



Experiences That Matter

Avaya Cloud Office by RingCentral WinKit Playbook



Message

Avaya Cloud Office by RingCentral is the cloud communications product the market has been waiting for. It provides a hassle-free, secure, reliable communications platform that enables employees to call, chat, collaborate and access business apps on any device, anywhere. Channel Partners can now offer organizations all the benefits of a modern cloud solution that's backed by the combined strength and support of two industry leaders.

The information and assets contained in this WinKit will allow you and your agents a full suite of messaging and campaign materials to begin selling Avaya Cloud Office to your customers. The WinKit will be updated as new materials become available.



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What is Avaya Cloud Office by RingCentral?

Avaya Cloud Office by RingCentral provides a reliable platform enabling employees to call, chat, collaborate and access business apps on any device, anywhere. By leveraging the combined strength and support of two industry leaders, organizations can easily enjoy the features, reliability and security inherent to cloud communications.

There is an enormous market for cloud-based unified communications. 46% of companies are feeling pressure to fully move to the cloud. According to Gartner Research, the four reasons why a company would move to cloud-based communications are:

- For a unified suite of communication tools, including phone, fax, chat, and messaging
- Collaboration tools for teams working in multiple locations
- Performance management and analytics
- A wide choice of apps and APIs

Now is the perfect time to add Avaya Cloud Office by RingCentral to your portfolio and offer new and existing customers the features and reliability of a cloud-based system backed by the strength and support of the industry leaders.

To support your efforts, this WinKit contains an entire campaign with a cohesive message to help engage leads. Messaging in this campaign is focussed on how simple it is to migrate to, own, and use Avaya Cloud Office by RingCentral. You can send the enclosed assets to existing or new customers with the goal of closing deals as quickly as possible.



What is a Partner WinKit?

This WinKit provides Avaya Channel Partners with a full Avaya Cloud Office by RingCentral demand generation campaign, including premium assets and an email and social campaign to drive leads to those premium assets. You'll find it's ready to be deployed with little to no editing. You can customize elements to reflect your own value proposition, including adding messaging, social posts, or highlighting your own relevant case studies or sales materials.

Ease of Use

This program is intuitive and simple to use as it is, but can also be used as a template for additional customer touchpoints or campaigns in the future.

Conversations Starters

This program is designed to start conversations and convert potential customers and existing leads alike, answering common questions and introducing Avaya Cloud Office by RingCentral as the simplest solution to common business problems.

All-in-One

This WinKit contains everything you need to engage your leads and close deals.

Access to Assets

All assets found in this WinKit can be accessed here:

<https://sales.avaya.com/en/product-detail/avaya-cloud-office>



Details of this Campaign

The initial focus of this campaign is on acquisition of new customers for Avaya, as well as existing small customers running 50 seats or below. Further campaigns will deal with migrating larger existing customers to Avaya Cloud Office by RingCentral.

Audience

Avaya Cloud Office by RingCentral can be positioned to virtually any sized customer from small companies with a handful of employees to large organizations.



Personas

You should try and target the following titles who will be influential in the buying decision:

Title	What do they care about?	How can we help?
CIO - Primary decision maker	<ul style="list-style-type: none"> How will employees and customers benefit? How will ACO integrate with or enhance business processes – how will ACO connect siloed teams, tools, workflows, and information? What is required to support the ACO and what are the cost implications? What are the risks to the business? 	<ul style="list-style-type: none"> By providing the best public UCaaS on the market Pick the timing that's right for your business Cloud allows for always up-to-date software, get new technology improvements without a dedicated upgrade team Pure-play cloud solution reduces provisioning, activation, and tasks from months to days Integrate your communications into the applications and solutions that you already use today
VP IT Director - Influencer	<ul style="list-style-type: none"> How will ACO drive productivity and collaboration? What is required to implement, manage, and use ACO? What is the cost to implement and maintain? How will ACO impact manageability of my entire tool set? What features and functions are included? How will ACO integrate and enhance other tools? How will ACO address our regulatory and compliance requirements? 	<ul style="list-style-type: none"> 100+ ready-to-use integrations with business cloud apps, including Microsoft Office 365, Salesforce, ServiceNow, Zendesk, Google G-Suite Pure-play cloud solution reduces provisioning, activation, and tasks from months to days Avaya Cloud Office has achieved FINRA and HITRUST compliance for cloud providers No upgrade cycles, updates pushed when they are available

