IP Office Essential Edition – PARTNER® Version

Facts YOU need to know

Ron Rogers
SME Product Manager
Avaya

PARTNER Version Hardware

How does PARTNER Version fit the SMB Market?

Pricing

What PARTNER Version does (and doesn't) do

PARTNER Version Roadmap

When to offer PARTNER Version vs. Essential Edition

Training and Certification
Open Discussion

- What do YOU know about PARTNER Version?

- What are your BP's saying about PARTNER Version?
Fact or Fiction:

1. PARTNER Version grows to a maximum of 24 stations.
2. PARTNER Version is an IP-based system.
3. 54xx series sets are not supported on PARTNER Version.
4. You cannot mix ETR sets and Digital sets on the same system.
5. Bridging of analog devices with ETR sets is supported.
6. PARTNER Version supports Voice Mail Pro.
7. Simplified Manager is the only means to administer the system.
8. You cannot remotely access your voice mail messages.
9. PARTNER Version only operates in Key mode.
10. PARTNER Version requires an external modem for remote administration.
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When to offer PARTNER Version vs. Essential Edition

Training and Certification
What is IP Office Essential Edition – PARTNER® Version?

- Familiar key system operation
  - PARTNER ACS Desktop User Experience
- Program in less than 30 minutes
- Administration via:
  - PC GUI application (Simplified Manager)
  - Telephone User Interface (TUI)
- Set and Forget installation with Out-of-the-Box operation
  - Key system functionality
  - Voice Mail coverage on all sets
This is Essential Edition - PARTNER® Version

PARTNER Version is the ‘PARTNER ACS experience’, overlaid on an IP 500v2 chassis.

IP Office  500 V2

**COMBINATION CARD**  
(Max 2 per system)  
6 DIGITAL PHONES  
2 ANALOG PHONES  
4 ANALOG TRUNKS  
10 VCM CHANNELS

**PARTNER ETR 6**  
(Max 3 per system)  
6 ETR PHONES  
2 PFT PORTS  
(when ATM-4 daughter card is installed)

**Other Supported Cards:**  
(Max 3 per system)  
DS-8  
Phone-2  
Phone-8

**Supported Daughter Cards:**  
PRI/T1 (1 per system)  
ATM-4 (3 per system)

**Supported Expansions:**  
(limit 1 per system)  
DS-16  
Phone-16
This is Essential Edition - PARTNER® Version

Rear View

- LED status indicators for CPU, System SD and Optional SD card performance
- System SD card provides operating software, licenses and backup / restore.
- Optional SD card provides redundant backup / restore.
- Dedicated ports for Contact Closure and Music on Hold source
- LAN port for network connectivity
- Only Expansion Port 1 is used in PARTNER mode
This is Essential Edition - PARTNER® Version
This is Essential Edition - PARTNER® Version

NEW 1408 Digital Telephone

NEW 1416 Digital Telephone
With Optional BM32 unit

PARTNER Version Hardware

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When to offer PARTNER Version vs. Essential Edition

Training and Certification
The SMB market

PARTNER ACS serves SMB customers very well:

- 6% of sales are <5 stations
- 38% of sales are 5-9 stations
- 35% of sales are 10-17 stations
- 20% are 18-25 stations
- 1% are >25 stations
  - Sweet Spots are 10 station (25% of time) and 20 stations (18% of time)

PARTNER ACS targeted the following SMB profiles:

- Small Business owners with 5 to 25 employees who require professional call handling at an affordable price. Segments include:
  - Health Services
  - Accounting
  - Auto Dealers
  - Real Estate
  - Legal
  - Small Retailers, Restaurants
  - Home Offices / Upscale residences
  - Churches

The PARTNER Version fits this segment and market size perfectly.
What Partners and End Users want

- What PARTNERS want:
  - Fast and easy installation
  - "Set it and forget It"
  - Minimal licensing needs
  - Easy system management
  - Remote administration

- What End Users want:
  - Ease of use
  - “Server free”
  - Reliability
  - Cost Effective
  - Investment Protection
Out of the Box Operation

