AVAYA

DevConnect

AVAYA DEVCONNECT
PROGRAM GUIDE

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PROGRAM OVERVIEW

Introduction

Avaya is a global leader in team and customer engagement solutions. The company provides unified communications, contact centers, networking and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

The Avaya DevConnect Program enables, supports and extends the market reach of application developers and technology companies to offer Avaya customers end-to-end solutions that address their business challenges. Thousands of companies from around the world are program members, including hardware and software developers, system integrators, telecommunications service providers and Avaya customers. These companies and individuals offer products and solutions that complement and extend the value of Avaya investments, creating a diverse range of solution capabilities for our customers.

Developers of enhanced application solutions, regardless of platform or integration, share common needs for the tools that will allow them to take full advantage of today's market opportunities. The Avaya DevConnect Program provides a framework for solution vendors to engage with Avaya, and Avaya with them, enabling these companies to access an expanding range of interfaces, information, and technical support services. This guide provides an in-depth look at the DevConnect Program and explains the benefits available to developers who are, or wish to pursue, development of interoperable or Avaya-enabled solutions.

The DevConnect Program scope encompasses the entire range of solutions within the Avaya Aura® and Avaya Breeze™ Platforms. This includes Avaya IP Deskphones and collaboration clients as well as Avaya contact center, collaboration applications, video, speech analytics, fabric-based networking and solutions for the mid-market.

Goal of the Program

The primary goal of the program is to promote and support the creation and marketing of a new generation of innovative communication solutions by blending the complementary products, services and technologies from solution innovators and industry leaders around the globe.

Types of Members

DevConnect supports the following types of developers:

- **Independent Software/Hardware Vendors** – Companies or individuals whose product(s) use Avaya open interfaces and/or open industry standards to integrate with Avaya products and create unique solutions that meet customers' needs.

- **System Integrators** – Companies that co-deliver engagements with Avaya Global Services and/or provide services directly to customers or Avaya Connect channel partners.

- **Service Providers** – Telecommunications companies that offer wide-area network services to business and government customers using Avaya SIP-based solutions. These solutions generally involve the use of SIP trunking as an access method to PSTN services.

- **IT Organizations** – Avaya customers developing custom/in-house applications that enhance applications and features on the Avaya portfolio of platforms and solutions.

Membership Levels

DevConnect provides a variety of membership levels to meet the varying needs of our community.

Registered Membership is our entry level option, available to anyone through a simple registration process and governed by the Terms of Use posted on our website (**www.avaya.com/devconnect**). There is no cost associated with becoming a basic registered member.

- **Registered Members** have access to a wide variety of education and technical reference materials, developer tools and the ability to download Software Development Kits (SDKs) and Application Programming Interfaces (APIs) available for many Avaya platforms by accepting click-thru EULA terms on download. Registered level members may also request access to select remote labs and to obtain free Tier 1 & 2 Technical Support on selected Avaya APIs at no additional cost. Registered members may also procure select development environments to aid in application prototyping and development, as well as selected Avaya SDKs that carry specific licensing costs, through DevConnect Procurement benefits.

Enhanced Membership options provide a range of additional benefits, governed by a specific DevConnect Membership Agreement, and is subject to various program fees. Enhanced membership options include:

- **Support-enabled Registered Member,** which provides a block of DevConnect Enhanced Technical Support hours to the member for a fee. Enhanced Technical Support provides Tier 1 to 4 technical support for application development, including troubleshooting, log file analysis, code analysis and other deeper levels of engagement by DevConnect Technical Support Engineers. Support-enabled Registered Membership upgrades are available for all types of Registered Level DevConnect members.

- **Technology Partner,** which is the highest level of Program Membership, intended to support the needs of technology companies (ISV, IHV, SI and Service Provider) in the development, qualification and marketing of products and services that are synergistic with the strategic goals of Avaya and the needs of our customers. Technology Partners receive DevConnect Enhanced Technical Support and DevConnect Compliance Testing benefits as part of their

annual membership, as well as access to a variety of co-marketing benefits, expanded Remote Lab and procurement options, and other commercial programs made available to DevConnect Technology Partners.

At Avaya's discretion, a Registered-level member may be declined as a Technology Partner, and instead accepted as a **Testing-enabled Registered Member**, which specifically excludes any and all co-marketing benefits typically made available to Technology Partners. Generally, Testing-enabled Registered Members are limited to technology companies, although Avaya Customers and other companies may operate under this level at Avaya's discretion.

All Enhanced-level members are assigned a DevConnect Business Development Manager (BDM) to assist them in utilizing the benefits available to them at their program membership level. Base Registered-level members may receive support for program questions on a "best effort" basis by creating a **Membership and Program Support Request**.

The following table summarizes the key benefits and differentiation of Registered Member, Support-enabled Registered Member, Testing-enabled Registered Member and Technology Partner.

Membership Designation	Enhanced Level Memberships			Base Membership
	Technology Partner	**Registered Member**		
Qualifier		**Testing-enabled**	**Support-enabled**	**<none>**
Major Program Elements	• SDK/API Access • Expanded Set of Remote Labs • Designated Business Development Manager (BDM) • Enhanced Technical Support • Expanded Procurement Options • Compliance Testing & Application Note • Acoustic Headset Testing • Logo & Tested Marks • Co-Marketing & Commercial Programs	• SDK/API Access • Expanded Set of Remote Labs • Designated BDM • Enhanced Technical Support • Expanded Procurement Options • Compliance Testing & Application Note	• SDK/API Access • Remote Labs • Designated BDM • Enhanced Technical Support • Basic Procurement Options	• SDK/API Access • Remote Labs • Community & Basic Technical Support • Basic Procurement Options

Avaya reserves the right to limit the type or scope of support, marketing, or other benefits afforded to a member based on specific solution or company focus.

