

Offer Definition: Avaya Deskphone Multi-package Offer

Summary

The introduction of the Avaya Deskphone Multi-pack Offer presents an opportunity to sell and provision multi-pack configurations, bundling four deskphones into one sellable package. This is not an over pack of deskphones into one package, but a single packaging arrangement containing four deskphones. The Multi-package is not configured or permitted to be broken down for individual unit sales.

Multi-packs for select products will allow benefit in three areas;

- Pricing differentiation between the Single and Multi-Packaging, offering a lower price point than that of the single unit packaging
- Cost Saving through increased pallet/container quantities and reduces the number of touches on orders by suppliers, warehouses and distributors
- Reduced Packaging, supporting Avaya’s commitment of positive environmental impacts

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Description

Avaya is committed to protecting the environment and ensuring the future sustainability of the planet. Aligned with this commitment, Avaya maintains an ISO 14001 Design for Environment Program to promote sustainable material selection, recyclability, and the elimination of waste in its products and packaging designs.

Avaya has implemented several improvements to the product and packaging design of its high volume deskphones where appropriate, which are resulting in environmental and costs savings benefits.

- Nearly 100 percent of Avaya packing materials are recyclable.
- Changed the shape of the deskphone stand from a U- to a T-shape and reduced the amount of unused packaging space and increase shipping efficiency.
- Modifications to the fulfillment process eliminated more than 1.5 million plastic bags annually.

Complimentary to the previous programs, Avaya is introducing a new multi-pack option for key deskphones. This option supports Avaya's continued commitment to reduce packaging materials and increase shipping efficiency. Avaya's new multi-packs offers provide customers with an opportunity to help the environment and save money!

Multi-Pack Models and Pricing

Beginning 31 August, Avaya will make Generally Available the Deskphone Multi-pack Offer for the following models.

| Model | APM MPG | Muti Pack | | | Single Pack | |
|--------|---------|-----------|----------|----------------|-------------|--------|
| | | Code | APL | APL (Per Unit) | Code | APL |
| 1408 | 4P | 700510909 | \$ 841 | \$ 210 | 700504841 | \$ 231 |
| 1416 | 4P | 700510910 | \$ 1,050 | \$ 263 | 700508194 | \$ 289 |
| 9504 | 9P | 700510914 | \$ 1,095 | \$ 274 | 700508197 | \$ 301 |
| 9508 | 9P | 700510913 | \$ 1,615 | \$ 404 | 700504842 | \$ 444 |
| 1608-I | 4P | 700510907 | \$ 880 | \$ 220 | 700508260 | \$ 242 |
| 1616-I | 4P | 700510908 | \$ 1,060 | \$ 265 | 700504843 | \$ 292 |
| 9608G | 3P | 700510905 | \$ 1,480 | \$ 370 | 700505424 | \$ 407 |
| 9611G | 3P | 700510904 | \$ 1,845 | \$ 461 | 700504845 | \$ 507 |

Undiscounted APL and the associated MPG codes at the time of General Availability

Avaya Configurators

A new question was added at the 'System Level' to allow the users to indicate at one time during the configuration if they like to receive deskphones in a multi-packaging arrangement. This selection strategy allows the user to answer this question one time for multiple deskphones that may be desired in the configuration.

For the deskphones where Multi-pack is offered, the quantity of deskphones will be divided by 4 and anything that doesn't fit into another 4 pack (or the remainder) will be provided as a single pack.

Example: If a quantity of 225 of 1616 deskphones are requested, the following will be provided:

- 700510908 56 (225 divided by 4)
- 700504843 1 (225 - 224 = 1 or remainder left from four packs)

The default for this new Packaging question is set to Multi-pack; however if the user desires, it can be changed to "No" then single packaged deskphones will be provided.

The screenshot shows the Avaya Configuration Manager interface for a 'Communication Manager - New System'. The 'Platform' configuration page is active, displaying various system options. The 'MULTI PACKAGING' question, 'Does the customer want desk phones in a multi packaging arrangement (4-pack)?', is highlighted in yellow and has the 'Yes' option selected. Other visible questions include 'DESIGN TYPE' (User Defined), 'CM SOLUTION' (CM6 Midsize Ent. Solution), 'SERVER CONFIGURATION' (Evolution Server), 'DEPLOYMENT MODEL' (DL360PG8 Simplex), 'UTILITY SERVICES' (N/A), 'EMEA STAGING' (N/A), 'CMM DEPLOYMENT' (None), 'CM MESSAGING' (0), 'MESSAGING TRUNKS' (0), 'TAA' (No), 'CONFERENCING PHONES' (No), 'LOCATIONS' (1), 'DEFAULT DATA SWITCHES PROVISIONING' (Avaya Provided), and 'NETWORK READINESS ASSESSMENT' (Required). The interface includes a left-hand navigation menu with 'System Options' and 'Location Tools', and a bottom toolbar with 'Back', 'Next', 'Reset', 'Exit & Retain', and 'Cancel & Discard' buttons. The system tray at the bottom right shows the time as 2:37 PM on 7/31/2015.

Multi-pack Serial Number Considerations

Each Multipack product will be labeled with the appropriate part number and serial number. The label will also contain the individual set comcode and serial numbers, see example below.

