Avaya Sales and Design Credential Guide

- Avaya Professional Sales Specialist (APSS)
- Avaya Professional Design Specialist (APDS)
- Avaya Certified Sales Professional (ACSP)
- Avaya Certified Design Specialist (ACDS)

15 April 2016

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Purpose:

This guide provides background and planning information for the Avaya Professional Sales Specialist (APSS), Avaya Professional Design Specialist (APDS), Avaya Certified Sales Professional (ACSP) and Avaya Certified Design Specialist (ACDS) credentials.

Information in the document is presented as of 15 April 2016 unless noted otherwise.

For the latest information on the Avaya Professional Credential Program and the training curriculums that support it, log-in to the Avaya Learning Center www.avaya-learning.com.

- Avaya Professional Sales & Design Credential availability
- Avaya Certified Sales & Design Credential availability
- Test Preparation and Foundational Knowledge
- Credential Program Policies and Procedures
- Information on the Avaya Credential Management System which allows credential holders to access their credential transcripts, download certificates and logos as well as publish credential verification reports for viewing by authorized 3rd parties.
- Registration of Online Tests
- News Highlights covering the most recent enhancements to Avaya Learning Center offerings and Avaya Professional Credential Program

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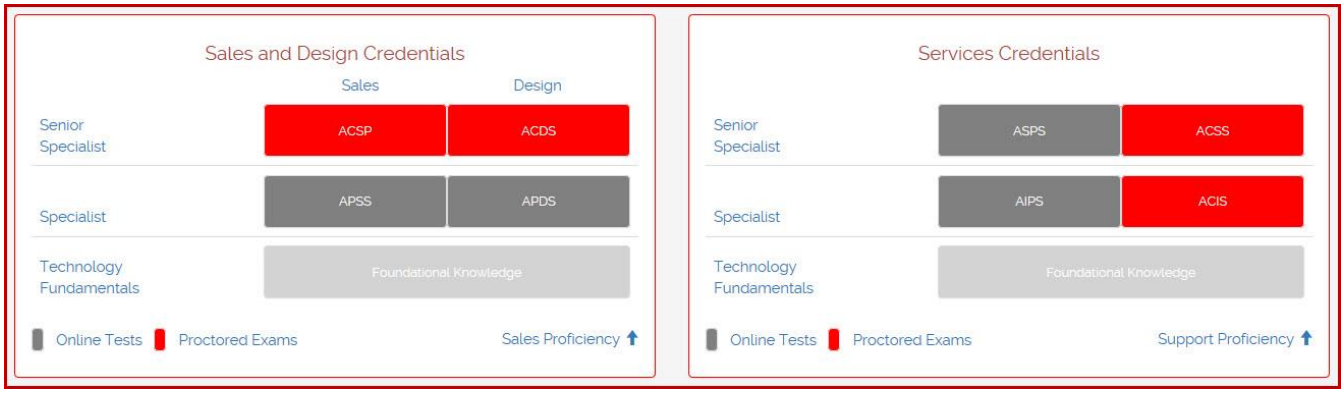
1. Avaya Professional Credential Program Overview

The Avaya Professional Credential Program is designed to ensure individuals have the knowledge and skills to successfully sell, design, implement and maintain Avaya products and solutions that exceed customer expectations. The Avaya Professional Credential Program currently consists of Sales, Design, and Services credentials and distinguishes between solution Credentials and Product Specific Credentials.



Sales and Design Credentials

Avaya Engagement solutions Certifications

- Avaya Certified Design Specialist (ACDS)
- Avaya Certified Sales Professional (ACSP)

Avaya Product Professional Credentials

- Avaya Professional Design Specialist (APDS)
- Avaya Professional Sales Specialist (APSS)

Services Credentials

Avaya Engagement Solutions Certifications

- Avaya Certified Solution Specialist (ACSS)
- Avaya Certified Integration Specialist (ACIS)

Avaya Product Certifications

- Avaya Certified Support Specialist (ACSS)
- Avaya Certified Implementation Specialist (ACIS)

Avaya Product Professional Credentials

- Avaya Support Professional Specialist (ASPS)
- Avaya Implementation Professional Specialist (AIPS)

Avaya uses a blend of online tests and proctored exams to validate competencies. Professional Specialist credentials are awarded based upon passing Online Tests. Certified Credentials incorporate Proctored Exams and Online Tests as a requirement to earn the credential.

The Avaya Professional Sales Specialist (APSS), Avaya Professional Design Specialist (APDS), Avaya Certified Sales Professional (ACSP) and Avaya Certified Design Specialist (ACDS) credentials are the Avaya sales and design authorizations validating knowledge and skills in the areas of selling and designing Avaya products and solutions.

