

## New PARTNER Telephones

Revised: March 7, 2005

<b>SMBS Document Definition:</b>		
	<b>Product/Platform Summary</b>	This document is an ongoing, evolving summary incorporating the latest updates on the entire product platform. (e.g. Any version of IP Office). It is global and will note any regional distinctions within.
	<b>Detailed Product Description</b>	This document is the detailed version of the product/platform summary. It is the “everything you need to know” source for the respective product platform. It is global and will note any regional distinctions within.
✓	<b>Product Update</b>	<b>(Formerly known as the Offer announcement.)</b> <b>This is a communication that summarizes “what’s new” within a given release regarding any changes or enhancements to an existing GA (Generally Available) product.</b>
	<b>Sale Guide</b>	This document provides coaching on the key selling points to highlight with customers. It typically also includes information pertaining to implementation guidelines and “need to know” facts.

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## 1. Executive Summary

In response to feedback from customers and BusinessPartners, and to ensure competitive market positioning, new PARTNER telephones will be available for Distributors on April 18, 2005, and Generally Available on May 2, 2005. The new PARTNER telephones are consistent with Avaya's high quality look and feel, and will replace the current sets, which have been offered for 7 years without any major changes. In addition, a new 6-button display telephone that is competitively priced will address the current gap at the low end of the market.

New PARTNER telephones provide an improved value proposition for smaller customers that are price sensitive and/or who require a low-end, 6-button display phone. The telephones provide improved cosmetic appeal and increased competitiveness against companies such as Nortel, Panasonic, and NEC who have recently introduced new phones for their key system product lines.

As a result, this release will enhance the current product offer, which is already the market leader in its space, and will improve the product's entry-level capacity and competitiveness in the market.

The release comprises 3 new models, each available in either black or titanium white color (**U.S. list prices shown**):

- 6 button display - \$165.00
- 18 button display - \$269.00
- 34 button display - \$345.00

Additionally, the 48 button Call Assistant (CA48) will also be offered in black and titanium white. Non-display and gray colored sets will no longer be offered.

## 2. Availability, Feature, and Pricing Summary

### 2.1 Availability

This document announces the General Availability (GA) of new PARTNER telephones to authorized Avaya Distributors and BusinessPartners.

Avaya is proud to announce the introduction of new PARTNER telephones, including a 6-button display phone that is competitively priced for small and medium business customers. Distributors will be able to place orders on **April 18, 2005**. BusinessPartners will be able to place orders with their respective Distributors on or about **May 2, 2005**.

## 2.2 Summary of New Release

The new PARTNER telephones have a sleek, modern design and improved tactile feel complete with enhanced buttons and a new handset. There are 3 new models to choose from, each available in either black or titanium white color:

- 6 button display
- 18 button display
- 34 button display

Additionally, the 48 button Call Assistant (CA48) will also be offered in black and titanium white.

With the addition of a 6 button display phone, this exciting new offer is perfect for price-sensitive customers that want to take full advantage of PARTNER's comprehensive feature set. In fact, the entire PARTNER telephone line comes **standard** with a backlit display! According to a recent study by the Yankee Group, Caller ID subscription rates for small and medium businesses (SMBs) have grown considerably over the past 3 years, with more than 70% of them opting for the service<sup>1</sup>. Caller ID is a "must have" requirement that increases productivity, improves customer service, and saves valuable time for the business owner.



*Introducing the new PARTNER family of telephones (CA48 not shown)*

These new telephones provide all the necessary features needed for efficient, easy communications. All the basic features are there, as well as the following:

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<sup>1</sup> Source: Yankee Group 2002 – 2004 SMB Bundled Communications Surveys

### **2.2.1 Backlit Displays**

All new PARTNER telephones are equipped with backlit displays that make it easy to do business. The product line has been enhanced to include a 6-button display telephone, which is perfect for the price sensitive customer that wants to take advantage of the full PARTNER feature set. When making calls, the number being dialed is displayed. When receiving internal calls, the extension number is displayed along with the name of the person who is calling. The displays on the 18 button and 34 button sets can also be adjusted for an optimal viewing angle, and information can be displayed in English, French, or Spanish. Displays on all models provide the ability to select 4 different levels of contrast to suit a customer's preference.