- System running in Key System mode with analog trunk support.
- Customers can place/receive calls without any further programming once the system is installed; 2-digit dial plan is pre-configured.
- All ETR & Digital sets have:
  - 2 Dedicated Intercom Buttons
  - Pre-configured Line Appearance buttons for all analog lines on system.
- 3 SIP channels
  - Expandable to 20 channels with licenses.
- 8 PRI/TI channels (Requires PRI/T1 Card)
  - Expandable to 24 channels with licenses.
- 3 Mobility licenses (expandable to 20 with licenses).
- 2-Port Embedded Messaging
  - All users have Voicemail activated automatically.
  - Expandable to 6 ports with licenses.

What does this mean to you?

1. Minimal Setup time
   - Operational in minutes.
2. Minimal programming needed
   - Can work directly out of the box.
   - Lines automatically assigned to sets.
   - Voice Mail pre-activated on all sets.
3. Minimal Training
   - Similar desktop user experience as PARTNER ACS.
Essential Edition - PARTNER® Version

Programming options: GUI

- **Simplified Manager** GUI admin interface, blending PARTNER ACS PC Admin with IP Office Manager
  - Graphical interface to program feature buttons
  - Copy / Paste functionality for programming multiple buttons on same handset
  - Copy features buttons from 1 user to multiple users
  - Ability to print single / multiple handset labels

- Quick programming using 9 primary configuration links

- System programming in less than 30 minutes
Essential Edition - PARTNER® Version

Programming options: TUI

- Alternative way to do Administration and Programming
- Similar to PARTNER ACS TUI programming, consisting of system administration, centralized programming, and individual programming
  - Same programming codes as PARTNER ACS
  - Stations 10 and 11 can do system administration and centralized programming on PARTNER 18D, PARTNER 34D, 1408, or 1416 phones
  - Individual programming can be done by any station on PARTNER 18D, PARTNER 34D, 1408, or 1416 phones

Note: Some advanced features, such as SIP and T1/PRI can be administered only via GUI programming
How We Made IP Office Ready for <20 Consolidation of Interfaces

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Stations</td>
<td>DS8 – dedicated card</td>
</tr>
<tr>
<td>Analog Trunks</td>
<td>4 port - daughter card</td>
</tr>
<tr>
<td>Analog Ports</td>
<td>2 or 8 port - dedicated card</td>
</tr>
<tr>
<td>IP Endpoints</td>
<td>VCM 32 or VCM 64 4 channels enabled Optional license – planning rules apply</td>
</tr>
<tr>
<td>License Key</td>
<td>Smart Card</td>
</tr>
<tr>
<td>Essential Edition</td>
<td>Flash Card</td>
</tr>
</tbody>
</table>

**Release 5:**
- IP Office 500
- Dedicated Interface cards

**Release 6.0:**
- New IP Office 500v2
- Combination Cards

**Combination Card**
- 6 Digital Station Ports
- 4 Analog Trunks
- 2 Analog Station Ports
- 10 VCM channels enabled

**SD Card**
How We Made IP Office Ready for <20 New Secure Digital to Streamline and Save

IP Office  500v2

System SD Card
- PARTNER or IP Office
- System Software/firmware
- System Configuration
- License Keys
- Essential Edition

Optional SD Card
- Off the shelf class 4
- Delivers Back-up Option
- System Software
- System Configuration
- System Upgrades
- Voice Messages

PARTNER Version Hardware

How does PARTNER Version fit the SMB Market?