CRO/VP of Sales - Influencer	<ul style="list-style-type: none"> How will ACO ease customer and prospect communications and drive sales growth? How will ACO integrate with CRM? 	<ul style="list-style-type: none"> 100+ ready-to-use integrations with business cloud apps, including Microsoft Office 365, Salesforce, ServiceNow, Zendesk, Google G-Suite
VP/Business Unit Director - Influencer	<ul style="list-style-type: none"> How will ACO help drive speed, innovation, and flexibility to solve problems more quickly? How will ACO improve employee and customer experiences? How will ACO integrate with applications used everyday? 	<ul style="list-style-type: none"> 100+ ready-to-use integrations with business cloud apps, including Microsoft Office 365, Salesforce, ServiceNow, Zendesk, Google G-Suite
Facilities - Provides input	<ul style="list-style-type: none"> How will the new system impact provisioning of spaces (conference rooms, cubicles, offices, etc.)? 	<ul style="list-style-type: none"> Innovate at your own pace
Procurement/Finance - Influencer	<ul style="list-style-type: none"> Budget, previous investments, terms and conditions 	<ul style="list-style-type: none"> Simple provisioning, activation, and management of communications and collaboration solutions Integrate at your own pace Reduce telecom charges with SIP trunks and PRI to lower TCO by 30%-40% in the first year Integrate your communications into the applications and solutions that you already use today Online detailed reporting



How to Qualify Your Leads

Although it is a comprehensive solution built for companies large and small, some leads might not be a good fit. Use your judgement to select which customers to target first. These questions can guide you to the best customers and ensure you make the most of your time.

1. What is your key business objective?
2. Who is your current solution or provider?
3. Are you currently under contract? What is the end date?
4. What is your decision making process?
5. How big is your company?
6. How many users do you have?
7. What does a current user look like?
8. Roughly how long does it take your company to make decisions and implement solutions?
9. Do you want Professional Services assistance in set-up or implementation?
10. Do you need analog lines? How many and for what?
11. Do you need a mobile solution?
12. Do you have any remote users?
13. Are you looking at other competitors?
14. Do you have any compliance requirements? If so, which ones?
15. What solution are you using for file sharing?
16. Do you have a need for Contact Center features?
17. Do you need any other services, like video conferencing, etc?



Avaya Cloud Office by RingCentral High Level Messaging

Simple Communications: Avaya Cloud Office by RingCentral

Take calls, make calls, text, chat, and collaborate on a communications platform that's simple to deploy, own, use. Avaya Cloud Office by RingCentral enables you and your employees to communicate, collaborate, and access business apps on any device, anywhere.

Avaya Cloud Office by RingCentral provides hassle-free migration for your customers to a secure, reliable platform. By leveraging the combined strength and support of industry leaders, organizations can easily enjoy the key features and reliability inherent to cloud communications.

- Your employees and customers want a seamless and intuitive communications experience that fits into how they work —helping them stay in touch on their device of choice as they move throughout their day. One click is all it takes to start a call, join a meeting, contribute to a team chat or share content.
- Enjoy audio and video conferencing. Share your screen and files with colleagues, integrate with your existing conference room systems and create impactful webinar experiences for large audiences.
- Integrate apps from Google, Salesforce, Oracle, Microsoft and more with your communications. Create a seamless experience that eliminates the need to switch between applications. Simple, intuitive and fast. It let's you get more done.
- Take the guesswork out of understanding how communications work at your business. Get an up-to-the-hour advanced call management system and analytics. Understand your utilization, missed calls, time to answer, refused calls, meeting frequency, and system Quality of Service (QoS).