General Requirements

The DevConnect Program connects experienced business and technology market leaders selected by Avaya for their expertise in hardware, software and other services. Enhanced level members are solution developers whose products and services are designed to work with and complement the suite of Avaya products and services. Generally, members must:

• Be in business for a minimum of one (1) year

• Be in good financial health, as defined by Avaya

• Have product(s) and/or services that are generally available in the marketplace or capabilities to provide custom solutions based on generally available skill sets and/or competencies

- Demonstrate credentials through industry and vendor certifications
- Have reputable customer references, a sales channel and product support organization

Conflicting Agreements

Prospective members that have business agreements or arrangements with other Avaya organizations, such as Avaya Connect, or with outside organizations, such as competitors or channels that may compete with Avaya solutions and business strategies, may still apply to join the DevConnect Program. Avaya will work with these companies to determine appropriate program placement and management of the Avaya relationship – if accepted into the program – so that such agreements do not conflict with membership in any categories of the Avaya DevConnect Program.

Membership Level Acceptance

Avaya will consider member requests to advance to a higher program level if the member has:

- Demonstrated to Avaya an ability to provide incremental benefit to Avaya through increased participation in the program
- Developed unique skills or expertise in vertical solutions strategic to Avaya's success
- Demonstrated exemplary compliance with program policies, and
- Have met all program / category requirements; OR
- Other business changes occur necessitating an advance to a higher program level

Membership with Multiple Applications or Products

DevConnect members at enhanced membership levels may offer products, solutions or services that span more than one Avaya product category. Initial membership acceptance may be based only on a single category, and should the member wish to benefit from working with additional Avaya product categories, the member should discuss this interest with their DevConnect BDM.

The DevConnect team will evaluate and discuss each member solution with the appropriate Avaya product, sales and service teams. Additional DevConnect Compliance Testing fees and test execution may be required, even if the member solution under discussion had successfully completed prior Compliance Testing with another Avaya product category.

If it is determined that the member's offering fits additional Avaya product strategies, the member may be granted expanded membership and benefits for the new product category as long as the member:

- Is in good standing in the program
- Has met all of the program requirements, including payment of any additional applicable program fees
- Has successfully completed DevConnect Compliance Testing in the primary Avaya product category

Avaya reserves the right to limit marketing and other benefits on a solution-by-solution basis, even though the member may have been granted Technology Partner designation based on a prior solution evaluation.

Member Assistance

Members are provided with secure access to the DevConnect Program portal (**www.avaya.com/devconnect**), a web-based solution center that is the member's first point of access to program benefits and services. Each enhanced level member is also assigned a DevConnect Business Development Manager (BDM), who will be the member's primary contact on all program related matters. The rest of the DevConnect program team, as well as other associates from various Avaya organizations, support each BDM. The BDM monitors the relationship to help ensure both Avaya and the members meet their

agreed-upon services delivery and program compliance objectives. Base Registered-level members may receive program support on a "best effort" basis by creating a **Membership and Program Support Request**.

Logo Usage by DevConnect Technology Partners

Avaya has established membership brand marks to enable Technology Partners the opportunity to further promote their program participation. This specially-developed logo can be used in many different applications to signify your membership in one of the industry's premier developer organizations. Use of the Avaya company logo is not available to DevConnect members unless they are also an authorized Avaya Connect Partner (Reseller). Unauthorized usage of the Avaya logo may result in termination from the program and/or legal action.

For logo guidelines, please refer to the **DevConnect Logo Guidelines** (login required) available on the DevConnect Portal. Registered-level, including Support-enabled and Testing-enabled members, are not entitled to the use of any DevConnect Program logos or marks.

MEMBERSHIP REQUIREMENTS – SUMMARY

The following is a summary of DevConnect member requirements. For a full explanation of each requirement, refer to *Membership Requirements – Details.*

In the following table:

✓ Indicates the requirement must be met by all members at that level

+ System Integrators

Membership Requirements	Registered	Support -enabled	Testing -enabled	Technology Partner
Complete required Avaya Agreements, application, and pay applicable fees	✓	✓	✓	✓
Assign Business, Marketing and Technical contacts		✓	✓	✓
Have access to associated Avaya system / platform / products		✓ *	✓	✓
Have staff members competent on associated Avaya system / platform / product		✓ **	✓	✓
Agree to credit analysis by Avaya	✓	✓	✓	
Successfully complete compliance testing			✓	✓
Provide customer support			✓	✓
Provided dedicated web page to promote Avaya relationship				✓
Provide product information web updates				✓
Provide success stories				✓
Provide customer references				+
Open disclosure of employee status				+
Report leveraged sales				✓

* It is assumed that Avaya customers have access to Avaya solutions procured for development purposes, and accept all risks associated with undertaking development activities utilizing their own operational Avaya solutions.

** It is recommended that Avaya customers have appropriately trained administrators on-staff to support development activities.