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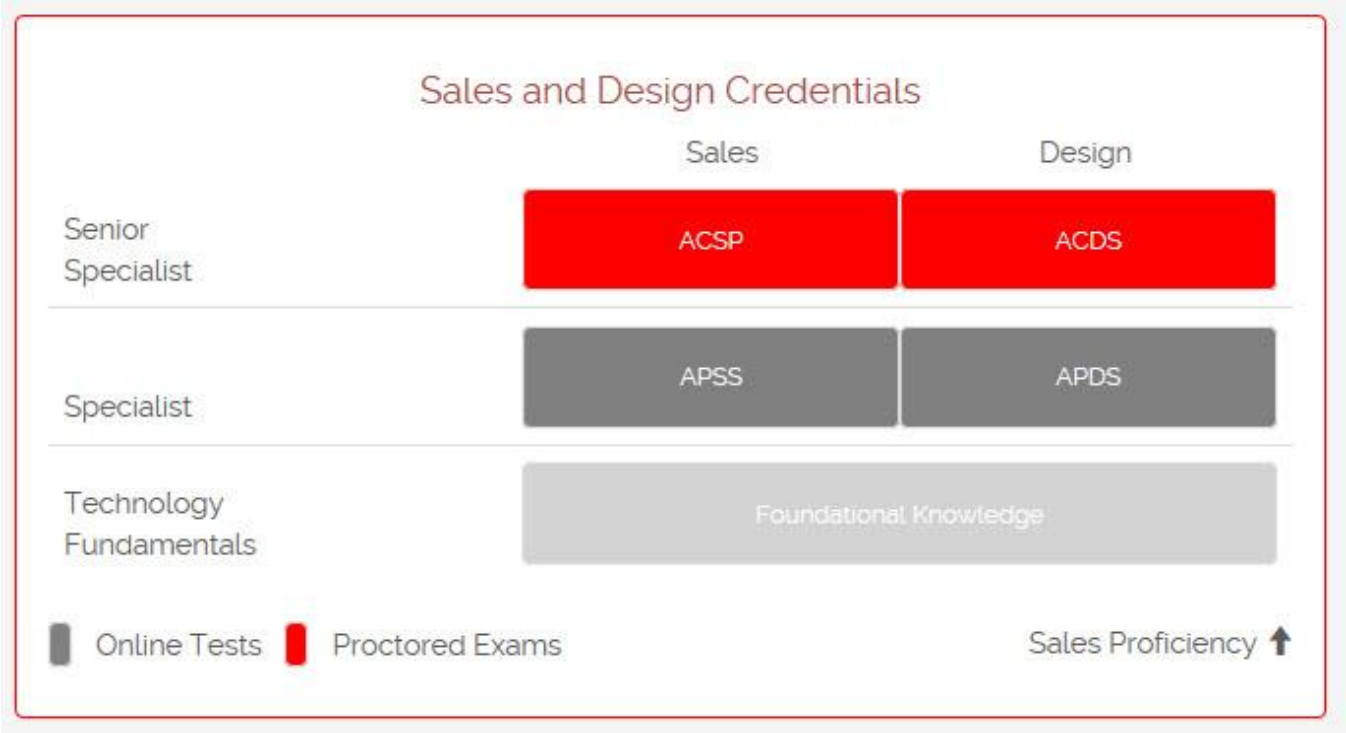
The Avaya Services credentials validate knowledge and skills in the areas of implementation, administration, maintenance and troubleshooting for Avaya products and solutions.

This guide provides background and planning information for the Avaya Professional Sales Specialist (APSS), Avaya Professional Design Specialist (APDS), Avaya Certified Sales Professional (ACSP) and Avaya Certified Design Specialist (ACDS) credentials.

2. Avaya Sales and Design Credential Program Structure

Avaya Professional Specialist credentials use non-proctored Online Tests delivered via the Avaya Learning Center.



Not all solution areas have both Avaya Professional Sales Specialist (APSS) and Avaya Professional Design Specialist (APDS) credentials. The types of credentials and the number of Online Tests to earn a credential is a function of the solution's complexity in the areas of sales and design.

The Avaya Certified Sales Professional (ACSP) credential validates that the candidate has an advanced level of technical proficiency necessary to understand Avaya Sales skills and processes. The Avaya Certified Design Specialist (ACDS) credential validates the candidate has an intermediary level of technical proficiency to create specific greenfield, upgrade and migration solution designs based on customer business needs. Refer to article New Avaya Certified Sales Professional (ACSP) Credential Focuses on Avaya Engagement Solutions for details and release dates for this new credential.

The ACDS portfolio has undergone a major redesign to provide the Avaya Sales Engineer (SE) community a growth path to mastery in Avaya Engagement Solutions. The ACDS

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curriculum for Avaya Engagement Solutions instills a common methodology and approach to solution design across the entire SE community and builds upon the foundation established with the Avaya Professional Design Specialist (APDS) curriculum. Refer to article Avaya Certified Design Specialist (ACDS) Credential Re-launches With Focus On Avaya Engagement Solutions for the release dates of the re-launched credentials.

In support of the Avaya Professional Credential Program, Avaya Learning offers a wide variety of training content to meet the needs of our Partners, Customers, and Associates.

Fundamental to all earning Avaya Professional Credentials is a solid understanding of the core technologies upon which the products and solutions are built. Avaya recommends the Programs of leading industry players to provide foundational knowledge: WestNet Learning (Foundational Technology Expert) and The SIP School (SSCA).

3. Avaya Professional Sales Specialist (APSS) Description

This credential validates that the candidate has a basic-to-intermediary level of knowledge to sell Avaya products and customer focused solutions.

Qualified candidates typically have sales skills background and have had success in closing deals.

The Credential will equip the sales candidate with the ability to:

- Articulate the purpose and features of a given product/solution.
- Craft appropriate probing questions to use with constituents (IT, LOB, CxO) to identify details about their problems that can form the basis for the solution ROI.
- Leverage this knowledge in developing a set of solution capabilities that can be delivered to address a client's problems.
- Communicate the value of the offers and associated services offerings (software, applications, hardware and software-based, as applicable).
- Communicate market position, technology, and product expertise and how it addresses key or common business problems found within particular market segments.

This credential is valid for two years, uses online test(s), and is reserved exclusively for Avaya Channel Partners and Associates.

Exception: APSS – Avaya Aura® Application Server 5300 (APSS -1101) remains a one year credential until further notice.

4. Avaya Professional Design Specialist (APDS) Description

This credential validates that the candidate has an introductory level of technical proficiency necessary to create specific designs and build foundational knowledge for solution designs based on the customer requirements.

Qualified candidates typically have technical awareness and understanding of solutions and products within a portfolio and the credential will aid them in understanding:

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- Understand typical customer issues and trends in the target market.
- Discuss the products in a portfolio and explain the role they play in a solution: functionalities, capabilities, interdependencies, integration, interoperability, upgrade/migration requirements.
- Describe the value and functionalities a solution made up by the products in a portfolio bring to the customer.
- Discuss the available services and support (ProServ and/or AGS) options for a product or solution.
- Describe licensing options.
- Compare, contrast and position a solution over a competitor.
- Conduct application discovery.
- Clarify customer's request, current configuration and future needs.

This credential is valid for two years, uses online test(s) and is reserved exclusively for Avaya Channel Partners and Associates.

5. Avaya Certified Sales Professional (ACSP) Description

The Avaya Certified Sales Professional (ACSP) credential validates that the candidate has achieved an advanced understanding of and competence in Avaya Sales skills and processes for sales strategy and deployment.

Building upon the foundation established with the Avaya Professional Sales Specialist (APSS) curriculum, students completing the ACSP curriculum will be able to sell and position solutions that address the customer's issues and objectives.