Pricing

What PARTNER Version does (and doesn't) do

PARTNER Version Roadmap

When to offer PARTNER Version vs. Essential Edition

Training and Certification
## Lower Priced 1400 Series Phones

<table>
<thead>
<tr>
<th>1400 (Digital)</th>
<th>Com-Code</th>
<th>Old Global List Price</th>
<th>New Global List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1403 TELSET FOR IPO</td>
<td>700469927</td>
<td>$149.00</td>
<td>$125.00</td>
</tr>
<tr>
<td>1408 TELSET FOR CM/IPO/IE UpN</td>
<td>700469851</td>
<td>$249.00</td>
<td>$199.00</td>
</tr>
<tr>
<td>1416 TELSET FOR CM/IPO/IE UpN</td>
<td>700469869</td>
<td>$299.00</td>
<td>$249.00</td>
</tr>
<tr>
<td>BUTTON MOD FOR 1400 SERIES</td>
<td>700469968</td>
<td>$149.00</td>
<td>$149.00</td>
</tr>
</tbody>
</table>

### Support

- 1403
- 1408
- 1416
### Pricing comparison

**ACS R8 to Essential Edition - PARTNER Version (10 user avg. construct)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parts List</strong></td>
<td><strong>Parts List</strong></td>
<td><strong>Parts List</strong></td>
</tr>
<tr>
<td>Qty</td>
<td>Qty</td>
<td>Qty</td>
</tr>
<tr>
<td>Price</td>
<td>Price</td>
<td>Price</td>
</tr>
<tr>
<td>ACS R8 Processor</td>
<td>IP 500v2</td>
<td>IP 500v2</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>$1095</td>
<td>$650</td>
<td>$650</td>
</tr>
<tr>
<td>308EC Module</td>
<td>SD Card</td>
<td>SD Card</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>$625</td>
<td>$50</td>
<td>$50</td>
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<tr>
<td>5-Slot Carrier</td>
<td>Wall Mount Kit</td>
<td>Wall Mount Kit</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>$195</td>
<td>$39</td>
<td>$39</td>
</tr>
<tr>
<td>PVM-12</td>
<td>Power Cord</td>
<td>Power Cord</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>$799</td>
<td>$15</td>
<td>$15</td>
</tr>
<tr>
<td>RAC Card</td>
<td>ETR6 Card</td>
<td>Combination Card</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>$275</td>
<td>$1000</td>
<td>$1200</td>
</tr>
<tr>
<td>PARTNER 18D</td>
<td>ATM4 Card</td>
<td>1416 Telephones</td>
</tr>
<tr>
<td>10</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>$2750</td>
<td>$800</td>
<td>$2490</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td>$5739</td>
<td>$2554</td>
<td>$4444</td>
</tr>
</tbody>
</table>

- ✔️ 55% SAVINGS WHEN MIGRATING
- ✔️ 9% SAVINGS WITH NEW W/ETR
- ✔️ INVESTMENT PROTECTION
- ✔️ 23% SAVINGS
- ✔️ EASY UPGRADE PATH TO PREFERRED EDITION
### Pricing comparison

24 users and below (constructs Include IP 500v2 And Phones)

#### ETR Phone Configuration

<table>
<thead>
<tr>
<th>Users</th>
<th>Essential Edition - PARTNER Version</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>R8 $3544</td>
</tr>
<tr>
<td></td>
<td>PV $3304 (7% Savings)</td>
</tr>
<tr>
<td>12</td>
<td>R8 $6289</td>
</tr>
<tr>
<td></td>
<td>PV $5854 (7% Savings)</td>
</tr>
<tr>
<td>18</td>
<td>R8 $9515</td>
</tr>
<tr>
<td></td>
<td>PV $8804 (8% Savings)</td>
</tr>
<tr>
<td>24</td>
<td>R8 $11165</td>
</tr>
<tr>
<td></td>
<td>PV $10498* (6% Savings)</td>
</tr>
</tbody>
</table>

ACS R8: PVM12 <13 Sta; PMSG R7 >18 sta IP500v2 using ETR6, ATM4, Combo Card and/or 1416

#### Digital Phone Configuration

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>R8 $3544</td>
</tr>
<tr>
<td></td>
<td>IPO $2848 (20% Savings)</td>
</tr>
<tr>
<td>12</td>
<td>R8 $6289</td>
</tr>
<tr>
<td></td>
<td>IPO $4942 (22% Savings)</td>
</tr>
<tr>
<td>18</td>
<td>R8 $9515</td>
</tr>
<tr>
<td></td>
<td>IPO $7366 (23% Savings)</td>
</tr>
<tr>
<td>24</td>
<td>R8 $11165</td>
</tr>
<tr>
<td></td>
<td>IPO $9830 (22% Savings)</td>
</tr>
</tbody>
</table>

ACS R8: PVM12 <13 Sta; PMSG R7 >12 sta IP500v2 using Combination Cards, DS8 and 1416

* Using 1416 sets and digital ports to meet capacity

PARTNER Version Hardware

How does PARTNER Version fit the SMB Market?