Cut on the X's to break seal
XXXXXXXXXX

AVAYA Inc. 06-04-2018
9504D02A-1009 02
Prod ID: 700510914
Serial # : 14WZ3067016G
QTY: 1 WT: 2.9 LBS/1.3 kg

• MODEL/MODELO/型号 : 9504
• COLOR: CHARCOAL GRAY
• DISPLAY: YES
• BUTTONS: ICON
• TELEPHONE/TELEFONO: DIGITAL/
数字专用电话机
• MADE IN/HECHO EN CHINA/中国制造

This package contains the following parts:

| | |
|---|---|
| Prod ID: 700508197-A Serial # : 15WZ22570001 | Prod ID: 700508197-A Serial # : 15WZ22570003 |
| Prod ID: 700508197-A Serial # : 15WZ22570002 | Prod ID: 700508197-A Serial # : 15WZ22570004 |

Annotations:
- Red box: Multipack product code and serial number (Serial # : 14WZ3067016G)
- Red box: Individual Set product code and serial numbers (Prod ID: 700508197-A, Serial #s: 15WZ22570001, 15WZ22570003, 15WZ22570002, 15WZ22570004)

DOA and Returns Process/Considerations

- The Standard Return Stock (A class) returns managed at the Multipack code level.
- In the case of DOA, the customer will return the single defective unit and not the Multipack, using the packing from the replacement part as per std. process.
- Field Failure Symptoms will be captured at the single unit level.
- Advanced replacements will be managed at the single unit level. When distributor is advance replacing a single unit from inventory, Avaya will credit them at the single unit standard cost.
- Maintenance returns will be managed at the single unit level.
- Customer's with maintenance agreement will reflect single units in their install base. Process will apply at the Single Unit level.

Product Lead-times

The multipack configurations will be available for ordering on August 31, 2015. The multi-pack SKUs are included in the Top 100 SKUs based on revenue and will be subject to the 6 week lead-time accordingly. Actual order fulfillment will be based on material availability.

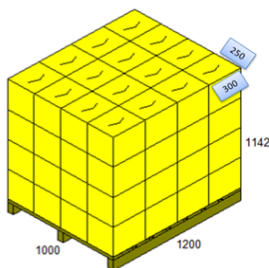
As customer orders transition to the multipack offer, substitutions of single packaged phones may be required for multipacks orders. The substitution of single packaged phones for multipack orders is acceptable and will help to deplete excess stock of single packaged phones and resolve supply constraints of multipacks.

Multi-pack Pallet Details

Summary of pallet layout upon General Availability Date

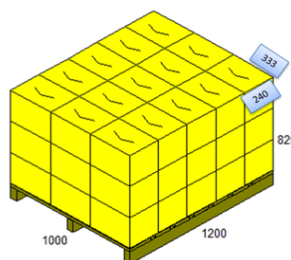
| Material ID | Material Description | Box sizeLxWxH (mm) | Box Layer/Pallet | Box Qty/Layer | Qty/Pallet | | Stack |
|-------------|---|--------------------|------------------|---------------|------------|-----|-------|
| 700510909 | 1408 TELSET FOR CM/IPO ICON ONLY | 333*240*232 mm | 3 | 14 | 45 | 180 | 3 |
| 700510910 | 1416 TELSET - CM/IPO/IE UPN (ICON ONLY) | 300*240*308 mm | 2 | 16 | 32 | 128 | 3 |
| 700510907 | IP PHONE 1608-I (ICON ONLY) | 333*240*232 mm | 3 | 14 | 45 | 180 | 3 |
| 700510908 | IP PHONE 1616-I BLK ICON ONLY | 300*240*308 mm | 2 | 16 | 32 | 128 | 3 |
| 700510913 | 9508 TELSET FOR IPO ICON ONLY | 300*250*257 mm | 4 | 16 | 64 | 256 | 2 |
| 700510914 | 9504 TELSET FOR IPO (ICON ONLY) | 300*250*257 mm | 4 | 16 | 64 | 256 | 2 |
| 700510905 | 9608D03A-1009 IP PHONE, 9608G | 300*250*232 mm | 3 | 14 | 48 | 192 | 3 |
| 700510904 | IP PHONE 9611G ICON ONLY | 300*250*232 mm | 3 | 14 | 48 | 192 | 3 |

96/95xx



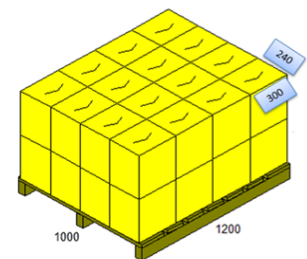
| 95xx | Length (mm) | Width (mm) |
|---------------|-------------|------------|
| Pallet Size | 1200 | 1000 |
| Box Footprint | 1200 | 1000 |

1408/1608



| 1408/1608 | Length (mm) | Width (mm) |
|---------------|-------------|------------|
| Pallet Size | 1200 | 1000 |
| Box Footprint | 1200 | 999 |

1416/1616



| 1416/1616 | Length (mm) | Width (mm) |
|---------------|-------------|------------|
| Pallet Size | 1200 | 1000 |
| Box Footprint | 1200 | 960 |

Localization Summary

The Multi-package Offer is available in the same locations as their Single Packaged Counterparts. Because this is a packaging arrangement only, there are no changes that impact where this offer is made available.

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Images of Multi-Packaged Product

Packaging example – 9608/11 Multipack Packaging (4 Deskphones/Box)



Note: Individual bags for set, stand, handsets have been removed for picture