999	$20	$22	$23	$24	$25
1000 to 1999	$18	$19	$20	$22	$23
2000 to 4999	$22	$24	$26	$27	$29
5000 to 19999	$99	$108	$114	$123	$131
20000+	$71	$75	$79	$84	$90
TOTAL	$395	$421	$441	$467	$492

UCaaS

	2015	2016	2017	2018	2019
Under 5	$11	$13	$15	$16	$17
5 to 9	$22	$25	$29	$32	$34
10 to 19	$43	$49	$56	$61	$66
20 to 49	$68	$79	$91	$99	$107
50 to 99	$56	$64	$74	$80	$87
100 to 249	$37	$42	$48	$53	$58
250 to 499	$26	$29	$33	$36	$39
500 to 999	$35	$40	$44	$49	$53
1000 to 1999	$30	$34	$38	$42	$47
2000 to 4999	$37	$42	$47	$52	$57
5000 to 19999	$151	$173	$195	$217	$238
20000+	$116	$129	$144	$159	$174
TOTAL	$632	$720	$813	$896	$977

CCaaS chart — Private / Aura / IP Office Hosted, Hybrid, Premise (2015, 2016, 2017, 2018, 2019)

UCaaS chart — Private / Aura / IP Office Hosted, Hybrid, Premise (2015, 2016, 2017, 2018, 2019)
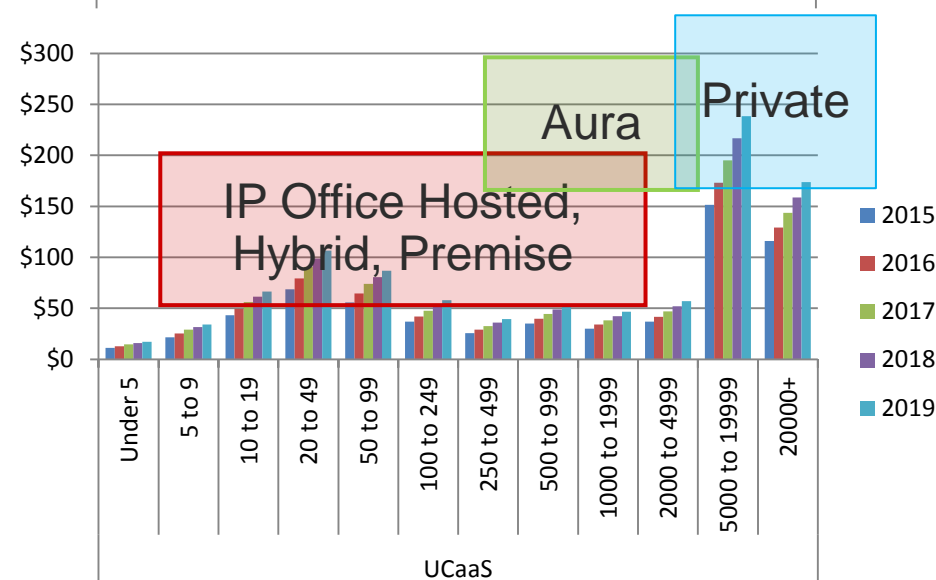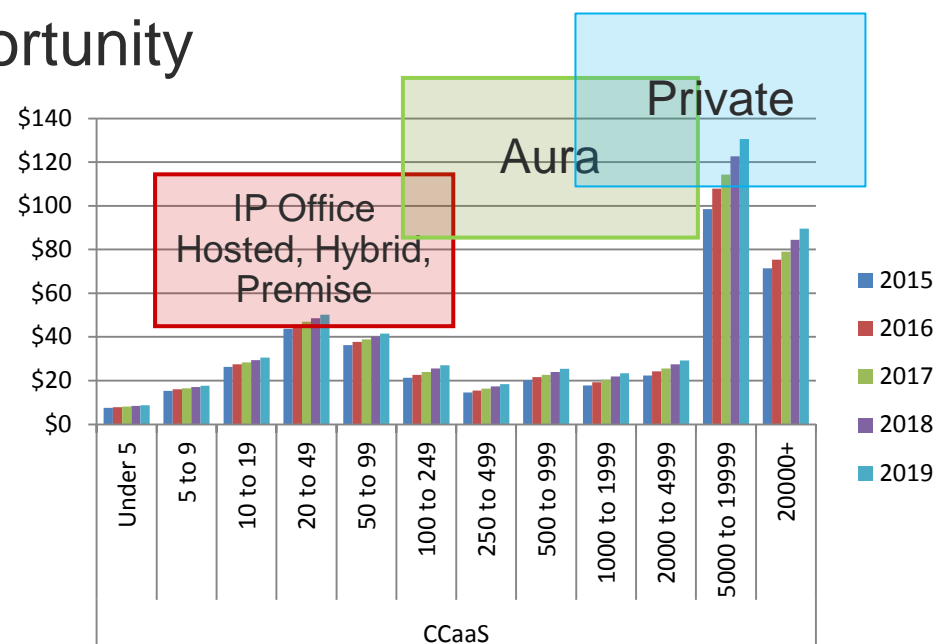
$260 Million Opportunity for UCasS Sub 100 users