MEMBERSHIP REQUIREMENTS – DETAILS

This section details the membership requirements.

Requirements Descriptions

Complete Required Avaya Agreements, Application and Applicable Fees	
Description:	Members must complete and sign the required agreements and forms. The program agreement defines the terms that govern the relationship between the parties. The DevConnect Team works with members to ensure that all documents are completed correctly and in a timely manner. Payments of all program fees are net 30 days. For more information, refer to the *Membership Support Packages and Fee Structure* section of this guide.
Required for:	All members; Registered Members are governed by the Terms of Use found on the DevConnect website.

Assign Business, Marketing and Technical Contacts	
Description:	Members must name a business and technical contact as primary contacts for Avaya.
Required for:	All enhanced level members. Technology Partners must also provide a Marketing contact.

Have Access to Associated Avaya System / Platform / Product	
Description:	It is strongly recommended that members have access to a current release of the Avaya system, platform or product with which the member is working towards development and/or compliance testing. To assist members in developing comprehensive, up-to-date, state-of-the-art solutions for their customers, Avaya provides a process that allows members to purchase select Avaya products and upgrades at discounted prices. (See *Discounted Development Platforms - Hardware and Software for Approved Platforms* under *Benefits.*) Avaya must approve requests to purchase platforms and interfaces. Additionally, remote access to Avaya-owned systems is available on selected Avaya systems. More information on procurement and remote lab options is available by logging in to the DevConnect portal at **www.avaya.com/devconnect**
Required for:	All enhanced level members

Have Staff Members Competent on Associated Avaya System / Platform / Product	
Description:	Members must have staff that can demonstrate competence for the Avaya product/interface associated with the membership. Training discounts are available for DevConnect Technology Partners from Avaya Learning. More information regarding training discounts available from Avaya Learning is available by logging in to the DevConnect portal at **www.avaya.com/devconnect**
Required for:	All enhanced level members

Agree to Credit Analysis by Avaya	
Description:	Avaya will complete a credit analysis process, as defined by Avaya. The analysis results must be satisfactory to Avaya before the prospective member is approved for membership.
Required for:	All enhanced level members

Successfully Complete Compliance Testing	
Description:	Avaya encourages members to develop solutions that complement Avaya collaboration, contact center, networking and SME solutions. The DevConnect Program drives complementary solutions into the marketplace by facilitating, through compliance testing, the technical readiness of these solutions. Compliance is measured against defined DevConnect standards and the completion documented through comprehensive application notes. Following successful completion of compliance testing, tested solutions will receive the **Avaya Compliance Tested** designation. This indicates testing was conducted by the member and Avaya engineers at Avaya lab facilities.
	For Technology Partners, the DevConnect Program promotes co-marketing and sales readiness through joint publication of the integrated solution's business value.
	For a full list of Avaya products/interfaces, refer to the currently supported set of products and interfaces listed on the DevConnect Portal. For the support and fee structure, refer to section *Membership Support Packages and Fee Structure.*
	Additional interfaces/platforms may require a higher level of testing and/or additional fees for testing. Avaya reserves the right to charge additional fees for any other legacy, controlled or proprietary interfaces not listed in the Program Guide.
	It is the member's obligation to arrange for testing with the latest release of applicable Avaya platforms. DevConnect will support only solutions tested on the latest Avaya release or the prior Avaya major release (i.e. release N, N-1).
	Successful compliance testing applies to a specific version of the member's and Avaya's product. It does not include upgrades, updates or revisions of either product; it does not include any other product from the member or Avaya. The Avaya Compliance Tested Logos and Application Notes apply only to the compliance-tested products as stated in the *Development Support Services* section of this guide.
	Further information on the testing process can be found in the current version of the DevConnect Compliance Testing Guide.
	Note:
	• Members may purchase additional support and test days. See *Purchasing Additional Support and Test Days* under *Member Benefits: Development Support Services.*
	• Due to increased demand during the last month of the calendar year, members must complete their development, be ready for testing, and request testing by November 1st, of the current calendar year to ensure remaining testing benefits can be utilized. Test days and technical support hours must be utilized during the membership term for which they are purchased. They do not carry over to future membership years without prior agreement by Avaya, at Avaya's discretion.
	• The member is responsible for all costs associated with the installation, configuration, and compatibility of their solution, including hardware, software and any external service subscriptions required (e.g., Salesforce.com accounts, SMS service accounts, email services, etc.) including both originating and return shipping of equipment, software and/or documentation to Avaya lab facilities.
	More information regarding DevConnect Compliance Testing is available by logging in to the DevConnect portal at **www.avaya.com/devconnect**
Required for:	Testing-enabled Registered Members and Technology Partners
	Members must successfully complete compliance testing for their respective products within the first year of membership. If Avaya deems, at its discretion, that the member's product(s) is incompatible with Avaya products after three test cycles, membership in the DevConnect Program will terminate upon notification by Avaya to the member. Neither Avaya nor the member will have any further responsibility or liability.