Qualified candidates must have an APSS Certification in the portfolio they are attempting the ACSP in, and typically have advanced sales skills. The ACSP credential will aid them in their ability to:

- Describe the solution and create an innovation conversation.
- Identify customer needs based on industry and market challenges.
- Understand and apply the Avaya Sales skills and processes to your sales strategy and deployment.
- Ability to discuss the Avaya Innovations, how to whiteboard the solution, close on the deal and demonstrate as appropriate.
- Tailor your conversation approach to the appropriate audience.
- Identify the Avaya Services and Support offers for the Solution.
- Create value propositions that align to the customer's culture, strategy and long term business and revenue goals.
- Use Avaya differentiators to influence buying decisions.

ACSP Credentials use Online Tests and Proctored Exams, are valid for 2 years and are reserved exclusively for Avaya Channel Partners and Associates. To obtain an ACSP credential individuals need to hold the relevant APSS credential and successfully complete the proctored exam noted on the credential map.

Note: The ACSP credentials are planned for full deployment in Calendar Year 2016.

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6. Avaya Certified Design Specialist (ACDS) Description

The Avaya Certified Design Specialist (ACDS) credential validates that the candidate has an intermediary level of technical proficiency necessary to create specific greenfield, upgrade and migration solution designs based on customer business needs.

Avaya recognizes that individuals responsible for designing customer **solutions** demonstrate advanced Sales Engineering skills and therefore should be distinguished with a credential that signifies their achievement.

Qualified candidates must have an APDS Certification in the portfolio they are attempting the ACDS in, and typically have intermediate Technical Sales Skills. The ACDS credential will aid them in their ability to:

- Create and explain Greenfield and legacy solution designs based on the customer discovery and requirements.
- Follow standard methodology during the customer discovery and designing process
- Create and diagram a complex solution architecture based on Avaya Reference Architectures
- Explain and estimate complex licensing scenarios
- Use given customer requirements and Avaya components, to recognize and recommend a solution design ready for pricing tool (i.e. ASD) configuration design.
- Compare and contrast the configuration design and BoM with the solution design and identify discrepancies.

The ACDS Certification is valid for 2 years, uses Online Tests and Proctored Exams, and is reserved exclusively for Avaya Channel Partners and Associates. To obtain an ACDS credential individuals need to hold the relevant APDS credential.

Note: The ACDS portfolio has undergone a major redesign to provide the Avaya Sales Engineer (SE) community a growth path to mastery in Avaya Engagement Solutions. The ACDS curriculum for Avaya Engagement Solutions instills a common methodology and approach to solution design across the entire SE community and builds upon the foundation established with the Avaya Professional Design Specialist (APDS) curriculum.

For additional Sales and Design credential comparative information see Appendix A – APSS, APDS, ACSP and ACDS Knowledge and Skills Matrices.

7. Credential Portfolio Overview

Avaya Sales and Design Certifications are in alignment with Avaya's new era of Avaya Engagement Solutions. The below table lists available Avaya Engagement Sales and Design Certifications first, followed by Avaya Professional Specialist Credentials.

The types of credentials and the number of online tests and proctored exams to earn a credential is a function of the solution's complexity in that particular area of sales and design.

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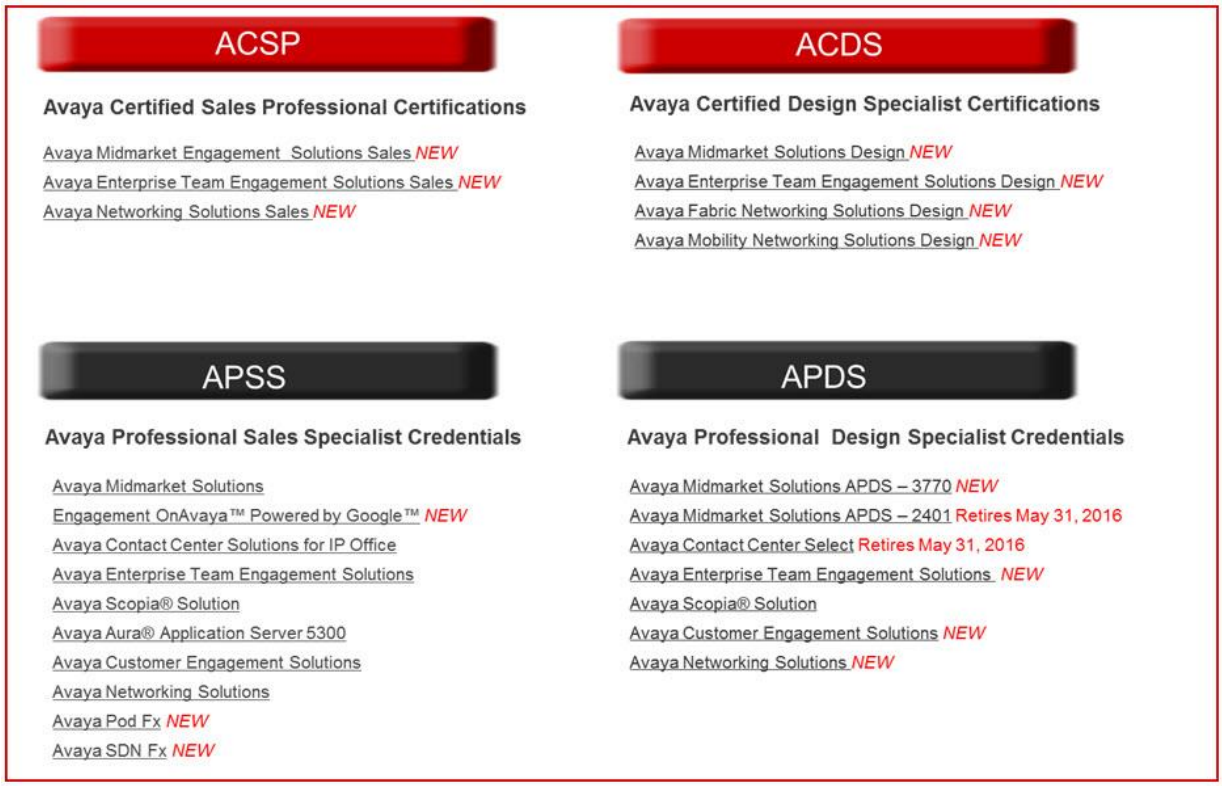
The following diagram illustrates Sales and Design Credentials available and coming soon.

