

Avaya Launches New Channel Initiatives

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Avaya announces it will recognise and reward the "most loyal and dynamic partners" in EMEA by launching new channel initiatives within the Avaya Connect program.



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Additions to the program include a "Partner in Customer Excellence" designation-- highlighting channel partners achieving higher scores in customer satisfaction surveys in the Avaya Partner Locator.

Meanwhile a benchmarking tool will help partners compare themselves against similar partners and industry averages, delivering personalised reports with insights on strengths and weaknesses.

Next year will also see Avaya rolling out OneSource (a consolidation of tools, pricing and operational processes into one workflow) and the Multinational Channel Deal Initiative (helping partners respond to large scale opportunities without heavy investment in new markets) across EMEA territories.

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