Provide Customer Support	
Description:	During the pre-sales and post-sales process, members must provide customers with all levels of support for their solution(s). The member will decide how to provide customer support. Avaya may require certain minimal support standards as specified in the final application notes, such as availability (24x7) and/or service level agreements for member applications on certain platforms or as warranted by business standards. See "Limitations of DevConnect Membership" on Page 20.
Required for:	Testing-enabled Registered Members and Technology Partners

Provide Dedicated Web Page to Promote Avaya Relationship	
Description:	Members must maintain a regularly updated section on their website(s) that includes information about the relationship. Avaya will provide a hyperlink from the DevConnect Marketplace — the member solutions list on the Avaya program website — to the member's dedicated web page section. Members' use of DevConnect Logo and Avaya Compliance Tested Marks, Avaya trademarks and copyrighted materials must be in accordance with the terms of the membership agreement and Avaya trademark and logo use guidelines.
Required for:	Technology Partners

Provide Product Information Web Updates	
Description:	Members are required to maintain updated company, contact and product information on the Avaya DevConnect Marketplace. Members have the ability to submit updates through the Avaya DevConnect Marketplace at www.devconnectmarketplace.com for Avaya's review and posting.
Required for:	Technology Partners

Provide Success Stories	
Description:	Members provide Avaya with current customer success stories for their Avaya product-related solution in order to further promote the joint solution or service. Avaya retains the right to determine if the submitted success stories satisfy this requirement.
Required for:	Technology Partners

Provide Customer References	
Description:	All applicants must provide Avaya with customer references for the services they will perform as a program member. An Avaya associate will check those references during the initial application process, and during contract renewals, to verify that the prospective member has the skills and capabilities to deliver services that result in high levels of customer satisfaction.
Required for:	Technology Partners (Required for System Integrators)

Open Disclosure of Employee Status	
Description:	Members must disclose the employment status of each individual delivering service under the program terms (e.g., company employee or independent contractor). This allows Avaya and the member to ensure that all contractual terms and conditions related to employee status are being met. All information provided will be kept confidential.
Required for:	Technology Partners (Required for System Integrators)

Report Leveraged Sales	
Description:	Although Avaya does not officially set a sales quota for members, Avaya tracks associated sales (sales of Avaya equipment, upgrades and new installations in conjunction with member's product/service) opportunities in order to evaluate whether the member's DevConnect experience is successful. Avaya requests that Technology Partners report leveraged sales quarterly. Failure to report leveraged sales may impact future membership opportunities for the member.
Required for:	Technology Partners

MEMBER BENEFITS – SUMMARY

The following is a summary of member benefits, inclusive of Development Support Services and Marketing and Promotion benefits. For a full explanation of each benefit, refer to *Membership Benefits – Details.*

In addition to the benefits detailed in this document, from time to time, other opportunities for member promotion and Beta Program access will be presented. Opportunities such as inclusion in Avaya marketing and sales campaigns, highlights on Avaya internal and external websites and participation in customer events may be offered to the Technology Partners within the program. Members will be notified when such benefits become available.

Avaya shall retain the right, at its sole discretion, to modify, amend or discontinue any of the benefits listed in this guide. Benefit changes will typically be reflective of member feedback, member usage, benefit availability and feasibility, as well as other business conditions that change over time.

In the following tables:

   ✓ Indicates the benefit is available at the member level

   • Indicates the benefit is available at the member level depending on availability of space, non-program resources, or other factors not under the direct control of the DevConnect Program

   $ Indicates the benefit is available at the member level, but there may be a fee associated with the benefit

Development Support and Testing Services

Membership Benefits	Registered	Support -enabled	Testing -enabled	Technology Partner
Access to Avaya and Third Party Developer Training	✓, $	✓, $	✓, $	✓, $
Access to Technical Resources for Approved Platforms	✓	✓	✓	✓
Discounted Development Platforms – Hardware and Software for Approved Platforms	✓ *, $	✓ *, $	✓, $	✓, $
Access Expanded Set of Remote lab Options			✓, $	✓, $
Access to DevConnect Enhanced Technical Support	✓ **	✓ **	✓	✓
Purchase Additional Support Hours and/or Test Days	$	✓, $	✓, $	✓, $
Compliance Testing & Application Notes***			✓	✓
Acoustic Headset Testing***				✓, $
* Registered and Support-enabled Registered Members have options to purchase specific developer environments through the DevConnect Program				
** Registered members may access Tier 1 and 2 technical support on select Avaya platforms at no charge. Additional for-pay support may be offered at Avaya's discretion for Tier 3 and 4 assistance.				
*** Avaya reserves the right to restrict or limit the publication of Application Notes externally.				

Marketing and Promotion

Membership Benefits	Registered	Support -enabled	Testing -enabled	Technology Partner
Program Management Contact Access	Portal	BDM	BDM	BDM
Invitation to Attend Avaya Developer Conference				$
Use of Avaya DevConnect Technology Partner Logo and Compliance Tested Mark				✓
Application Notes and Acknowledgment of Compliance			✓	✓
Member Highlight in Avaya Newsletters				•
Inclusion in DevConnect Marketplace				✓
Social Media Programs and Promotions				•
Media Relations Support				✓
Development of Co-branded Marketing Collateral				✓
Invitation to Participate in or Sponsor Avaya-related Events / Conferences				• $
Participation in Joint Seminars / Webinars				•
Video Presentation				✓
Consideration for DevConnect Select Product Program				✓ $

MEMBER BENEFITS – DETAILS

This section details the benefits of DevConnect Membership at enhanced membership levels, including specific technical enablement and co-marketing benefits.

