

## Avaya "Evolves" Partner Program

Written by Marco Attard  
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Avaya announces changes to its Avaya Connect channel partner program with revisions to the Silver, Gold and Platinum achievement levels and the introduction of 6 new Solution Experts designations.



The new Solution Expert designations are enterprise unified communications and contact centre, midmarket unified communications and contact centre, networking and video.

To achieve such designation in any areas partners need to acquire sales and design credentials, achieve specific revenue thresholds and show customer satisfaction.

Furthermore Silver, Gold and Platinum level status is based directly on the Solution Expert designations achieved by the partner.

According to the company these changes make it easier for partner to achieve high level status in their respective business model, and thus help build a higher-quality end-to-end customer experience.

The programs support both capex and opex sales models. Partners can support premise, cloud and hybrid cloud models, take a "full stack" approach to the Avaya portfolio or focus on particular areas such as networking or contact centre.

The program changes go in effect from 1 October 2014 (with the Avaya fiscal 2015), allowing partners a transition year to earn their status levels based on current or new requirements.

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