

## AVAYA Partners Say Most Opportunity in UC

Written by Bob Snyder  
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**In an EMEA channel survey of 354 partners from Avaya, 38% say unified communications offers the most opportunities in 2010 (with 23% claiming VoIP will be the hot sector for 2010).**



Avaya launches **MarketLeaders**, a marketing program to help its EMEA channel partners to make the most of their sales opportunities. MarketLeaders also offers marketing training for partners to build in-house marketing expertise and assist in the generation of additional sales leads.

The Avaya MarketLeaders program delivers a wide range of customisable marketing services and pre-packaged campaigns, covering topics such as Unified Communications, IP Telephony, Small Medium Business and Contact Centers. The program can be used selectively to build awareness, create demand, nurture existing customers or develop new relationships. MarketLeaders also offers extensive training resources including guides on marketing best practices that can be used to scale up or complement the existing in-house marketing skills and resources of all Avaya partners.

Avaya also announced earlier a new program to attract Nortel resellers to the Avaya Business Partner program. New Nortel partners joining Avaya will be fast-tracked with programs and

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incentives to enable them to quickly deliver Avaya's innovative unified communications and contact center solutions to new small, medium and large businesses around the globe.

Avaya recently announced **Avaya Aura**, the unified communications architecture that simplifies complex communications. In addition, the company is stepping up implementation of a **High-Touch Channel-Centric strategy** that will increasingly grow its business through indirect sales.

In EMEA, more than 90 former Nortel and Siemens channel partners have joined the Avaya Business Partner program during the past few months. The Avaya Business Partner program currently encompasses more than 16,000 companies worldwide.

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