DEVELOPMENT SUPPORT SERVICES

Note: Additional fees may apply to testing, procurement and support. Procurement fees are listed on the DevConnect member portal.

Access to Avaya and Third Party Developer Training	
Benefit:	Members have online access to multiple web-based training courses that can help educate and familiarize the member with Avaya and with specific development APIs. Members may also receive discounts on training provided by third party DevConnect Training Partners (e.g. The SIP School, Web Age Solutions). Technology Partners are eligible for discounts on select training offered through Avaya Learning.
Available to:	All Levels
Cost:	No additional DevConnect fees for DevConnect training materials. Training Partners may have their own independent fees for courseware.
Contact:	Avaya training may be accessed via the DevConnect Portal at **www.avaya.com/devconnect**. The portal also lists DevConnect Training Partners and applicable discounts for their respective courses.
Access to Technical Resources for Approved Platforms	
Benefit:	Members have online access to an array of technical resources, including Avaya product documentation, white papers and technical developer information. This also includes access to remote labs, Software Development Kits (SDKs) and other developer tools.
Available to:	All Levels
Cost:	Generally, there is no costs for access to Avaya materials. Certain SDKs may carry specific costs, and may be procured by all members using DevConnect Procurement benefits.
Contact:	Members visit the DevConnect Portal at **www.avaya.com/devconnect**
Discounted Development Platforms - Hardware and Software for Approved Platforms	
Benefit:	Members are eligible to receive discounts on select, pre-configured hardware platforms and software licenses for use in product development, integration, testing and configuration in conjunction with one or more Avaya offerings.
	Members who purchase products directly through Avaya will be prohibited from using them in a production environment; doing so will subject the member to removal from the program. Technology Partners receive a 15% discount on pricing for most offered solutions versus other member levels.
	Note: Due to increased demand during the last month of the calendar year, procurement requests in late November and December may experience fulfillment delays.
Available to:	All levels. Available solutions may vary by membership level. Avaya reserves the right to limit or refuse to provide discounted systems or software to any member, and may further be limited by product availability in any specific geography.
Cost:	Varies based on approved solution(s) and member level
Contact:	All members can initiate the procurement process via the DevConnect Portal for solutions available at their membership level.

Access Expanded Set of Remote Lab Options	
Benefit:	DevConnect provides all members with remote lab options for key Avaya platforms. Technology Partners and Testing-enabled Registered Members are able to obtain access to a expanded set of remote lab options, and custom lab configurations may be made available on a case-by-case basis at Avaya's discretion.
Available to:	Testing-enabled Registered Member and Technology Partner
Cost:	Varies by remote lab capabilities
Contact:	Information on available Remote Labs can be found on the DevConnect Portal. Members may initiate remote lab access request using specific procurement requests via the DevConnect Portal.

Access to DevConnect Enhanced Technical Support	
Benefit:	In addition to product documentation for specific customer support information, Avaya offers a variety of support options to members. Enhanced level members receive Tier 1 thru 4 level technical support surrounding the interfaces and relevant products that they have been approved to develop against. Base registered level members have access to online Tier 1 & 2 support and the option to purchase Tier 3 & 4 support on a time-and-materials basis for further development support.
	The DevConnect Program tracks technical support on a per hour usage basis. When a member's technical support hour allotment has been exceeded, additional support hours must be acquired to avoid service interruption.
	DevConnect will make every effort to respond and answer support requests within three business days. Due to the high volume of support requests in December, response times may be delayed.
	The DevConnect technical team does not directly support deployed or operational solutions at a customer site. If an end customer encounters a problem in the field after the solution has completed testing, the Field Escalation Process must be followed.
	Field Escalation Process: If a DevConnect member's compliance-tested solution encounters an issue at a customer site, the following process must be applied:
	• The DevConnect member and customer must first locate the root cause of the issue and determine if the problem is caused by the member's application or by an Avaya interface.
	• If the evidence supports the Avaya interface as the cause of the issue, then the customer (and not the DevConnect member) opens an escalation with their standard support channel.
	• The manner in which the customer obtains support is determined either by the embedded support that they received when purchasing their Avaya products or by their maintenance agreement policy.
	• Once a case is escalated to and accepted by Avaya, Avaya Client Services will approach the DevConnect technical team. The DevConnect Technical Team, with the DevConnect member, will assist with all available data and findings from previously conducted preliminary troubleshooting work.
	• Where the issue is found to be in the fault of the DevConnect member's application (and not the Avaya interface), the DevConnect technical team and Tier 4 will conduct a warm hand-off to the member for any further support required by the end customer.
	Note: End customer issues reported to Avaya Client Services for Compliance Tested solutions are only supported to the extent that the solution 1) matches the tested software versions for both the Avaya and DevConnect Member elements, and 2) conforms to the system/network configuration as originally tested. Where the versions or configurations are found to differ, Avaya Tier 4 and the DevConnect Technical Team may refer the customer back to the DevConnect Member for problem resolution and/or proper compliance testing of the solution. The DevConnect Member is then responsible for reproducing this issue in a non-production lab/development environment, and reporting issues to DevConnect using currently available membership benefits. Should Avaya determine that fixes or enhancements are required to Avaya software to address any issues, Avaya reserves the right to deliver such updates only against current and/or planned releases, and does not guarantee the delivery of any updates against older releases of Avaya software. It will be the DevConnect Members' responsibility to undertake, at their cost, any additional Compliance Tests for more recent Avaya solutions. Avaya recommends that DevConnect Members maintain currency of compliance tests with all major releases of Avaya products appropriate to their solution needs.