12

Avaya Cloud Deployments are rapidly growing

SCANSOURCE CATALYST Announces Cloud Offering Powered by the Avaya IP Office Platform

AVAYA AND GOOGLE Collaborate on **Contact Center Solutions** for Businesses

Windstream Takes UCaaS **powered by Avaya** Coast-to-Coast

BT Wholesale and Avaya Come Together to Launch Cloud Solutions to the Channel

Avaya and T-Systems Expand Relationship to Deliver **Contact Center** as a Service to Businesses across Europe

TeleTech Cloud Powered by **Avaya Offers** Superior Customer EXPERIENCE MANAGEMENT FOR CONTACT CENTERS

HP and Avaya partner for cloud–based UC Services, CCaaS

SYNNEX' CLOUDSolv Brings a Hosted Offer Based on **Avaya IP Office** Platform to the Channel

Cloud Branding

- ▸ "OnAvaya" represents our shift in thinking
  - – Team Engagement OnAvaya
  - – Customer Engagement OnAvaya

- ▸ OnAvaya is not the "Cloud" but rather the use of Avaya

Customer Engagement OnAvaya powered by Google Cloud

Team Engagement OnAvaya powered by xyz partner

Partner Hosted—Mid-Market
IP Office Solution

IP OFFICE 9.0 and greater

VIRTUALIZED, SINGLE INSTANCE

PARTNER PORTAL

QUOTE, CONFIGURE & MONITOR

AVAYA MAINTENANCE & SUPPORT

Avaya IP Office

Target Market

‣ Mid-Market businesses

‣ Hosted by Service Providers and System Integrators

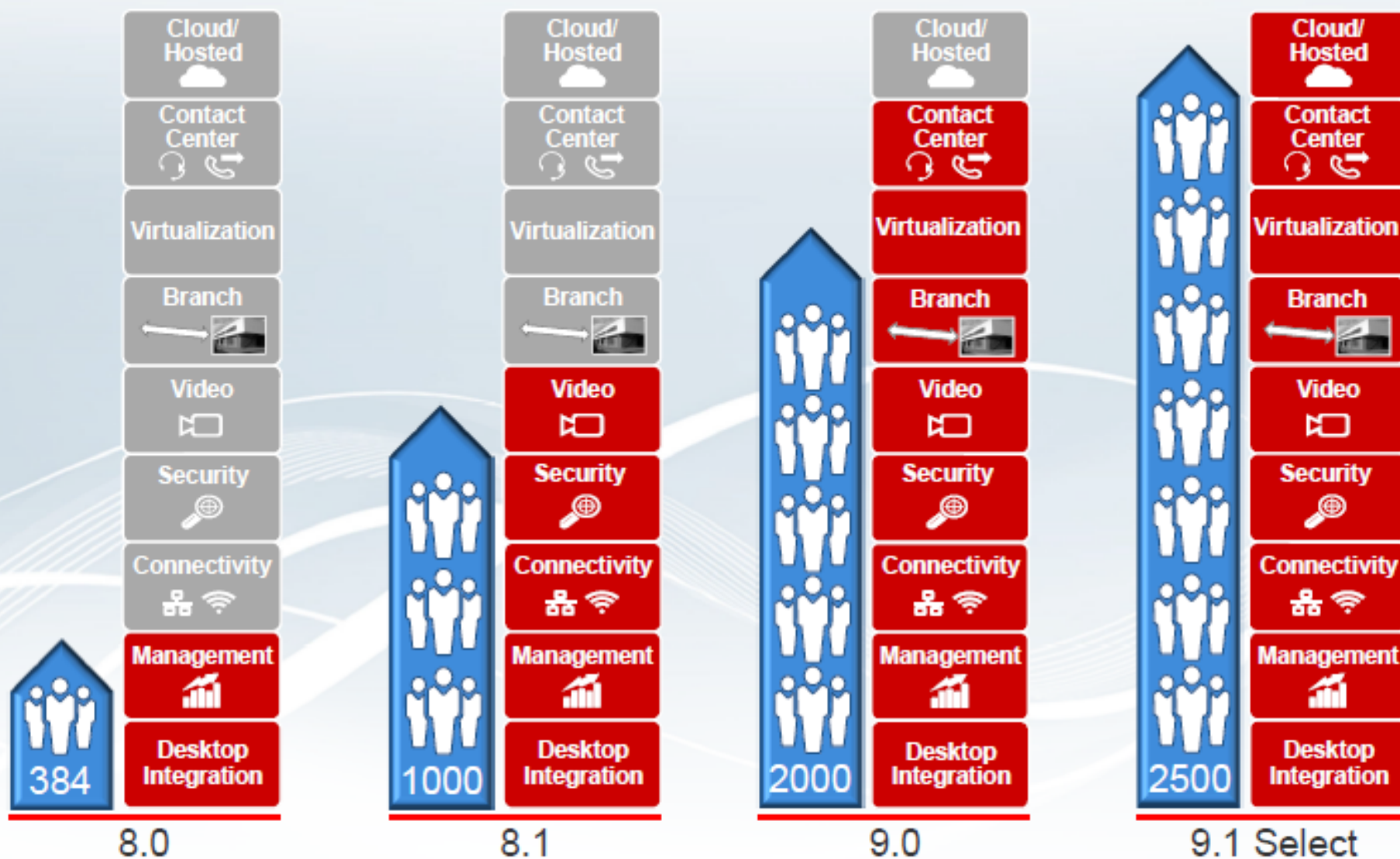‣ Hosted by Large IP Office Business partners & distributors

Offers

‣ IP Office 9.0 and greater

‣ Single VM instance