Sales and Design Credentials



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8. Credential Plan-of-Record

Following is the status for the Avaya Professional Sales Specialist (APSS), Avaya Professional Design Specialist (APDS), Avaya Certified Sales Professional (ACSP) and Avaya Certified Design Specialist (ACDS) credentials. It reflects APSS, APDS and ACDS credentials available, coming soon and/or retiring.

Please note that as the Avaya Professional Credential Program evolves, information on changes is posted and distributed through standard communication channels (i.e: Avaya Learning Center, Avaya Learning News, Avaya Partner Portal, and Partner Newsflash).

Note:

Credential Plan-of-Record
As of 15 April 2016

Avaya Certified Sales and Design Certifications	APSS	APDS	ACSP	ACDS
Avaya Midmarket Engagement Solutions	N/A	N/A	Available	Available
Avaya Enterprise Team Engagement Solutions	N/A	N/A	Available	Available
Avaya Networking Solutions Sales	N/A	N/A	Available	N/A
Avaya Fabric Networking Solutions Design	N/A	N/A	N/A	Available
Avaya Mobility Networking Solutions Design	N/A	N/A	N/A	Available
Avaya Professional Sales and Design Credentials				
Avaya Midmarket Solutions	Available	Available	N/A	N/A
Engagement OnAvaya™ Powered by Google™	Available	N/A	N/A	N/A
Avaya Contact Center Solutions for IP Office	Available	N/A	N/A	N/A
Avaya Contact Center Select	N/A	Available	N/A	N/A
Avaya Scopia® Solution	Available	Available	N/A	N/A
Avaya Enterprise Team Engagement Solutions	Available	Available	N/A	N/A
Avaya Aura® Application Server 5300	Available	N/A	N/A	N/A
Avaya Customer Engagement Solutions	Available	Available	N/A	N/A
Avaya Networking Solutions	Available	Available	N/A	N/A
Avaya Pod Fx	Available	N/A	N/A	N/A
Avaya SDN Fx	Available	N/A	N/A	N/A
Available Credentials	10	6	3	4

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9. Preparing For and Scheduling Avaya Online Tests and Proctored Exams

Preparing for Avaya Sales and Design Online Tests and Proctored Exams

Log-in to the Avaya Learning Center at www.avaya-learning.com and use the "Catalog Search" functionality to search either by "Curriculum/Credential" or "Search by Course Code."

The Avaya Professional Credential Program landing page provides additional information around available credentials and the Credential Program Links page provides useful program documentation and latest news.

Training is recommended and core training courses are often supplemented as part of a comprehensive study program. Review the credential, online test / proctored exam and all curriculum map training course descriptions to determine the scope of training and experience most appropriate for you to prepare for the online test or proctored exam.

Technology Fundamentals

Selling, designing, implementing and maintaining Avaya Products / Solutions require a solid understanding of the core technologies upon which they are built.

Avaya recommends the programs of leading industry players to provide foundational knowledge: WestNet Learning (Foundational Technology Expert) and The SIP School (SSCA).

Access the "Foundational Knowledge" link on the Avaya Professional Credential Program landing page to learn more about these important programs.

Taking an Avaya Online Test

Avaya Online Tests are taken via the Avaya Learning Center. Students are required to log in to the Avaya Learning Center via Avaya Single Sign-On (SSO) process.

For questions related to registering for an Online Test or the SSO process please contact the Helpdesk at:

- **Avaya Learning Help Desk Call Center**
  Call 866-Avaya-54 or 866-282-9254 [North American Region]
  Outside North America: Regional Local Number Listing

- **Avaya Learning Help Desk Website**
  Submit a request to the Support team at https://partner-itss.avaya.com

Avaya Learning Center - Access via Secure Sign-on (SSO) Information

To register for an Avaya online test, log in to www.avaya-learning.com.

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Online Test Re-take Policy

Avaya Learning policy allows three pre-course attempts for all online tests. If you do not pass the online test you must re-register to attempt it again. If you have not passed the online test after the third attempt, you will need to complete the associated learning activity and call the Avaya Learning Center Help Desk requesting a re-set for that specific online test.

Please note: This policy applies only to online tests.

Scheduling a Proctored Exam at Pearson VUE Test Centers

Pearson VUE Authorized Test Centers represent a network of Pearson VUE independent business partners primarily in the commercial and academic market spaces. Availability of testing centers varies by city/state/geographic region based upon business partner participation in the Pearson VUE testing program.

As independent business partners, Pearson VUE Test Centers establish their own hours of operation and testing seat capacity. Reservations are accepted on a first come / first serve basis independent of the vendor exam chosen. Test Center, Online or Pearson VUE Call Center reservations all work from the same inventory of available testing sessions. Contacting a Pearson VUE Test Center can provide candidates with the best understanding of what parameters drive a Center's days / hours of operation; this can be particularly helpful for Testing Centers associated with academic institutions.

Pearson VUE encourages candidates to book testing sessions well in advance (2+ months) to help ensure individual requirements can be met. Candidate demand often fluctuates. Visit the Pearson VUE website at www.pearsonvue.com/avaya to see currently available Avaya exams, regional exam pricing and register for a proctored exam session.

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10. APSS, APDS, ACSP and ACDS Core Training Course Curriculum Maps

Following are the core training course Curriculum Maps for APSS, APDS, ACSP and ACDS credentials available as of 15 April 2016.

For the most current information on the Avaya Credential Curriculum Maps including Foundational Knowledge and Supplemental Learning options visit the Avaya Learning Center www.avaya-learning.com.

For questions about the Avaya Professional Credential Program and scheduling training please contact the Avaya Learning Helpdesk.