For More Information

To find out more about Avaya Cloud Office by RingCentral please visit: avaya.com/avayacloudoffice

The Avaya Cloud Office by RingCentral WikKit can be accessed at: <https://sales.avaya.com/en/product-detail/avaya-cloud-office>

Overall Positioning Message

Take calls, make calls, text, chat, and work together on a communications platform that's simple to deploy, own, use.

Communicate. Your employees and customers want a seamless and intuitive communications experience that fits into how they work—helping them stay in touch on their device of choice as they move throughout their day. Avaya Cloud Office by RingCentral creates a portal for communications, allowing your people to quickly transition to the mode that's exactly right for them at any moment. One click is all it takes to start a call, join a meeting, contribute to a team chat or share content.

Work together. Avaya Cloud Office by RingCentral lets everyone work together with full-feature video conferencing. You can share screens and files with colleagues, as well as chat and message each other. It integrates with your existing conference room systems and can create impactful webinar experiences for large audiences.

Integrate. You rely on a variety of different tools to get your work done every day: desktop apps, workflow automation, and customer relationship management from such vendors as Google, Salesforce, Oracle and Microsoft. With Avaya Cloud Office, you can integrate those apps with your communications, creating a seamless experience that eliminates the need to switch between applications. Simple, intuitive and fast. It let's you get more done.

Understand. Take the guesswork out of understanding how communications work at your business. Avaya Cloud Office comes complete with an up-to-the-hour advanced call management system and analytics. Use the built-in reports or create your own dashboards with over 30 Key Performance Indicators (KPIs). You'll understand such metrics as your utilization, missed calls, time to answer, refused calls, meeting frequency, and system Quality of Service (QoS).