‣ Hosting platform

‣ Partner Portal

‣ Commercial OPEX billing

‣ Avaya maintenance and services offers

Benefits

‣ Hosted platform, Partner or Avaya delivered

‣ Full PBX features with Mid-market appropriate UC

‣ Simple to configure and manage

‣ N+1 Resiliency

‣ Scalability to 2500 users per instance

‣ IPO Management Tools

‣ CPE: Phones, Gateway for digital and analog

Simplified Cloud Licensing

Material Code	Material Code description	Support Services
307472	IPO CLOUD PRTNR HSTD TELE USR SUBSC Entitles features such as: Make/Receive calls, Park & Page, Basic Call Logs, Call Forwarding, Call Transfer, Calling Line ID Delivery, Do Not Disturb, Intercept User, Last Number Redial, Three-Way Calling, Voicemail, Selective Call Acceptance, Selective Call Rejection, Hot Desking, Mobile Twinning, Conference Bridge, SoftConsole (max 3 for Receptionists)	Included: 24x7 remote technical support including Software upgrades – co-delivery model (*see, e.g.,* Sections 4.7 and 6 of the Hosted IP Office Interim Addendum for more details)
307473	IPO CLOUD PRTNR HSTD UC USR SUBSC Entitles features such as: Advanced Mobile Application, Voicemail to Email Notification, PC and iPad Soft-phone, Video Calling, Instant Messaging and Presence, SFDC Plug-in, Outlook Plug-in, Lync Plug-in	Included: 24x7 remote technical support including Software upgrades – co-delivery model (*see, e.g.,* Sections 4.7 and 6 of the Hosted IP Office Interim Addendum for more details)