Available to:	All Levels
	Registered level members access free Tier 1 & 2 support through the DevConnect Portal. Tier 3 & 4 support can be purchased at any time on a time-and-materials basis for further support at the Registered level.
	For Enhanced level members, the number of support hours and test days is dependent upon the selected membership package.
Contact:	Members visit the DevConnect Portal to initiate a support request

Purchase Additional Support Hours and/or Test Days

Benefit:	The DevConnect Program drives complementary solutions into the marketplace by facilitating the technical readiness of these solutions through development support and compliance testing. If additional support or testing is needed, members have the option to purchase additional support hours or test days.
	Note: Support hours and Test Days are "use or lose" for each membership year. Hours allotted through the membership package are not eligible for carryover. Of the support hours purchased in addition to the original allotment, a maximum of eight hours may be carried over to a subsequent membership year.
Available to:	All levels
Contact:	Enhanced level members purchase additional support hours and Test Days through the DevConnect Portal, or by requesting a quote from your DevConnect BDM
	Base registered level members should request a quote for incident-based per-hour pricing through DevConnect technical support tickets

Compliance Testing and Application Notes

Benefit:	Compliance testing is a defined process through which the interoperability of third-party products with Avaya platforms is verified by Avaya via testing. Successful completion of the formal test event results in an Avaya-branded designation of Avaya Compliance Tested. Through this designation and associated positioning using compliance letters, Application Notes, and searchable listings on the Avaya website, Avaya recognizes those products that have been deemed compatible, and thereby provides the marketplace with increased confidence in the selection of a solution to complement their Avaya infrastructure.
	For more information regarding Compliance Testing and the process, see the **Avaya DevConnect Compliance Testing Guide**.
Available to:	Technology Partners and Testing-enabled Registered Members
Cost:	Varies per membership support package. The member is responsible for all costs associated with the installation, configuration, and compatibility of their solution, including hardware, software and any external service subscriptions required (e.g., Salesforce.com accounts, SMS service accounts, email services, etc.) including both originating and return shipping of equipment, software and/or documentation to Avaya lab facilities.
Contact:	Members can initiate the testing process via the DevConnect Portal

Acoustic Headset Testing

Benefit:	In addition to regular DevConnect Compliance Testing, Technology Partners with headsets and adapters/cords that have been compliance tested with the 96x1 models of the Avaya 9600 Series SIP deskphones may submit the headsets to DevConnect for Acoustic Headset Testing.
	Upon successful completion of Acoustic Headset Testing, Avaya will identify the vendor and the model number of the headset, along with the recommended profile, in the Compatibility Table in the Headset Profiles document, available on the **Avaya Support** site.
Available to:	Technology Partners
Cost:	Partners will be invoiced separately for Headset Acoustic Testing and may not use regular DevConnect Compliance Test Days to cover the testing
Contact:	For more information, contact your Avaya DevConnect BDM

MARKETING AND PROMOTION

Program Management Contact Access	
Benefit:	The DevConnect Program may be reached through the Avaya DevConnect Program Portal at **www.avaya.com/devconnect** or by creating a **Membership and Program Support Request**. A DevConnect Business Development Manager (BDM) is assigned for enhanced level members. The BDM is available as a central resource to address questions about the program and its associated benefits/requirements.
Available to:	All Levels
Contact:	All Enhanced Member levels – BDM
	Registered Level – DevConnect Portal or by creating a **Membership and Program Support Request**.

Invitation to Attend Avaya Developer Conference	
Benefit:	Avaya invites members to join us at periodic developer conferences to learn more about the Avaya strategy and direction, and to network with Avaya Product Team members and technicians.
Available to:	Technology Partners
Cost:	To be determined at time of event

Use of Avaya DevConnect Technology Partner Logo and Avaya Compliance Tested Mark	
Benefit:	Avaya grants Technology Partners the right to use the custom program logo and applicable Avaya Compliance Tested marks, in accordance with Avaya logo guidelines. All logo usage must be pre-approved by the DevConnect Business Development Manager.
Available to:	Technology Partners
Cost:	No additional fee
Contact:	Members can **download the Technology Partner logo** from the DevConnect Portal (login required). BDMs will provide the Tested logo upon successful completion of compliance testing.