Differentiator: Simple Communications

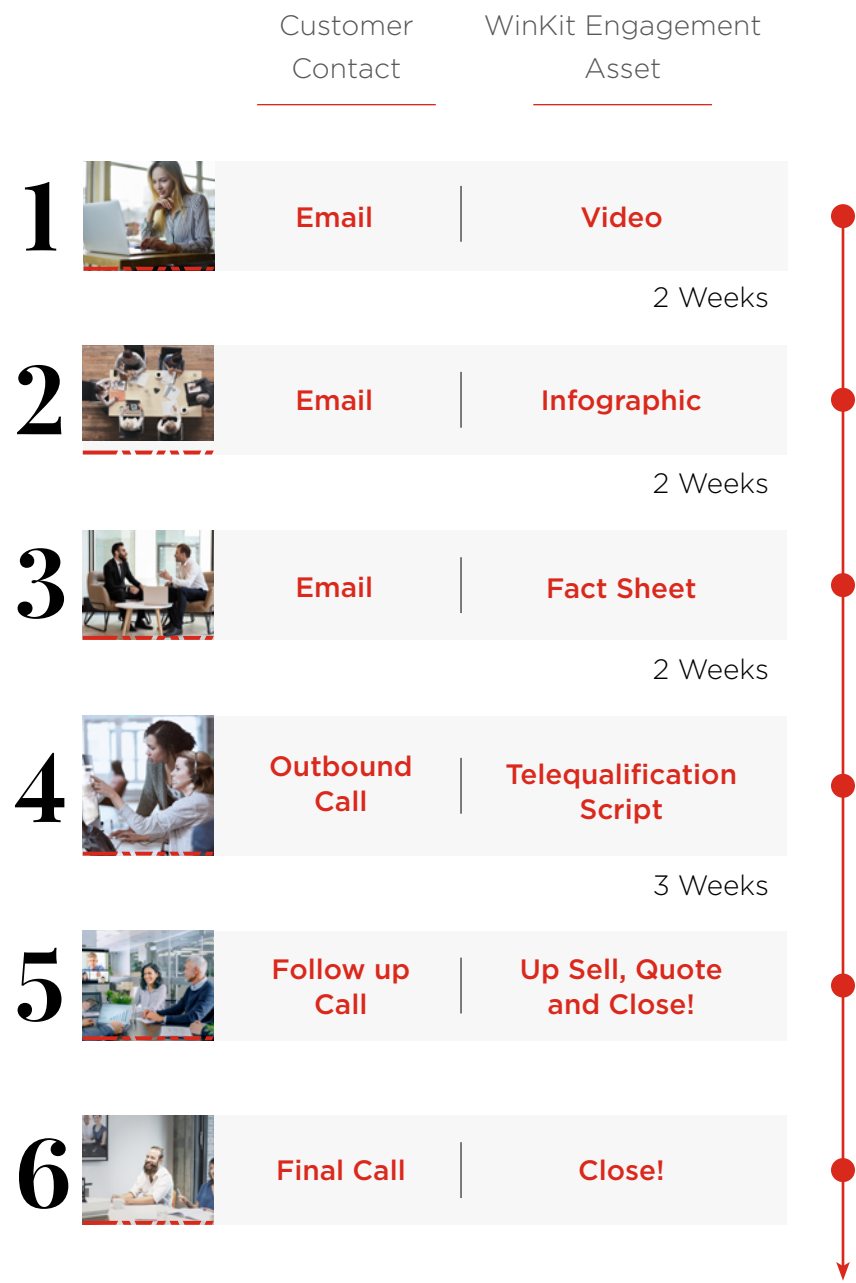
Customer Pain Points	Value Message	Proof Points
I have phones, conference numbers, messaging, SMS, fax, video software, and it doesn't work well together and doesn't work on every device	Simplify communications all in one app. Take calls, make calls, chat, work together on one app on any device, including those you already use (including specific Avaya hardware), in any location. 100+ integrations with business cloud apps, including Office 365, Salesforce, ServiceNow, Zendesk, Google G-Suite	Avaya was recognized as a Customer's Choice in the 2019 Gartner Peer Insights for Unified Communications Avaya has migrated over 3.5 million seats to cloud — and counting
I know I need cloud, I know my communications solutions could be better, but I don't want to disrupt my business	Realize your technology goals at a speed and pace that works for you. Your current tools will work the same and better tomorrow as they do today. Adapt and add new features and experiences on your timeline	Avaya handles more than 1.5 million service requests annually, over 91% of service outages are resolved in less than 2 hours Avaya was named by Gartner as a leader for Unified Communications 9 times
My communications solutions are out of date, and the hassle and time of keeping them running or trying something new is just too much	Cloud makes it easy. Hands-off, worry-free upgrades, support, and administration. A quick, easy path to get started, or transition from your current solution. Automated updates for the latest technology with 24/7 award-winning support	RingCentral was named by Gartner as a UCaaS leader 5 years in a row RingCentral won the 2019 UC Award for Best Unified Communications Platform
All this sounds good, but I worry about technology, or that I might need more support	Trusted solutions and services, backed by communications experts. Industry leading security and high reliability to never miss a call or message.	

Six Steps to Success

This WinKit includes a large number of assets to support your campaign. To the right, you'll see a visual representation of the suggested cadence for each of the assets featured in this campaign.

Note: you can adjust the cadence and order of this campaign to match your go-to-market model. For example, you may find that you can close some customers during the Outbound Call phase. Alternatively, a face-to-face meeting may be required with larger or more sophisticated customers.

Stay flexible and seize every opportunity. You will see more detail about these assets and resources, and how to use them, in the following pages.



Step 1: Email Outreach with Video

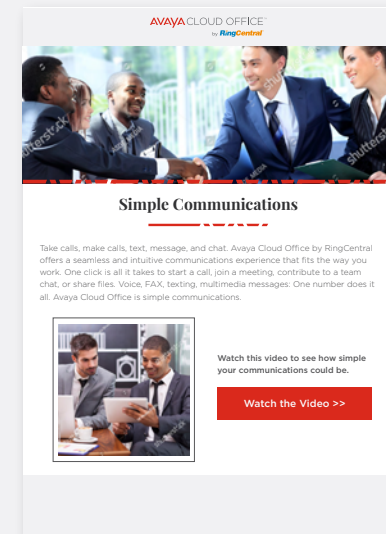
This email speaks directly to the needs of the target audience to grab readers' attention and drive them to the asset.

Ensure you add your logo and name to the headline and update the footer with your contact, legal and social links. Emails are formatted and ready-to-use but you can also write your own if you want to highlight a unique differentiator that relates to the asset tied to each touch point.