Multi-Tenant and Multi-Instance (differentiation)

Multi-Tenant

Management App
Communications Apps
Operating systems

Cust 1 · Cust 2 · Cust 3 · Cust 4 · Cust 5 · Cust 6

Multi-Tenant

Multi-instance

Portal App
IPO (C1) · IPO (C2) · IPO (C3) · IPO (C4) · IPO (C5) · IPO (Cn)
OS · OS · OS · OS · OS · OS
Virtualisation Software

Cust 1 · Cust 2 · Cust 3 · Cust 4 · Cust 5 · Cust 6
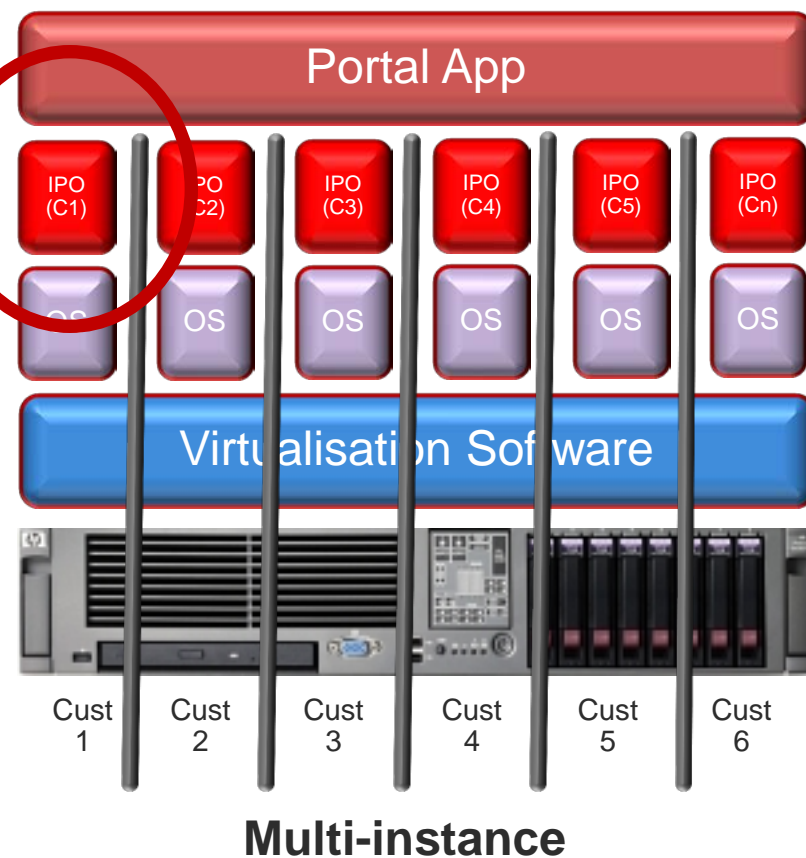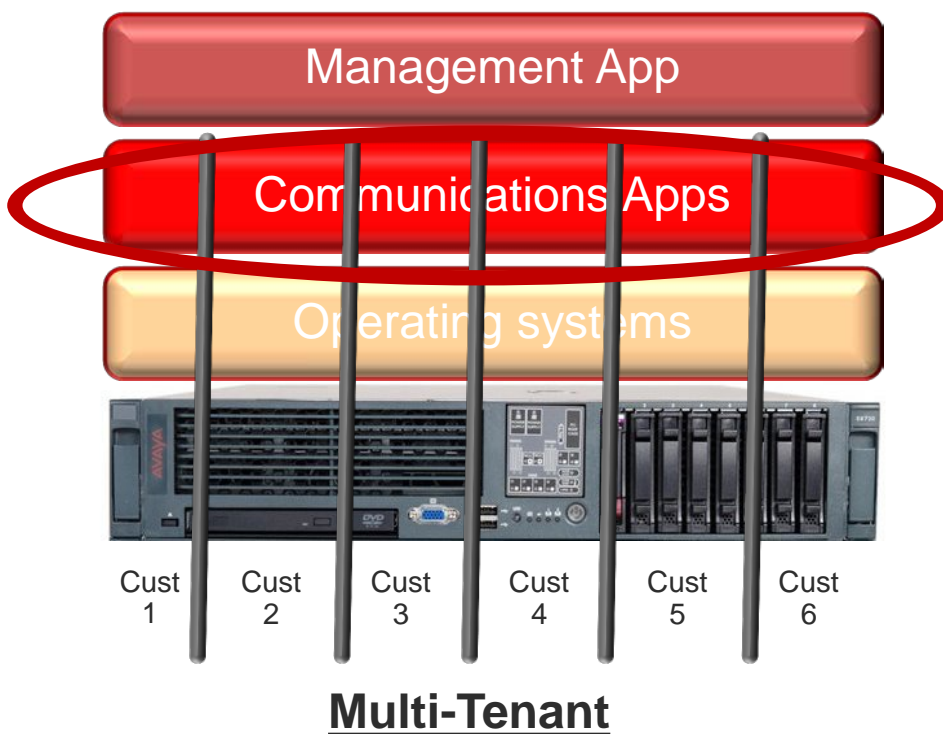
Multi-instance