Application Notes and Acknowledgment of Compliance

Benefit:	In today's marketplace, multi-vendor, multi-platform solutions that seamlessly work together – with speed and reliability – are necessary for success. The Avaya DevConnect Program lab facilities are the member's source for development testing, support services and compliance testing with Avaya and platforms.
	By demonstrating compliance with Avaya interoperability standards, Avaya DevConnect members may leverage the market influence and technical credibility of Avaya to:
	• Improve customer satisfaction
	• Achieve competitive advantage
	• Shorten the sales cycle
	• Increase revenue
	These objectives may be achieved through the following direct benefits:
	• Public recognition that Avaya has reviewed and approved the integration in the form of:
	◊ DevConnect Application Notes, documenting configuration steps necessary to deliver interoperability as proven by Compliance Testing
	◊ Letter of Compliance
	◊ Compliance Tested designation on the Avaya public website (Technology Partners only)
	◊ Compliant solution description in the DevConnect Marketplace (Technology Partners only)
	◊ DevConnect Tested logo (Technology Partners only)
	• In an effort to expand our reach further into the sales channels and directly to our end user customers, DevConnect Application Notes will be made available on the Avaya public website(s). Our member's proprietary information (typically included in test plans and test reports) will continue to be protected. The Application Notes are written after successful compliance testing in an Avaya facility has taken place and describes how to configure and administer the solution and specifies technical contact information. Members that do not wish to have Application Notes describing their solution on the Avaya public website should contact their Business Development Manager.
	Member will provide input and comments regarding the compliance testing of Member's solution with the Avaya product/platform. Member's input and comments will be posted in the Application Notes on the Avaya website.
	If Member does not respond to the request for comments from Avaya within five business days following the receipt of the request, Avaya reserves the right to publish the Application Notes without Member's review and comments. Member failure to provide comments within the requested period may result in inaccurate description of the compliance testing results for which Avaya cannot be held liable.
	• See "Limitations of DevConnect Membership" outlined on Page 20.
	Members will be required to maintain up-to-date interoperability compliance with the latest major release of the Avaya product. Member product compliance falling two or more major releases behind the latest major release will be considered **"not current"** and may be removed from the DevConnect Marketplace and additional marketing benefits.
Available to:	Technology Partners and Testing-enabled members upon successful completion of lab-based testing for Avaya Compliance Tested products
Cost:	Based on membership package selected; Additional test days or test incidents assessed at current pricing.

Member Highlight in Avaya Newsletters

Benefit:	To further promote the relationship and member solutions, DevConnect may, from time to time, submit articles highlighting members to Avaya customer, channel and internal newsletters. Articles may feature a detailed description of the member's company and joint offer with Avaya.
Available to:	Technology Partners, at Avaya's discretion
Cost:	No additional fee
Contact:	Members contact their Business Development Manager

Inclusion in DevConnect Marketplace	
Benefit:	The DevConnect Marketplace (**www.devconnectmarketplace.com**) is a rich, engaging website used by Avaya customers, channel partners and sales teams to discover and explore product and service offers from our Technology Partners. Visitors can find member contact information, solution description, interoperability details, and request follow up or engagement from the Technology Partner.
Available to:	Technology Partners
	Eligible members are invited to participate at Avaya's discretion, based on successful completion of DevConnect Compliance Testing or with a documented customer reference.
Cost:	No additional fee; Solutions included may be limited at Avaya's discretion.

Social Media Programs and Promotions	
Benefit:	Avaya and the DevConnect Program utilize various Social Media tools and channels to announce and promote our latest initiatives and activities throughout the year. At times, these opportunities are available to our program members.
	Members are encouraged to join and participate in DevConnect social media programs, including: • Twitter (**www.twitter.com/devconnect**) • Facebook (**www.facebook.com/devconnect**) • YouTube (**www.youtube.com/avayadevconnect**) • LinkedIn (**www.linkedin.com/groups?gid=38814**)
Available to:	Technology Partners, at Avaya's discretion
Cost:	No additional fee

Media Relations Support	
Benefit:	The DevConnect Program works with members to gain formal Avaya approval and leadership quotes, where justified, for the member's press release announcing acceptance of a new member as a Technology Partner in the DevConnect Program, or successful completion of a new Compliance Tested solution. Final press releases issued by Technology Partners are posted to the Avaya news feed of the Avaya website.
	Note: Avaya must approve any press release that contains the Avaya corporate or product name(s). Unapproved usage of Avaya marks may result in termination from the program and/or legal action. DevConnect provides press release templates for members to announce joining the program and completing compliance testing. Templates are available through your Business Development Manager or by creating a **Membership and Program Support Request**.
Available to:	Technology Partners
Cost:	No additional fee
Contact:	Members access the templates by contacting their Business Development Manager or creating a **Membership and Program Support Request**.

Development of Co-Branded Marketing Collateral	
Benefit:	Avaya will work with members to write, produce and post co-branded marketing collateral including an Innovation Guide, Solution Brief and Success Story describing the Avaya/member relationship. Electronic versions will be posted in the member's DevConnect Marketplace listing to promote member solutions and the relationship with Avaya.
Available to:	Technology Partners
Cost:	No additional fee, although Avaya reserves the right to limit the number of updates made to existing documents on an annual basis.
Contact:	Members access the template through the DevConnect Portal or contact their Business Development Manager

Invitation to Participate in or Sponsor Avaya-related Events / Conferences

Benefit:	Avaya hosts and participates in several corporate, industry and tradeshow events, seminars and conferences throughout the course of the year. Participation by members helps promote the value of the total Avaya solution, which includes member services and solutions. When available, members are provided sponsorship opportunities at Avaya related events. Details are defined at the time of offer, which may include opportunities to network with Avaya executives, customers and partners to showcase solutions within exhibits; invitations to attend industry events sponsored by Avaya; and attendance at other educational and networking sessions.
Available to:	Technology Partners, limited to availability or other considerations such as event theme
Cost:	Varies depending on event / conference
Contact:	Members will be contacted by their respective Business Development Manager or a program team member. General calls for sponsorship may also be made by e-mail, DevConnect newsletters, or DevConnect Portal announcements.

