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

Contents

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.

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.

Multipack product code and serial number

Individual Set product code and serial numbers

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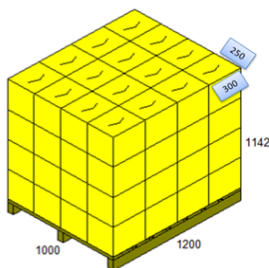
As customer orders transition to the multipack offer, substitutions of single packaged phones may be required for multipacks orders. The substitution of single packaged phones for multpack orders is acceptable and will help to deplete excess stock of single packaged phones and resolve supply constraints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

Multi-pack Pallet Details

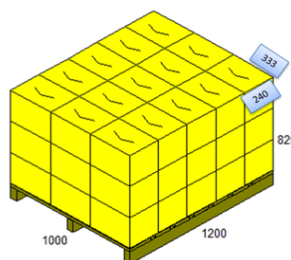Summary of pallet layout upon General Availability Date

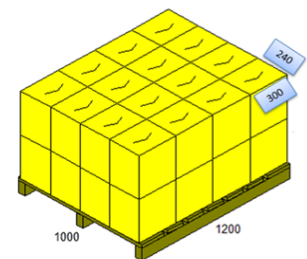| Material ID	Material Description	Box sizeLxWxH (mm)	Box Layer/Pallet	Box Qty/Layer	Qty/Pallet		Stack
700510909	1408 TELSET FOR CM/IPO ICON ONLY	333*240*232 mm	3	14	45	180	3
700510910	1416 TELSET - CM/IPO/IE UPN (ICON ONLY)	300*240*308 mm	2	16	32	128	3
700510907	IP PHONE 1608-I (ICON ONLY)	333*240*232 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

1408/1608

1416/1616

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

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

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.

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