Pricing

What PARTNER Version does (and doesn't) do

PARTNER Version Roadmap

When to offer PARTNER Version vs. Essential Edition

Training and Certification
What PARTNER Version does that PARTNER ACS doesn't do:

- Full PRI / T1 capability
- Built-in SIP capability
- 64-party Conferencing
- Digital Telephones
- Enhanced Call Logs
  - 3 sets can log all calls; all sets log calls to their extensions; fixed illuminated button
- Enhanced Redial
  - Remembers last 20 numbers you dialed
- Enhanced Mute
  - Speakerphone, Handset and Headset
- Dial by Name (Contacts)
- Automatic Nightly System Backup
- Improved investment protection
What Embedded Messaging does that PARTNER Voice Messaging doesn't do:

- Message Forwarding
- Message Broadcast
- Voice Mail to E-mail
- Visual Voice Messaging
  - See # New / Old / Saved messages; soft keys allow you to play, save, delete, replay messages; turn on/off voice mail coverage, vm to e-mail coverage
- Up to 6-port Capability
- 15 Hours of storage
- Enhanced Automated Attendant
  - Morning / Afternoon / Evening greetings based on time of day schedule
- Dial by Name option
What PARTNER Messaging does that Embedded Messaging doesn't do:

- Record-a-Call
- Multiple Automated Attendants / Sub-Menu's
- Cascaded Outcalling
- 100 Hours of VM Storage
Other PARTNER Version Strengths to leverage:

- Easier installation
  - Boots up as key system, all analog trunks appear on all sets, voice mail assigned to all sets; Modules snap in easier; can be shelf, wall or rack mounted

- ETR, Digital and Analog telephone support

- New DBM32 Support
  - Up to 3 DBM32 per 1416 set; up to 30 DBM32 per system
  - DBM32 can be programmed for lines, auto intercom, speed dial, features

- Combo Card is exceptional value

- Daughter cards conserve real estate

- Built-in Contact Closure

- Redesigned Simplified Manager application

- Can change mode from PARTNER Version to Essential Edition via Simplified Manager

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PARTNER Version Roadmap

When to offer PARTNER Version vs. Essential Edition

Training and Certification
The following slides outline the planned feature / functionality roadmap for the IP Office Essential Edition – PARTNER Version.

These features are subject to change.
Release 6.1 continues to enhance functionality:

- Unique Line Ringing and Line Ringing Override
- 1 Touch Call Transfer
- Transfer Return to Programmable Extension
- Remote access to modem (x76) via AAT or DID
- Wake-up Service
- Enhanced SD Card Functionality:
  - SD Card shut down and start up via TUI
  - Display SD Card Feature Key via TUI
- Voice Messaging Enhancements:
  - Phantom Mailbox support without hardware
  - Multiple Auto Attendants / Sub-menu’s
  - DID to Auto Attendant support
  - Different Selector Codes based on time of day
  - Bypass mailbox greeting
Both Key and PBX modes of operation

New Norstar telephone modules: TCM-8 and DS16A

Add requested feature enhancements:
- Flexible Dial Plan (2-digit and 3-digit modes)
- Cascaded Outcalling Notification
- Message Alert Notification
- Absent Text Message Inspect
- Do Not Disturb Overrides
- Expanded growth (stations and analog trunks)

Telephone Sets
- PARTNER ETR sets (NAR only)
- 14xx sets
- 3920 Wireless
- 95xx sets
- Norstar T-series and M-series sets
Global Offering