- **Avaya Learning Help Desk Call Center**
  Call 866-Avaya-54 or 866-282-9254 [North American Region]
  Outside North America: Regional Local Number Listing

- **Avaya Learning Help Desk Website**
  Submit a request to the Support team at https://partner-itss.avaya.com

Avaya Certified Sales and Design Certifications	APSS	APDS	ACSP	ACDS
Avaya Midmarket Engagement Solutions	N/A	N/A	Page 23	Page 25
Avaya Enterprise Team Engagement Solutions	N/A	N/A	Page 23-24	Page 25
Avaya Networking Solutions Sales	N/A	N/A	Page 24	N/A
Avaya Fabric Networking Solutions Design	N/A	N/A	N/A	Page 25
Avaya Mobility Networking Solutions Design	N/A	N/A	N/A	Page 26
Avaya Professional Sales and Design Credentials				
Avaya Midmarket Solutions	Page 14	Page 19-20	N/A	N/A
Engagement OnAvaya™ Powered by Google™	Page 14	N/A	N/A	N/A
Avaya Contact Center Solutions for IP Office	Page 15	N/A	N/A	N/A
Avaya Contact Center Select	N/A	Page 19	N/A	N/A
Avaya Scopia® Solution	Page 16	Page 20	N/A	N/A
Avaya Enterprise Team Engagement Solutions	Page 15-16	Page 21	N/A	N/A
Avaya Aura® Application Server 5300	Page 15	N/A	N/A	N/A
Avaya Customer Engagement Solutions	Page 17	Page 21	N/A	N/A
Avaya Networking Solutions	Page 17	Page 21-22	N/A	N/A
Avaya Pod Fx	Page 18	N/A	N/A	N/A
Avaya SDN Fx	Page 18	N/A	N/A	N/A

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10.1 Avaya Professional Sales Specialist (APSS)

APSS - Avaya Midmarket Solutions (APSS - 1000)

To earn the APSS - Avaya Midmarket Solutions Credential			
Overview Courses:			
Web	2S00012W	Small and Midmarket Communications – Avaya IP Office™ Platform 9.1 and 9.1 Select - Overview	0.50 hour
Product Component Courses			
Web	4601W	Avaya IP Office™ Platform - Components	1.25 hours
Learning Link		Emergency Services Access Enhancements in IP Office Release 9.0	
Compliance Courses:			
On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours
Online Tests:			
Online Test	4600T	Small and Midmarket Communications Online Test	1.00 hour
Online Text	4600TCHS	Small and Midmarket Communications Online Test (Chinese)	1.00 hour

APSS – Engagement OnAvaya™ Powered by Goggle™ (APSS - 4710) - New

To earn the APSS – Engagement OnAvaya™ Powered by Goggle™ Credential			
Overview Course:			
Web	4721W	Selling Customer Engagement OnAvaya™ - Goggle™ Cloud Platform Overview	0.75 hour
Product Component Courses:			
Web	4722W	Customer Engagement OnAvaya™ - Google™ Cloud Platform Components	0.25 hour
On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours
Online Tests:			
Online Test	4720T	Customer Engagement OnAvaya™ - Google™ Cloud Platform Online Test	1.00 hour

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APSS – Avaya Contact Center Solutions for IP Office (APSS - 1001)

To earn the APSS – Avaya Contact Center Solutions for IP Office Credential

Recommended fundamental Learning

Learning Link		APSS - Avaya Midmarket Solutions Credential

Courses:

Web	4700W	Avaya Contact Center Solutions for IP Office™ Platform Overview	0.50 hour
Web	4701W	Avaya Contact Center Solutions for IP Office™ Components	1.00 hour
On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours

Online Tests:

Online Test	4700T	Avaya Contact Center Solutions for Avaya IP Office – APSS Online Test	1.00 hour

APSS - Avaya Aura® Application Server 5300 (APSS - 1101)

To earn the APSS - Avaya Aura® Application Server 5300 credential:

Courses:

On Demand	2U00175O	Selling Avaya Aura® Application Server 5300 (AS 5300) 3.0 - L1	0.50 hours
On Demand	2U00176O	Selling Avaya Aura® Application Server 5300 (AS 5300) 3.0 - L2	0.50 hours
On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours

Online Tests:

Online Test	2U00177A	Selling Avaya Aura® Application Server 5300 (AS 5300) Online Test	0.50 hours

APSS - Avaya Enterprise Team Engagement Solutions (APSS - 1100)

To earn the APSS - Avaya Enterprise Team Engagement Solutions Credential:

Overview Courses:

Web	4300W	Avaya Unified Communications Portfolio Overview	0.75 hour
Web	4311W	Selling Unified Communications Messaging Overview	0.50 hour
Web	4312W	Avaya Aura® Suite Licensing	0.25 hour

Product Component Courses

Web	4301W	Avaya Unified Communications - Core Components	1.25 hours
Web	4302W	Avaya Unified Communications - Gateways and Endpoints	0.75 hours

Continued on page 16

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APSS - Avaya Enterprise Team Engagement Solutions (APSS - 1100) Continued from page 15

Web	4303W	Avaya UC - Cloud and Virtualization	0.50 hours
Web	4304W	Avaya UC Soft Clients – Components	0.75 hour
Web	4305W	Avaya UC Applications Components	1.00 hour
Web	4307W	Avaya Unified Communications - Clients	0.75 hour
Compliance Courses:			
On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25
Online Tests:			
Online Test	4400T	APSS Unified Communications Online Test	1.00 hour
Online Test	4400TCHS	APSS Unified Communications Online Test (Chinese)	1.00 hour

APSS - Avaya Scopia® Solution (APSS - 1401)

To earn the APSS - Avaya Scopia® Solution Credential

Overview Courses:			
On Demand	2X00050O	Video Conferencing Fundamentals for Sales	1.25 hour
Web	4510W	Selling Avaya Scopia® Overview	0.75 hour
Avaya Scopia® Solutions - Core Courses:			
Web	4511W	Selling Avaya Scopia® Components: Endpoints	1.00 hours
Web	4512W	Avaya Scopia® Components: MCUs/Gateways	1.25 hours
Web	4513W	Avaya Scopia® Components: Management/Middleware	0.50 hour
Web	4500W	Partner Hosted Video Cloud	0.25 hour
Web	4514W	Avaya Video Cloud	0.25 hour
Compliance Courses:			
On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hour
Online Tests:			
Online Test	4500T	APSS - Avaya Scopia® Online Test	1.00 hour
Online Test	4500TCHS	APSS - Avaya Scopia® Online Test (Chinese)	1.00 hour

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APSS - Avaya Customer Engagement Solutions (APSS - 1200)

To earn the APSS - Avaya Customer Engagement Solutions Credential:			
Overview Courses:			
Web	4101W	Selling Avaya Customer Engagement - Overview	0.75 hour
Product Component Courses:			
Web	4110W	Omnichannel Automated - Part 1	0.75 hour
Web	4111W	Omnichannel Automated - Part 2	1.00 hour
Web	4112W	Actionable Insight	1.00 hour
Web	4113W	Omnichannel Assisted - Part 1	0.75 hour
Web	4114W	Omnichannel Assisted - Part 2	0.75 hour
Web	4115W	Omnichannel Assisted - Part 3	0.75 hour
Compliance Courses:			
On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hour
Online Tests:			
Online Test	4190T	APSS – Avaya Customer Engagement Solutions Online Test	1.00 hour
Online Test	4190TCHS	APSS - Avaya Customer Engagement Solutions Online Test (Chinese)	1.00 hour