Partner Hosted IP Office

Multi-Instance Solution Model

▶ Hosted IP Office follows a Multi-Instance architecture

▶ Advantages of Multi-Instance

- Each customer can run different versions of software
- Software upgrades do not need to be coordinated across multiple customers
- Better fault tolerance (reduced risk of failure)
- Better customization possibilities
- Customer's instance is secure

Simply IPO

Steve Fogel – E.V.P. Director of Sales

North America Operations

Simply IPO

◆ Simply IPO is our internal branding of IP Office in the Simply Magic Cloud. We as a organization as part of the solution are very much behind the curtain "so-to-speak" as this is a product offering provided to your customers

◆ Your external branding will be:

Team Engagement OnAvaya powered by Your Name

Simply IPO

- Without inundating you with many, many more slides – and listening to me much of the presentation will be in a Video that will provide further incite on:
  - Our Group
  - Focus of Simply IPO Offering
  - Coverage
  - Technical Access
  - Support
  - Next steps
- Before that, here are some key factors for review

Simply IPO

- Why us to back-end the solution?
  - CLEC capacity
  - White Label - Long term capabilities in supporting a Dealer Networks in many of our lines of business'
  - North America coverage
- Our Goals in the development:
  - KISS solution – ALL INCLUSIVE & Priced Right!
  - IP Office Feature Set
  - Quality of Service
  - Client Ownership
  - Support & Management Tools for you

Simply IPO

- ◆ What Simply IPO as a solution provides to you:
  - The ability to deliver an OPEX solution that will allow you to build on your annual RECURRING revenue – increasing the value of your organization.
  - Grow your customer base by having a Hosted solution that you are already the expert at. Do not lose-out on the opportunities to the other Hosted solution providers.
  - Solution for the legacy SMB Market – allowing for new technology at the price-point they can afford & may be less than what they are paying for now in Telco Services

Simply IPO

- ◆ Initial offer
  - ▪ 100 and Under users single site
  - ▪ Future Phases Hybrid, Larger Sites and Applications
  - ▪ Min 24 month contract
- ◆ Infrastructure provided (see next chart)
- ◆ Portal for ordering, maintaining and managing customer systems
- ◆ Partner provides:
  - ▪ Customer relationship
  - ▪ Bills customer (establishes street price with markup
  - ▪ Professional Services
    - • Customer requirements Reviews
    - • Programs and maintains customer programming and functions
    - • Tier 1 Support
  - • Sells Site hardware (sets, Data switches)
    - *Internet Services are not included*
- *Ordered separately or uses existing customer ISP*