<table>
<thead>
<tr>
<th>North America</th>
<th>CALA</th>
<th>EMEA</th>
<th>APAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA Canada</td>
<td>Mexico Caribbean Puerto Rico US Virgin Islands Argentina Peru Chile</td>
<td>South Africa UAE Saudi Arabia Bahrain Egypt Qatar Oman Kuwait Morocco EU Russian Federation Turkey Israel Pakistan</td>
<td>Australia New Zealand China (PRC) Hong Kong India Singapore Taiwan Malaysia Thailand Indonesia Philippines</td>
</tr>
</tbody>
</table>

- E1Support
- BRI Support

Enhanced Simplified Manager to support new features, modules and sets

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PARTNER Version Roadmap

When to offer PARTNER Version vs. Essential Edition

Training and Certification
When to sell

- **PARTNER Version:**
  - Key system functionality
  - Reuse ETR telephones
  - Single site(s) / no networking
  - Basic voice messaging
  - >5 Party Conferencing but no Conference Bridge

- **Essential Edition:**
  - IP telephony
  - Networking
  - Enhanced Messaging
  - Contact Center functionality
  - Conference Bridge

Remember - You can change from PARTNER Version to Essential Edition mode via the Simplified Manager program.
# A Closer Look for <20
## Understand Customer Options

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platform</strong></td>
<td>IP Office 500v1, IP Office 500v2</td>
<td>IP Office 500v2 ONLY</td>
</tr>
<tr>
<td><strong>Supported Endpoints</strong></td>
<td>All IP Office Digital, IP phones, analog and 3rd party SIP</td>
<td>Analog, 1400 Digital ONLY, ETR PARTNER®; (18 ETR Max)</td>
</tr>
<tr>
<td><strong>Capacity</strong></td>
<td>384 users</td>
<td>48 users</td>
</tr>
<tr>
<td><strong>Supported networks</strong></td>
<td>Analog, T1/PRI, SIP – 192 Trunk capacity</td>
<td>Analog, T1/PRI, SIP – 56 Trunk capacity</td>
</tr>
<tr>
<td><strong>Expansion Modules</strong></td>
<td>12 Expansion Modules (any combination)</td>
<td>1 Expansion Module (DS 16 or Phone 16)</td>
</tr>
<tr>
<td><strong>Conference capacity</strong></td>
<td>128 Party Conference Bridge (max 64 user in single conference)</td>
<td>64 Party Conference Bridge</td>
</tr>
<tr>
<td><strong>Voice messaging</strong></td>
<td>IP500v1 - 4 ports max on optional Compact Flash</td>
<td>IP500v2 - 6 ports max; 2 ports included on SD</td>
</tr>
<tr>
<td><strong>Auto Attendants</strong></td>
<td>40 Automated Attendants</td>
<td>1 Automated Attendant</td>
</tr>
<tr>
<td><strong>Direct Dial Extension</strong></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Regional availability</strong></td>
<td>Globally Available</td>
<td>Americas Only</td>
</tr>
</tbody>
</table>

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PARTNER Version Roadmap

When to offer PARTNER Version vs. Essential Edition

Training and Certification
Avaya Connect

- September 30, 2010: All partners (Avaya and Avaya NES) will need to be compliant to Avaya Connect qualification requirements for designations to be effective on October 1, 2010.
IP Office Training Options

Essential Edition – PARTNER® Version vs. IP Office requirements

<table>
<thead>
<tr>
<th>Individual</th>
<th>Duration</th>
<th>Cost*</th>
<th>Certification</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 people</td>
<td>3 hours</td>
<td>Free</td>
<td>Avaya Professional Sales Specialist (APSS)*</td>
</tr>
<tr>
<td>Sales</td>
<td></td>
<td>web-based</td>
<td></td>
</tr>
</tbody>
</table>

**For both IPO “traditional” and Essential Edition - PARTNER® Version**

ASC00121WEN - IP Office 6.0 Sales Training
ASC00121AEN - IP Office 6.0 Assessment

**For IPO Essential Edition - PARTNER® Version**

ATC01993WEN - IP Office Installation Training

Sales training for IP Office Essential Edition – PARTNER Version is included in the standard IP Office APSS course
Questions and Discussion