



# The Channel 2019

**Alison Hastings**  
Head of Channel UKI

#Ideas2Inspire



**AVAYA**

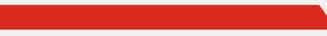
Experience  
Dublin 2019

# CHANNEL CHALLENGES

# CUSTOMER NEEDS

**dial tone**  
low margins  
competing on price  
transactional relationships  
**low revenue per customer**

productivity  
**cloud models**  
speed to market  
scale for growth  
**business continuity**



# Channel enablement – our Growth Pillars

- Cloud First
- Protect and modernise our base (Loyalty Together)
- Whitespace/New Logo
- Incremental revenues via new devices (CU360/Headsets)
- Incremental revenues with Avaya & Friends

# Avaya's Open Innovation is a Cultural Shift

---

## Think Differently

- Innovate New Experiences
- Constant flow of Inspiring Ideas
- Co-Creation of Innovation
- Vertically focused



# The new Avaya ecosystem

Integrated, game-changing solutions that deliver business value



Avaya & Friends brings together industry leaders under 1 AVAYA umbrella, providing end-users and Avaya partners easy access to:

- ✓ cutting-edge solutions
- ✓ ready-made
- ✓ pre-integrated

So you don't have to worry about cross-compatibility



### Customer Centricity

The solutions that end users demand



### Holistic Solutions Delivery

Easy delivery of pre-integrated solutions



### Ecosystem Agility

Access to a thriving ecosystem of innovators

# Avaya Eco-System remains a must!



# How can we better serve the Channel?

- A channel partner programme that enables you to re-invest and innovate and not just fulfilment
- We need to enable YOU to be more successful in the world of digital transformation via our best in breed eco-system
- Ensure we are easier to do business with

**AVAYA**  
& friends

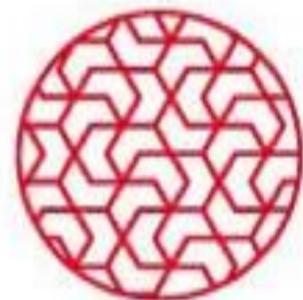
**Because Innovation  
Is Best Done Together!**



**Enrich your  
Portfolio**

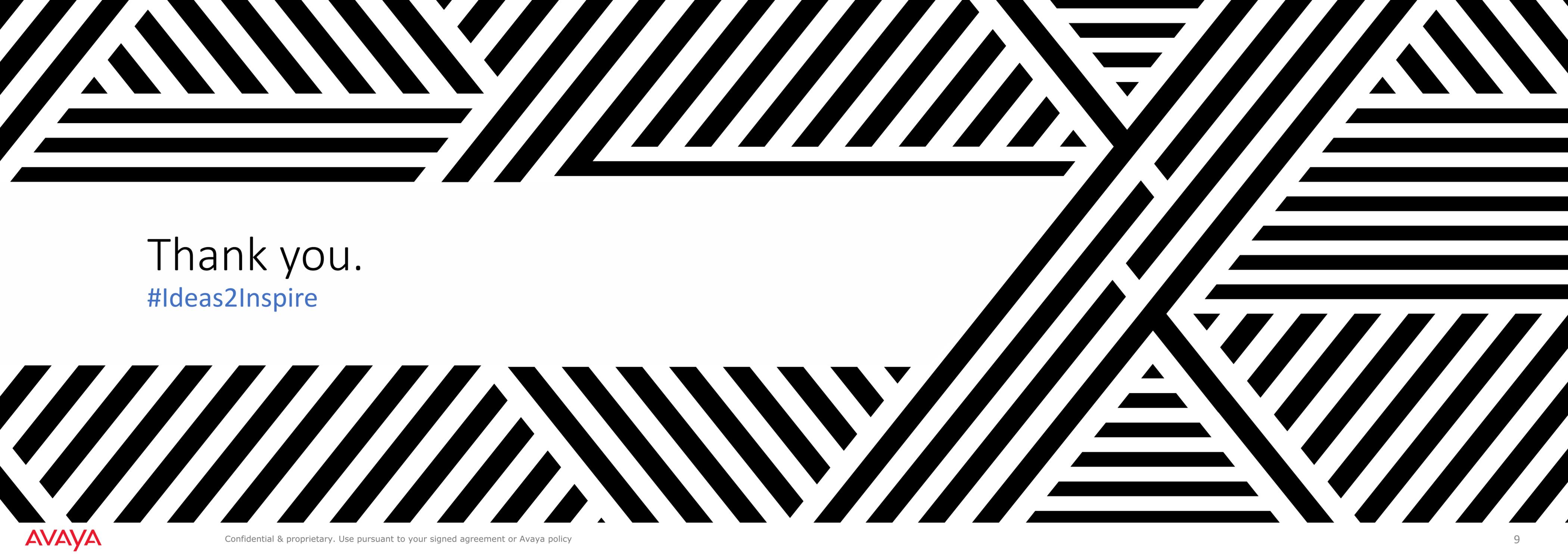


**Grow your  
Business**



**Transform your  
Sales Model**





Thank you.  
#Ideas2Inspire