### **2.2.2 Programmable Feature Buttons**

All new PARTNER telephones are equipped with feature buttons that can be preprogrammed for specific lines, extensions or features (e.g., do not disturb, voice mail). The number of buttons varies based on the size of the phone.

### **2.2.3 Fixed Intercom Buttons**

All new PARTNER telephones are equipped with 2 fixed intercom buttons for streamlined internal communications. Other competitors' products may require you to program intercom buttons, which uses buttons that could be used for other features.

### **2.2.4 Fixed Hold, Conference, and Transfer Buttons**

By having dedicated buttons for these often used features, the new PARTNER telephones greatly enhance usability, simplifying call handling and reducing the need for function codes. Many competitive offerings combine conference and transfer on the same button, which may be confusing to a customer.

### **2.2.5 Volume Control Buttons**

Volume control buttons allow 14 steps of volume adjustment for the ringer, handset, and speakerphone.

### **2.2.6 Speakerphone**

The speakerphone feature of the new PARTNER telephones facilitates the ease of hands-free communication.

### **2.2.7 Intercom (HFAI)**

Being able to *answer* a call without picking up the handset is a welcome convenience, and every new PARTNER telephone includes a hands-free answer on intercom (HFAI) option for answering intercom or voice-announced calls.

### **2.2.8 Separate Red and Green LEDs**

The new PARTNER telephones distinguish the status of lines or features using red and green on separate LEDs, making it easier to determine the status of the indicator. Separate red and green LEDs are beneficial to people that have trouble distinguishing colors, unlike many competitive products that utilize a single LED.

### **2.2.9 Auxiliary Port**

The new PARTNER 18D and 34D telephones have an auxiliary port, which makes it simpler and less expensive to connect cordless telephones, answering machines, or headsets. For the new PARTNER 6D telephone, use a 267F2 bridging adapter at the switch or at the telephone for similar capability.

### **2.2.10 Headsets**

For heavy phone users, such as sales and service personnel, headsets are a way to enhance productivity and performance by increasing comfort and convenience. A wide range of headsets can be used with the PARTNER system. Avaya also offers wireless headsets for increased mobility around the office.

### **2.2.11 Message Waiting**

When you have a voice message, the new PARTNER telephones lets you know with a red Message Waiting LED. Whereas some competitive products only notify you via the LCD, a red LED can be seen from across a room, so you always know when a message has been left.

### **2.2.12 Desktop or wall-mount**

For situations where desktop or counter space is at a premium, new PARTNER telephones are designed to be easily wall-mounted, and no extra hardware is needed. For desktop placement, all new PARTNER telephones have adjustable stands that can be set to 3 different height levels.

### **2.2.13 Backwards Compatibility**

The new PARTNER telephones are backwards compatible with all previous releases of PARTNER ACS, so forklift upgrades of previously installed equipment is unnecessary.

Current PARTNER telephones will be offered for a period of time while supplies last. Please check with your Avaya Authorized Distributor for availability.

## 2.3 Pricing

The new PARTNER telephones have attractive pricing to match their striking looks! The following is a list of the available codes and respective list prices.

Note: Sets designated as "TAA Compliant" meet the requirements of the U.S. Trade Agreements Act, and can be sold into federal, state, and local government entities that procure goods under the related schedules (e.g., GSA). Separate comcodes have been created to identify these sets.

### **SUMMARY PRICING DETAILS FOR NEW TELEPHONES (U.S. LIST PRICES) AVAILABLE TO DISTRIBUTORS ON APRIL 18<sup>TH</sup>, 2005**

SAP Code	Description	US\$ List
700340169	6 Button Display – Black	165.00
700340185	6 Button Display – Titanium White	165.00
700340193	18 Button Display – Black	269.00
700340219	18 Button Display – Titanium White	269.00
700340227	34 Button Display – Black	345.00
700340243	34 Button Display – Titanium White	345.00

### **SUMMARY PRICING DETAILS FOR NEW TELEPHONE ADJUNCTS (U.S. LIST PRICES) AVAILABLE TO DISTRIBUTORS ON APRIL 18<sup>TH</sup>, 2005**

SAP Code	Description	US\$ List
700353618	Call Assistant - 48 Button – Black	270.00
700345515	Call Assistant - 48 Button – Titanium White	270.00

### **SUMMARY PRICING DETAILS FOR NEW TELEPHONES (U.S. LIST PRICES), TAA COMPLIANT AVAILABLE TO DISTRIBUTORS ON APRIL 18<sup>TH</sup>, 2005**