Participation in Joint Seminars/Webinars

Benefit:	To help promote member relationships to our strategic accounts and Avaya sales associates, Avaya may participate with members in seminar events or multi-city road shows. Seminars are sponsored and hosted by various organizations and teams throughout Avaya, and vary in content and target audience. Member participation will depend on the need and requests of the sponsoring Avaya teams.
Available to:	Technology Partners, limited to availability or other considerations such as event theme
Cost:	Varies depending on event
Contact:	Members will be contacted by their Business Development Manager or a program team member. Calls for participation may also be made by general e-mail, DevConnect Newsletter, or DevConnect Portal announcements.

Video Presentation

Benefit:	Members work with the program to create a 60-second professional presentation that walks the audience through your company overview, partnership with Avaya, and concludes with a Call to Action and contact information. This presentation will be posted to the Avaya DevConnect YouTube channel (**www.youtube.com/avayadevconnect**), member's DevConnect Marketplace listing and can be utilized on the member's corporate website and in presentations.
Available to:	Technology Partners tested on the latest associated Avaya product release or with an approved service
Cost	No additional fee
Contact:	Members visit the DevConnect Portal at **www.avaya.com/devconnect** or contact their Business Development Manager.

Consideration as DevConnect Select Product

Benefit	Strategically chosen Technology Partner Products and Services are offered for sale through Avaya sales and channel partners, using Avaya processes and material codes. AVAYA sample DEVCONNECT Select Product
Available to	Technology Partners, by-invitation only, based on proven alignment with Avaya business strategies and sponsorship of an Avaya Business Unit. Up-to-date DevConnect Compliance Testing is also required.
Cost	No additional DevConnect fee. Additional terms and conditions apply for participation in the Select Product Program.
Contact	Consideration for inclusion in this invitation-only program is solely at Avaya's discretion.

MEMBERSHIP SUPPORT PACKAGES AND FEE STRUCTURE

The following is a summary of DevConnect support, testing and the fee structure. Membership fees are assessed on an annual calendar basis, irrespective of when a member joins the program. All pricing is shown in US dollars.

Members applying for membership during the latter half of the calendar year may, at Avaya's discretion, be offered an expanded membership term inclusive of membership for the following calendar year. Technical Support Hours and Test Days may be allocated to the current or later membership year; hours allocated to the current year may not be carried over to the next year.

Technical Benefit Packages	Base Registered Member	Support-enabled Registered Member	Testing-enabled Registered Member or Technology Partner		
			Package A	Package C	Package E
Program Fee	Free	$2,500	$9,800	$14,800	$22,000
Support Included	Tier 1 & 2	10 Hours	20 Hours	20 Hours	40 Hours
Purchase Additional Support	$300/hour	Current pricing as reflected on the DevConnect portal procurement options for the associated membership level; Hours sold in 10-hour blocks.			
Testing Incident Included	None	None	1 Test Incident up to 3 Days	2 Test Incidents up to 6 Days Total	2 Test Incidents up to 8 Days Total
Purchase Additional Testing	N/A	N/A	$2,000 per additional test day per Compliance Test Incident $2,000 minimum for Acoustic Headset Testing – Contact BDM for quote		

Note:

- The DevConnect Program operates under a contra-expense model whereby all program fees are invested directly in the Program for the benefit of the Program members.

- Regular DevConnect Compliance Test Days may not be used for Acoustic Headset Testing.

- The member is responsible for all costs associated with the installation, configuration, and compatibility of their solution, including hardware, software and any external service subscriptions required (e.g., Salesforce.com accounts, SMS service accounts, email services, etc.) including both originating and return shipping of equipment, software and/or documentation to Avaya lab facilities.

Renewal Discount

Enhanced level members who renew in subsequent annual membership periods may be eligible for a renewal discount of US$1000. This discount is offered at Avaya's discretion, and is predicated upon prompt payment of DevConnect invoices and other program fees throughout the prior membership year.

Limitations of DevConnect Membership

Membership in Avaya DevConnect does not provide DevConnect members with authorization to deliver services for Avaya products directly to Avaya customers, or on behalf of Avaya Channel Partners. This includes, but is not limited to, the installation, configuration, maintenance and/or support services for any Avaya product. Furthermore, the creation

and/or publication of any DevConnect Application Notes detailing configuration steps for Avaya products using any compliance-tested DevConnect partner product(s) do not provide support authorization.

Only companies authorized through the Avaya Connect channel partner program or other Avaya programs, e.g., Services-Only Installation Program (SOIP), are recognized by Avaya Client Services as eligible to provide support services for Avaya products. Any company misrepresenting its authorization, based solely on DevConnect membership, may be subject to penalties including suspension of marketing benefits, restrictions on compliance testing or termination from the DevConnect Program.

GETTING STARTED

To join the Avaya DevConnect community and begin to explore and take advantage of the wealth of developer resources available to you, visit the DevConnect Portal at **www.avaya.com/devconnect**, and **Register** with the program for a free basic Registered-level Membership.

Or, if you are already a Registered Member, log in to the DevConnect Portal to **Upgrade Your Membership** and add technical support, testing, procurement or co-marketing options to your program benefits. The online application process is easy – simply accept the program terms, provide us with basic information on your solutions, and we'll set up a technical review and discuss membership options with you to find the package that best meets your needs and circumstances.

Thank you for your interest in Avaya, we look forward to having you as part of our DevConnect community!

About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit **www.avaya.com**.

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