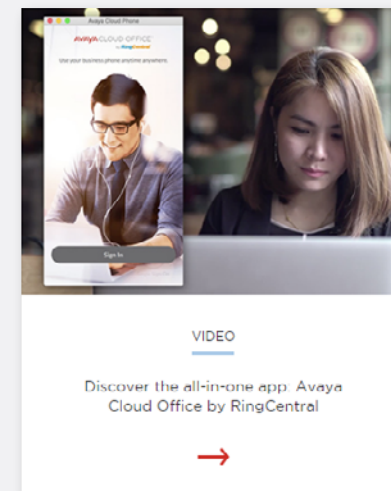
Title: Avaya Cloud Office by RingCentral Video

Description: This video provides an overview of Avaya Cloud Office by RingCentral and highlights the capabilities and benefits. It will help the customer understand how Avaya Cloud Office by RingCentral will positively impact their business.

VIDEO EMAIL TEMPLATE



VIDEO



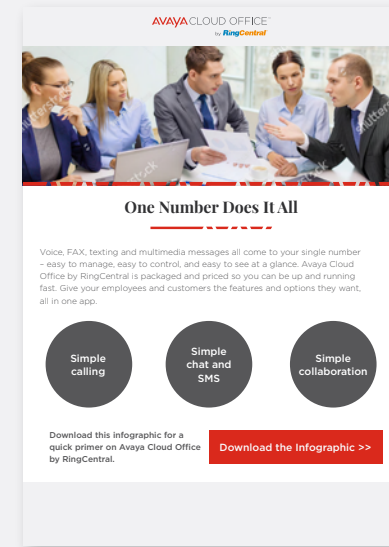
Step 2: Email Outreach with Infographic

This second touch point reinforces the previous messages about Avaya Cloud Office by RingCentral by adding meaningful product information and market data to the customers decision process.

Title: Avaya Cloud Office by RingCentral Infographic

Description: Take calls, make calls, text, chat, and work together on a communications platform that's simple to deploy, own, use. This Infographic shows you what you get with Avaya Cloud Office by RingCentral and gives you facts about the changing world of communications.

INFOGRAPHIC EMAIL TEMPLATE



INFOGRAPHIC



Step 3: Email Outreach with Fact Sheet

This third touch point expands on the preceding two, with a comprehensive description of the features and benefits customers can enjoy. This is useful piece for answering any doubts a customer may have that the solution is right for them.

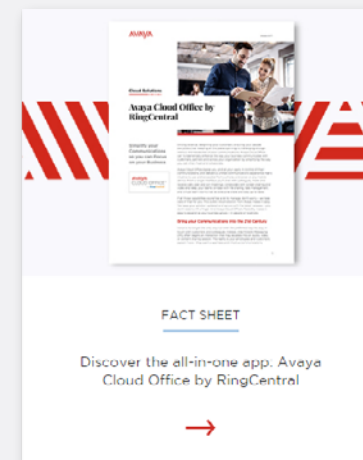
Title: Avaya Cloud Office by RingCentral Fact Sheet

Description: Driving revenue, delighting your customers, ensuring your people are productive. Keeping all the plates spinning is challenging enough without the headaches of poor communications. Avaya Cloud Office can fundamentally enhance the way your business communicates with customers, partners and across your organization by simplifying the way you call, chat, meet and collaborate.

EMAIL TEMPLATE



FACTSHEET



Step 4: Outbound Call

Step four is a direct outbound call to the prospective customer with the objective of answering any question they have and getting the customer to accept a sales meeting.

This script engages the customer by reminding them of the assets already sent and provides additional information about the solution's features.

Partners may wish to customize the script to reflect their own unique value propositions, including adding messaging, or highlighting their own relevant case studies.



Step 5: Follow Up Call and Quote

If you have not yet secured a sales meeting after Step 4, a follow up call with a hard quote may lead a customer to reconsider their initial reluctance. Your understanding of the customer's business, needs and current situation will give you the best chance at success and shows them the advantages and savings in productivity and monthly expenses that Avaya Cloud Office by RingCentral can provide.