SAP Code	Description	US\$ List
700368608	6 Button Display – Black	165.00
700368616	6 Button Display – Titanium White	165.00
700368624	18 Button Display – Black	269.00
700368632	18 Button Display – Titanium White	269.00
700368640	34 Button Display – Black	345.00
700368657	34 Button Display – Titanium White	345.00

## 2.4 Feature Matrix

Standard Features	6D	18D	34D
Mute (Mic)	Yes	Yes	Yes
Built in 2-Way Speakerphone	Yes	Yes	Yes
Hands-free Answer Intercom (HFAI)	Yes	Yes	Yes
LCD Display Size (lines x characters)	2x16	2x24	2x24
Backlit LCD Display with 4 contrast levels	Yes	Yes	Yes
Adjustable LCD Display	No	Yes	Yes
Intercom Buttons	2	2	2
Programmable Line/Feature Buttons with LEDs	4	16	32
Programmable Line/Feature Buttons w/o LEDs	0	4	4
Feature Access Button	Yes	Yes	Yes
Hold Button	Yes	Yes	Yes
Conference Button	Yes	Yes	Yes
Transfer Button	Yes	Yes	Yes
Speaker Volume Control	Yes	Yes	Yes
Ringer Volume Control	Yes	Yes	Yes
Message Waiting LED	Yes	Yes	Yes
Caller ID Support	Yes	Yes	Yes
Adjustable Stand Included	Yes	Yes	Yes
Station Programming Capability	Yes	Yes	Yes
Centralized System Programming Capability	No	Yes	Yes
Auxiliary Jack	No	Yes	Yes
Colors	Black / Titanium White	Black / Titanium White	Black / Titanium White

### 3. Documentation, Support, and Training

#### 3.1 Documentation

The PARTNER ACS® Release 7 system documentation will be available from the following web site: <http://www.avaya.com/support> and then select:

Product Documentation

- For PARTNER system documents, click Communications Systems & page down until you see PARTNER System
- For PARTNER Messaging system documents, click Messaging & page down until you see PARTNER System

To order copies of this and other documents:

Call: Avaya Publications Center  
Voice: 1.800.457.1235 or 1.207.866.6701  
FAX: 1.800.457.1764 or 1.207.626.7269

Write: Globalware Solutions  
200 Ward Hill Avenue  
Haverhill, MA 01835 USA  
Attention: Avaya Account Management  
E-mail: [totalware@gwsmail.com](mailto:totalware@gwsmail.com)

For the most current versions of documentation, go to the Avaya Web site: <http://www.avaya.com/support/>

#### 3.2 Technical Support

Technical questions should be directed to SMBS Pre Sales Technical Support Group (PTSG) via e-mail at [technictr@avaya.com](mailto:technictr@avaya.com), or live at (888) 297-4700.

#### 3.3 Training

AVAYA University provides the following training courses on-line or on a CD:

##### Sales

- BSP264W2 (BSP264A - Assessment) - Partner ACS product and Application Sales Training

##### Technical

- AVA00149WEN (AVA00149AEN - Assessment) - Partner ACS Installation and Maintenance
- AVA00537WEN (AVA00537AEN - Assessment) - Partner R7 ACS Technical Overview

To register or to check availability, go to the following web site: [www.avaya.com/businesspartner/learning](http://www.avaya.com/businesspartner/learning)

## 4. Appendices

### 4.1 Contacts

Product Marketing Manager	Karen Kervin	908-953-3278	<a href="mailto:kervin@avaya.com">kervin@avaya.com</a>
PARTNER Product Manager	Rich DeFabritus	908-953-6165	<a href="mailto:defabritus@avaya.com">defabritus@avaya.com</a>
PARTNER Messaging Product Manager	Rich DeFabritus	908-953-6165	<a href="mailto:defabritus@avaya.com">defabritus@avaya.com</a>
Pre Sales Technical Support		888-297-4700	<a href="mailto:technictr@avaya.com">technictr@avaya.com</a>
Post Sales Technical Support	Contact your Distributor		
Avaya Services		Customers 800-628-2888 BP Techs 877-295-0099	
Avaya University			<a href="http://www.avaya.com/businesspartner/learning">www.avaya.com/businesspartner/learning</a>