Phase 1 Launch
Internet Reference Architecture Diagram

Hosted Data Center

IP Office SE Primary
Server & Applications
Virtualized Instance A

Simply Magic
Management Access
Web Portal

Simply Magic
PSTN

F/W SBC

Customer A
Dedicated Private
Network
Simply Magic

Internet

Ix Mobile Preferred, Avaya
Communicator

Customer A

Router

Router
NAT

IPSEC

96x1 H.323   One-X Mobile   Flare,
One-X Portal
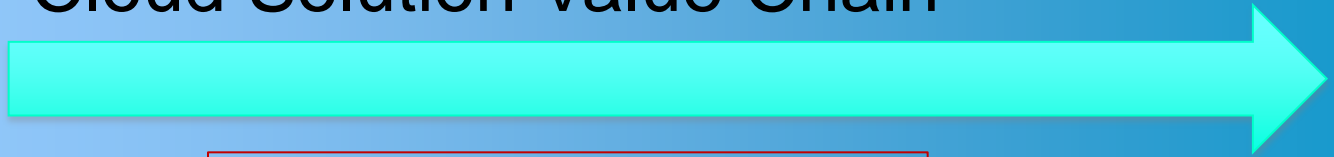
Remote-worker
PC VPN Soft Client

The Please Hold Group

Cloud Solution Value Chain

Simply Magic and Westcon

- **Data Center**
- **Provisioning**
- **SIP/PRI Trunking**
- **Long Distance**
- **Customer Sale or Demand Generation**
- **Partner Ordering & Billing**
- **Peripheral Equipement**
- **Credit facility (through Disti)**
- **Core Implementation**
- **Peripheral/GW delivery and install (optional)**
- **T2 support**
- **Reseller Management (optional)**

Avaya

- **Opex Licensing**
  - Telephony License
  - UC License
- **T3 and T4 Support**
- **Avaya Direct Sales force**

Avaya Value Added Reseller

- **Customer Sale**
- **Peripheral delivery and install**
- **Customer Billing**
- **PS and programming**
- **T1 support**

The Please Hold Group

Model Elements

Core Service + Variable Add on's + Partner

Core Service	Variable Add on's	Partner
IPO Core SW, IPOSS & Upgrades	**User Licensing** • Telephony per user • UC per user	Customer Relationship
Stocking Distribution Services, Data Hosting, VMware Server Farm, Billing, Portal	Additional DID Numbers	Partner Professional & Deployment Services
SIP Trunking 1 DID main site number, 911, NA wide LD, portability	Additional Long Distance Coverage Caribbean, South America , World	Partner Value Add Maintenance Per Month
Remote Client support	Toll Free Numbers	Customer Per Month Billing
Dedicated Voice Circuit from Site to Provider Network.	Additional PSTN Trunking	Additional Elements Networking, Sets, Etc

Optional Internet Service

The Please Hold Group

Simply IPO

25 user Price Example (24 month min contract)

- ◆ 25 Users
  - ▪ 5 Telephony
  - ▪ 20 UC
    - ● Each with own DID
- ◆ Dedicated Voice Circuit to site
  - ● 4 concurrent G711 Calls to site (can use G729 to increase bandwidth Paths)
- ◆ 4 SIP Trunks
  - ▪ 1 DID Main site
- ◆ North American LD
- ◆ Tier 2-4 support and upgrades
- ◆ **Cost to partner $29.80**

Simply IPO

50 user Price Example (24 month min contract)

- 50 Users
  - 10 Telephony
  - 40 UC
    - Each with own DID
- Dedicated Voice Circuit to site
  - 10 concurrent G711 Calls to site (can use G729 to increase bandwidth Paths)
- 10 SIP Trunks
  - 1 DID Main site
- North American LD
- Tier 2-4 support and upgrades
- **Cost to partner $29.20**

Simply IPO

Benefits

- ◆ Provides cloud option with re-occuring revenue
- ◆ Single selling motion for CPE and Cloud
- ◆ Avaya Sales force selling and compensated on Cloud
- ◆ Current Software and features
- ◆ Dedicated circuit for voice quality
- ◆ Fully featured IP Office
- ◆ Leverage Partner Certifications

Simply IPO

And Now for the rest of the presentation:

[Simply IPO](#)

Now over to our friends at Westcon

WestconGroup®

- Ezio Giancristofaro, Senior Product Manager | Westcon

Why Westcon?

Westcon Group is a value-added distributor of category-leading unified communications, network infrastructure, data center, security and cloud solutions with a global network of specialty resellers.

Our teams create unique programs and provide exceptional financial and technical support to accelerate the business of our partners.