APSS - Avaya Networking Solutions (APSS - 1300)

To earn the APSS - Avaya Networking Solutions Credential:			
Overview Courses:			
Web	4002W	Avaya Networking Overview	1.00 hour
Product Component Courses:			
Web	4010W	Access Control	0.25 hour
Web	4011W	Avaya Ethernet Switches	1.25 hours
Web	4012W	Wireless Networks	0.25 hour
Web	4013W	Unified Management	0.25 hour
Compliance Courses:			
On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours
Online Tests:			
Online Test	4090T	APSS Avaya Networking Online Test	1.00 hour
Online Test	4090TCHS	APSS Avaya Networking Online Test (Chinese)	1.00 hour

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APSS - Avaya Pod Fx (APSS - 4800) - New

To earn the APSS - Avaya Pod Fx Credential:

Avaya Pod Fx

Web	4801W	Selling Avaya Pod Fx	1.00 hour

Team Engagement/UCaaS

Web	4303W	Avaya Unified Communications - Cloud and Virtualization	0.50 hours

Avaya Pod Fx Infrastructure - Networking

Web	4002W	Avaya Networking Overview	0.50 hours
Web	4011W	Ethernet Switches Component	1.25 hours
Web	4013W	Unified Management Component	0.25 hours

EMC

EMC Information & Storage Management Sales Training (Avaya Associates Only)
EMC Information & Storage Management Sales Training (Avaya Partners)

VMware by VMware

On Demand	1Z00198O	VMware by VMware	8.00 hours

Compliance Courses

On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours

Online Tests

Online Test	4800T	APSS Avaya Pod Fx Online Test	1.00 hour

APSS - Avaya SDN Fx (APSS - 4830) - New

To earn the APSS – Avaya SDN Fx Credential:

Overview Courses

Web	4831W	Avaya Software Defined Network (SDN) Fx Overview	1.00 hour

Product Component Courses

Web	4832W	Avaya SDN Fx Healthcare Solution	0.25 hours
	PID-01	Avaya Software Defined Network (SDN) Fx Healthcare	

Compliance Courses

On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours

Online Tests

Online Test	4830T	APSS Avaya SDN Fx Online Test	1.00 hour

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10.2 Avaya Professional Design Specialist (APDS)

APDS – Avaya Contact Center Select (APDS - 2400) Retires May 31 2016

To earn the APDS – Avaya Contact Center Select Credential:

Contact Center Select Design Courses

On Demand	3M00010O	Designing Avaya Contact Center Select	2.25 hours

Compliance Courses:

On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours

Online Tests:

Online Test	3M00030A	APDS Avaya Contact Center Select (ACCS) Online Test	2.00 hour

APDS – Avaya Midmarket Solution (APDS - 2401) Retires 31 May 2016

To earn the APDS – Avaya Midmarket Solution Credential:

Virtual Campus Training

Virtual	3705E	Knowledge Access: Avaya Midmarket Solutions Overview and field Study	13.50 hours

Traditional Training

Web	3720W	Avaya Midmarket Solutions Overview	1.5 hours
Learning Link		APDS Midmarket Solutions Product Information Documents	
Web	3740W	Avaya Midmarket Solutions Customer Field Study	2.50 hours

Compliance Courses:

On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours

Online Tests:

Online Test	3M02401A	APDS Avaya Midmarket Solutions Online Test	1.50 hour
Online Test	3M02402A	APDS Avaya Midmarket Solutions Online Test (Chinese)	1.50 hour

APDS – Avaya Midmarket Solutions (APDS - 3770) - New

To earn the APDS – Avaya Midmarket Solutions Credential:

Virtual Campus Training

Virtual	3705E	Knowledge Access: Avaya Midmarket Solutions Overview and field Study	13.50 hours

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APDS – Avaya Midmarket Solutions (APDS - 3770) – Continued from page 19

Traditional Training			
Web	3720W	Avaya Midmarket Solutions Overview	1.5 hours
Learning Link		APDS Midmarket Solutions Product Information Documents	
Web	3740W	Avaya Midmarket Solutions Customer Field Study	1.50 hours
Compliance Courses:			
On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours
Online Tests:			
Online Test	3770T	APDS Avaya Midmarket Solutions Online Test	1.50 hour

APDS - Avaya Scopia® Solution (APDS - 2301)

Fundamental Skills and Capabilities: To maximize the value of this curriculum and improve preparation for the associated online tests:			
Learning Link		APSS - Avaya Scopia® Solution Curriculum	
To earn the APDS - Avaya Scopia® Solution Credential:			
Overview Courses:			
Web	3V00100W	Avaya Scopia® Video Solution Overview	2.00 hours
Quote and Order Process Courses:			
Learning Link	0U00460O	ASD Additional Parts Configurator Training	
Avaya Scopia® Solutions – Core Courses:			
Web	3V00101W	Designing Avaya Scopia® Endpoints	1.00 hour
Web	3V00102W	Designing Avaya Scopia® Infrastructure	2.00 hours
Web	3V00103W	Designing Avaya Scopia® Mobility Solutions	1.00 hour
Web	3V00104W	Designing Avaya Scopia® Management	1.25 hours
Web	3V00105W	Designing Avaya Scopia® PathFinder Firewall Traversal	0.75 hour
Web	3V00107W	Designing Avaya Scopia® Interoperability	0.50 hour
Learning Link		Avaya Cloud Enablement for Video 2	
Avaya Scopia® Solutions – Scenario Courses:			
Web	3V00108W	Designing Avaya Scopia® - Solution Scenarios	1.50 hours
Compliance Courses:			
On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours
Online Tests:			
Online Test	3V00290A	APDS Avaya Scopia® Online Test	2.00 hours
Online Test	3V00291A	APDS Avaya Scopia® Online Test (Chinese)	2.00 hours

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APDS - Avaya Enterprise Team Engagement Solutions (APDS - 3170) - New