Step 6: Close!

Your final step is to go for the close. Be prepared to negotiate and potentially alter some parts of the quote to better meet the customer's requirements. It's natural for the customer to ask for a price break, but your work in understanding the customer's business and current expenses will help you demonstrate the value of your proposal and the long-term cost savings for the customer.



Recommended Timing

We recommend sending one touch every one to two weeks to the same prospects (minus those who opt-out, unsubscribe or engage with you otherwise) over the course of six to eight weeks. It is best practice to send emails on Tuesdays, Wednesdays or Thursdays in the late morning, and to avoid sending during holiday weeks. If you're deploying this campaign close to a holiday week, just skip that week and resume your campaign after the holiday break.

Formal Social Media engagement from your company can happen throughout the campaign with links to the Infographic. But remember to also create some excitement on a more individual basis by talking up your success and progress. For example:

- “Just moved a new customer to the Avaya Cloud Office by RingCentral - they were amazed at how simple the whole process was from deployment, to training, to first call”
- “Helping an existing customer migrate their communications to the cloud. It was simple and on their own timetable.”
- “Keeping it Simple. Great to see how responsive customers are to Avaya Cloud Office by RingCentral”.
- “Simple communications with every modern feature a business needs to keep up”



Creative Direction: Images

The Avaya Photo Library contains brand-approved photos that are available for use in Avaya projects. The images in our catalog are licensed only for use by Avaya employees and our marketing agencies specifically for Avaya-branded projects. These images are NOT available for third party use. Do not provide access to the catalog to companies who are not authorized Avaya contractors working on Avaya projects requiring our photography.

Avaya's image use is closely tracked by our stock photography vendors – unlicensed usage of their licensed images will violate our agreements and result in severe penalties. If you have questions regarding proposed usage or need images not represented in the catalog, contact brand@avaya.com.

Avaya Photo Library »

<https://sales.avaya.com/en/product-detail/avaya-cloud-office>



Social Media Posts

As noted under the Recommended Timing section, formal Social Media engagement from your company can happen throughout the campaign with links to the Infographic.

This WinKit includes social posts to be used on Facebook, LinkedIn and Twitter. If you are using them to direct to a page on your website, both Facebook and LinkedIn will automatically pull an image and associated text into the post (see example post here).

- 59% of customers prefer to call because they want a quick answer! Learn why businesses just like yours are moving their communications to the #cloud.
#ExperiencesThatMatter
- Mobile workers will make up almost half of the global workforce by 2022. Having #ExperiencesThatMatter are important to them - how will you keep your mobile works productive?
- Cloud communications let you conserve your capital, take the strain off IT, and provide your people with outstanding #ExperiencesThatMatter. Learn why businesses like yours are moving their communications to the #cloud.

FACEBOOK/LINKEDIN



TWITTER SOCIAL



Campaign Deployment Options

Option 1: Host Assets on Your Own Website

Send one email with a link to your website where the corresponding asset is housed. Follow the campaign cadence and continue to send emails and assets to prospects. Track responses and engagements with the assets to identify leads who are becoming more prepared for a sales conversation.

Option 2: Leverage Your Marketing Automation Platform

If you use a marketing automation platform (HubSpot, Constant Contact, MailChimp, Eloqua, etc.), add the email creative and HTML code to your platform and deploy the target audience. Users will be able to download the asset directly from the email without the completion of a contact/lead form. This option requires that the asset is hosted on your website or through your marketing automation platform.

Option 3: Leverage Your Marketing Automation Platform and Gate Content

If you use a marketing automation platform (HubSpot, Constant Contact, MailChimp, Eloqua, etc.), add the email creative and HTML code to your platform and deploy to target audience. Users would have to complete a contact /lead form (this form must be integrated with your marketing automation platform) to download the asset. This option requires that the asset is hosted on your website or through your marketing automation platform.

We recommend using this option for the consideration and intent assets as well as when sending assets to purchased lists.





Get Started Now

You should have all you need to run a successful demand generation campaign, but if you have questions or need help, please contact your Avaya Channel Manager.

03/20