Westcon | **Comstor**

Westcon Group

Our Company: WestconGroup

- Global company, headquartered in Tarrytown, NY, USA

- Founded in 1985

- Present in 68 countries, across six continents

- With over 100 offices, we ship to more than 120 countries

- 20+ logistics/staging facilities

- Backed by 3,000+ associates

- 20,000+ transacting customers globally

Westcon | Comstor

WestconGroup

Dolph Westerbos – CEO

Cloud is the next stage in the evolution of distribution:
Westcon Group began as a distributor of physical products;
we then became a leader distributing software; and
we will now lead the way in cloud services distribution.

Our cloud solutions provide a competitive advantage to all players in the supply chain

FOR OEM/ VENDORS

- Accelerate, automate and enable efficient and quick delivery of services
- Orchestrate and scale a cloud enabled reseller channel
- Help resellers meet customer demands

FOR RESELLERS

- Speed business transformation to cloud
- Create a compelling cloud value proposition for your customers

FOR SERVICE PROVIDERS

- Simplify service catalog growth
- Seamless integration with OSS and BSS
- Access additional ways to add value to your services

Westcon Website

Westcon Website – CLOUD landing page

http://ca.westcon.com/content/vendors/avaya/avaya-powered-cloud-solution

AVAYA
Engage The Power of We™

Avaya Powered Cloud Solution

Announcing an Avaya Powered Cloud Solution for the Midmarket by Westcon and Simply Magic

This unique solution provides Avaya Partners with the option of offering cloud based services to your customers on a reoccurring monthly service model.

This solution will enable you to:

- Deliver a Cloud based solution that includes a full featured IP Office, bundled SIP trunking, and dedicated Access circuits at a compelling price
- Deliver an OPEX Cloud based solution without relinquishing your end customer relationship
- Deliver a Cloud based solution while maintaining Professional Service ownership and leveraging your IP Office expertise
- Generate a re-occurring revenue stream
- Leverage Canada's installed base to provide a full featured IP Office Solution to customers from 1 to 100 users in the initial offering

For more information on customer cost saving benefits, the overall solution architecture, quoting, ordering and delivery timelines or monthly billing and contractual agreements please contact Ezio Giancristofaro, Senior Product Manager – UCC, at 514-420-5489 or ezio.giancristofaro@westcon.com.

Avaya

Events

Promotions

Documentation

Westcon Canada Academy

Avaya APM

Avaya Powered Cloud Solution

Avaya Pricing Change Notifications

Become an Avaya Reseller

Finding Leads

Configuring Solutions

Qualifying Opportunities and Selling Avaya

Purchasing and Fulfillment Options

Special Bids

Westcon Integrated Solutions for Avaya

IP Office Support Services - IPOSS

Avaya Partner Enablement Sessions

Westcon Ecommerce

Comstor Canada for Cisco

Westcon US

Westcon Group

Westcon Services

WestView Technical Support

Westcon Group LEAP Center

GoldSeal

Contact Us

Westcon | **Comstor**

WestconGroup

How to Submit a PO to Westcon

- E-mail all PO's to gatekeepercanada@westcon.com
- A system generated e-mail is sent to confirm receipt of your PO
- To avoid order entry delays, all PO's should include:

  - Reseller PO#

  - Westcon quote #

  - Simply IPO quote #

  - License date range. Start and end date. Minimum duration is 24 months.

  - End-User information including end-user contact name, number and e-mail address

  - Complete Ship to address including a contact name and number

  - Any special pricing should be referenced

  - Any freight/ shipping instructions

  - Revision PO's should be marked as REVISION

  - When adding additional licenses to existing EU requirement, please include original PO# and date range. Ex. Additional licenses could be for 18 months on an existing 24 month requirement.

Westcon | Comstor

WestconGroup

OM and Other Contact information

- Westcon Quotes, Account information, other inquiries

Westcon Canada Sales – Team will be assigned at time of account setup.

- Order escalations

farah.abu-hijleh@westcon.com – Westcon OM Manager

ezio.giancristofaro@westcon.com – Product Manager

- Post sales (order related) and ETA requests

CustomerService.ca@westcon.com

- Pre Sales Technical Support

napresales@westcon.com

- Westcon Finance

ARCA@westcon.com