To earn the APDS - Avaya Enterprise Team Engagement Solutions credential:

Traditional Training

Web	3120W	Avaya Communications Optimization Solutions Overview	1.50 hours
Web	3150W	Avaya Communications Optimization Solutions Customer Field Study	1.50 hours
Web	3140W	Avaya Productivity and Growth Enablement Solutions Overview	1.50 hours
Web	3170W	Avaya Productivity and Growth Enablement Solutions Customer Field Study	1.50 hours

Compliance Training:

On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours

Online Tests:

Online Test	3170T	APDS Avaya Enterprise Team Engagement Solutions Online Test	1.50 hours
Online Test	3170TCHS	APDS Avaya Enterprise Team Engagement Solutions Online Test (Chinese)	1.50 hours

APDS - Avaya Customer Engagement Solutions (APDS - 3370) - New

To earn the APDS - Avaya Customer Engagement Solutions credential:

Traditional Training

Web	3320W	Avaya Customer Engagement Platforms Overview	1.50 hours
Web	3330W	Avaya Customer Engagement Administration and Applications Overview	2.50 hours
Web	3340W	Avaya Customer Engagement Solutions Field Study	1.50 hours

Compliance Training:

On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours

Online Tests:

Online Test	3370T	APDS Customer Engagement Solutions Online Test	1.50 hours

APDS - Avaya Networking Solutions (APDS - 3570) - New

To earn the APDS - Avaya Networking Solutions credential:

Virtual Campus Training

Virtual	3505E	Knowledge Access: Avaya Networking Solutions Overview and Field Study	14.50 hours

Traditional Training

Web	3520W	Avaya Networking, Fabric and Mobility Solutions Overview	1.50 hours
Web	3540W	Avaya Networking, Fabric and Mobility Solutions Customer Field Study	1.50 hours

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APDS - Avaya Networking Solutions (APDS - 3570) Continued from page 21

Compliance Training:			
On Demand	1Z00010O	Anti-Bribery/Anti-Corruption (ABAC) Compliance Training Module for Business Partners	0.25 hours
Online Tests:			
Online Test	3570T	APDS Avaya Networking Solutions Online Test	1.50 hours
Online Test	3570TCHS	APDS Avaya Networking Solutions Online Test (Chinese)	1.50 hours

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10.3 Avaya Certified Sales Professional (ACSP) - NEW

ACSP - Avaya Midmarket Engagement Solutions Sales (ACSP - 4780) - New

To earn the ACSP - Avaya Midmarket Engagement Solutions Sales credential:

Students must hold both the APSS - 1000 and APSS - 1001 credentials as prerequisites.

Overview Courses:			
Web	4750W	introduction to Avaya Midmarket Network Solutions	1.00 hour
Solution Conversations and Value Selling:			
Web	0Z00099W	The Anatomy of a Midmarket Innovation Conversation	0.75 hour
Web	0Z00101W	As-Is/To-Be Part 1: Introduction and Methodology for a Simple Deal	0.50 hour
Selling Solutions			
Web	4751W	Selling Avaya Networking with IP Office™ Platform`	0.50 hour
Additional content coming in 2016			
Web	TBD	Coming Soon! Selling Midmarket Customer Engagement Solutions	
Web	TBD	Coming Soon! Selling Midmarket Team Engagement Solutions: Mobility & BYOD	
Web	TBD	Coming Soon! Selling Midmarket Team Engagement Solutions: Video Collaboration	
Exam:			
Exam	4780X	Coming Soon! Avaya Midmarket Solutions Sales Exam	2.00 hours

ACSP - Avaya Enterprise Engagement Solutions Sales (ACSP - 4770) - New

To earn the ACSP - Avaya Enterprise Engagement Solutions Sales credential:

Students must hold both the APSS - 1100 and APSS - 1200 credentials as prerequisites.

Overview Courses:			
Web	11U00010W	Avaya Team Engagement Solutions Overview	1.00 hour
Solution Conversations and Value Selling:			
Web	0Z00100W	The Anatomy of an Innovation Conversation	0.75 hour
Web	0Z00101W	As-Is/To-Be Part 1: Introduction and Methodology for a Simple Deal	0.50 hour

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ACSP - Avaya Enterprise Engagement Solutions Sales (ACSP - 4770) Continued from page 23

Selling Solutions			
Web	11U00011W	Selling Avaya Mobility Enablement solutions	1.00 hour
Additional content coming in 2016			
Web	TBD	Coming Soon! Selling Avaya UC Optimization Solutions	
Web	TBD	Coming Soon! Selling Avaya Growth Enablement Solutions	
Web	4754W	Coming Soon! Selling Avaya Contact Center Efficiency Solutions	
Web	4756W	Coming Soon! Selling Avaya Customer Experience Solutions	
Web	4762W	Coming Soon! Selling Avaya Topline Growth Solutions	
Performance Challenges			
Web	11U00012W	Avaya Mobility Enablement Performance Challenge	1.00 hour
Exam:			
Exam	4770X	Coming Soon! Avaya Enterprise Engagement Solutions Sales Exam	2.00 hours

ACSP - Avaya Networking Solutions Sales (ACSP - 4750) - New

To earn the ACSP - Avaya Networking Solutions Sales credential:

Students must hold the APSS - 1300 credential as a prerequisite.

Overview Courses:			
Web	2Z00100W	Selling Accross the Stack - Networking Sales	2.00 hours
Solution Conversations and Value Selling:			
Web	0Z00100W	The Anatomy of an Innovation Conversation	0.75 hour
Web	0Z00101W	As-Is/To-Be Part 1: Introduction and Methodology for a Simple Deal	0.50 hour
Selling Solutions			
Web	4765W	Avaya Networking Solutions: Intelligent Mobility	0.50 hour
Web	4766W	Avaya Networking Solutions: Avaya Professional Services Offers for Networking	0.50 hour
Web	4767W	Avaya Networking Solutions: IP Video Surveillance	0.50 hour
Web	4768W	Avaya Networking Solutions: Full Stack/Collaboration Pod	0.25 hour
Web	4769W	Avaya Networking Solutions: Secure Network/SDN Solution for Networking	0.25 hour
Web	4770W	Avaya Networking Solutions: Hospitality Vertical for Networking	0.25 hour
Web	4771W	Avaya Networking Solutions: Avaya Customer Services	0.20 hour
Exam:			
Exam	4750X	Coming Soon! Avaya Networking Solutions Sales Exam	2.00 hours

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10.4 Avaya Certified Design Specialist (ACDS) - NEW

ACDS - Avaya Midmarket Solutions Design (ACDS - 2401) - New

To earn the ACDS - Avaya Midmarket Solutions Design credential:

Students must hold the APDS - 2401 credential as a prerequisite.

Courses:

Classroom	3760C	Designing Avaya Midmarket Solutions	40.0 hours

Exam:

Exam	3780X	Avaya Midmarket Solutions Design Exam	2.00 hours

ACDS - Avaya Enterprise Team Engagement Solutions Design (ACDS - 3185) - New

To earn the ACDS - Avaya Enterprise Team Engagement Solutions Design credential:

Students must hold APDS - 3170 OR both the APDS - 2000 and APDS - 2301 credentials as a prerequisite.

Courses:

Classroom	3180C	Designing Communications Optimization Solutions	33.5 hours
Classroom	3185C	Designing Avaya Productivity & Growth Enablement Solutions	32.0 hours

Online Test and Exam:

Online Test	3180T	Designing Communications Optimization Solutions Test	1.50 hours
Exam	3185X	Avaya Enterprise Team Engagement Solutions Design Exam	2.00 hours

ACDS - Avaya Fabric Networking Solutions Design (ACDS - 3580) - New

To earn the ACDS - Avaya Fabric Networking Solutions Design credential:

Students must hold the APDS - 2200 or APDS - 3570 credential as a prerequisite.

Courses:

Classroom	3580C	Designing Avaya Fabric Networking Solutions	40.0 hours

Exam:

Exam	3580X	Avaya Fabric Networking Solutions Design Exam	2.00 hours

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ACDS - Avaya Mobility Networking Solutions Design (ACDS - 3581) - New

To earn the ACDS - Avaya Mobility Networking Solutions Design credential:

Students must hold the APDS - 2200 or APDS - 3570 credential as a prerequisite.

Courses:

Classroom	3581C	Designing Avaya Mobility Networking Solutions	40.0 hours

Exam:

Exam	3581X	Avaya Mobility Networking Solutions Design Exam	2.00 hours

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Appendix A – APSS, APDS, ACDS and ACSP Knowledge and Skills Matrices

	APSS Avaya Professional Sales Specialist	APDS Avaya Professional Design Specialist	ACDS Avaya Certified Design Specialist	ACSP Avaya Certified Sales Professional
Goal	Awareness of the components in a portfolio and the ability to address customer issues and articulate the value of the components to the customers. Portfolio Overview Component Information Document	Acquire technical awareness and understanding of solutions and products within a portfolio to build foundational knowledge for solution design based on customer business issues.	Solution-Level Design: Create solution design based on customer requirements and business needs for greenfield and legacy customers.	Ability to create a customer focused solutions story that addresses customer issues and creates positive business outcomes. Learning Bytes and scenario based training
Description	Explain the outcome the <component/product> brings to the customer. Identify what issues/problems in the customer base the component addresses. • Describe market industry and trends. • Communicate the business value of a component/product. • Probe the customer for issues using qualifying questions. • Compare, contrast and position a component/product over a competitor. • Identify where to find current competitive analysis. • Address Services offers that are part of the components.	• Understand typical customer issues and trends in the target market • Discuss the products in a portfolio and explain the role they play in a solution: functionalities, capabilities, interdependencies, integration, interoperability, upgrade/migration requirements • Describe the value and functionalities a solution made up by the products in a portfolio brings to the customer • Discuss the available services and support (ProServ and/or AGS) options for a product or solution • Describe licensing options	• Create and explain Greenfield and legacy solution designs based on the customer discovery and requirements. • Follow standard methodology during the customer discovery and designing process • Create and diagram a complex solution architecture based on Avaya Reference Architectures • Explain and estimate complex licensing scenarios • Use given customer requirements and Avaya components, to recognize and recommend a solution design ready for pricing tool (i.e. ASD) configuration design. • Compare and contrast the configuration design and BoM with the solution design and identify	• Create the solution story that is applicable to your customer. • Understand and apply the Avaya Sales skills and processes to your sales strategy and deployment. • Ability to discuss the Avaya Innovations, how to whiteboard the solution, closes on the deal and demo as appropriate.

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	APSS Avaya Professional Sales Specialist	APDS Avaya Professional Design Specialist	ACDS Avaya Certified Design Specialist	ACSP Avaya Certified Sales Professional
		• Conduct application discovery • Clarify customer's request, current configuration and future needs • Compare, contrast and position a solution over a competitor • Overcome objections	discrepancies.	
Audience	Avaya Associates Avaya Channel Partners	Avaya Associates Avaya Channel Partners	Avaya Associates Avaya Channel Partners	Avaya Associates Avaya Channel Partners
Mastery	The individual will be prepared to sell the components/products comprising a given portfolio, address customer needs and discuss available services offers. Match products with the customer's need. • Communication business value • List the available support services	The individual will be able to participate in discovery activities to understand customer or partner business requirements and translate them into technical requirements and map those to the appropriate Avaya solution or product. • Conduct discovery conversation • Clarify a customer's request, current configuration and future needs • Match product capabilities or functionality with the customer's needs • Explain how the combination of different products in a portfolio can be combined into one solution that solves specific business issues	The individual will be able to perform "whiteboard" design, format, and present a Greenfield or legacy upgrade/migration solution. • Conduct detailed information discovery • Use design methodology to translate customer requirements and needs into an Avaya solution design • Compare configuration design/BoM with the solution design and identify discrepancies. • Plan and validate solution design with customer • Present solution proposal to customer	The individual will be prepared to : • Identify Customer needs based on Industry and Customer Challenges (Know what Discovery questions to ask) • Identify Services that meet Customer needs • Create Value propositions that align to customer's culture, strategy and long term business and revenue goals • Influence buying decisions by focusing on AS IS to BE requirements of the customer • Apply Avaya solutions to resolve customer Challenges • Create a Solution level and AS is to Be Innovation conversation

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Appendix B - Credential Listing and Test Requirements

The Credential Listing and Test Requirements chart has been removed and was replaced by a separate document.
Refer to Avaya Professional Credential Program Life Cycle located on the Credential Program Information Links page under **Credential Support** documents.

(End of document)

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