1. Value Proposition

Why Hosted Avaya IP Office Over Competitive Hosted Solutions?

- Similar features as traditional Avaya IP Office Server Edition Select – so much more than just dial tone
- No need for additional training for your teams – the same Avaya IP Office management principles apply
- Supports both business-grade internet and private network (MPLS, Peering, VLAN, P2P links) deployments
- Provides an easy migration to the cloud or hybrid (supports native digital) deployments
- Hybrid leverages traditional on-prem hardware
- Supports a range of Avaya endpoints, including popular 96X1 Series
- Includes Avaya IPOSS (IP Office Support Services), ensuring the latest updates & upgrades
- Addresses the growing hosted/cloud and OPEX marketplace demands
- Provides investment protection for End Users with legacy Avaya systems who wish to migrate to cloud
- Provides 3rd Party Endpoint support (requires that the endpoint has achieved DevConnect interoperability)

Benefits of the ScanSource CloudSolutions Powered by Avaya IP Office™ Offering:

- Our offer is channel-friendly: Business Partner maintains control over communications (to include Tier 1 support and MAC work), End User billing, End User provisioning and installation (unless sourced to ScanSource for a fee), Business Partner margins, and the End User’s dedicated instance in the cloud.
- Our offer is flexible: Business Partner can “bring their own” carrier services or leverage the Intermedia per user telecom bundle. Business Partner can manage the user programming or have ScanSource handle for a fee.
- Our offer supports the migration to cloud: The ScanSource offer enables the Business Partner to provide a monthly bill in an OPEX model to their End User(s) and realize the benefit from a monthly recurring revenue (MRR) stream.

2. Features & Functionality

The ScanSource CloudSolutions Powered by Avaya IP Office™ Offering includes licensing, support and maintenance, hosting services, and basic provisioning. There are also a number of add-ons available to further customize the offerings – including telecommunication services and 3rd party application space.

Avaya Licensing: Each Powered by IP Office system includes Server Edition Select, SIP sessions, VM Ports, CTI Link Pro, and PRI channel licensing. User profiles are as outlined below:

- Telephony Plus is functionally equivalent to (1) Avaya IP Endpoint license and entitles the user to such features as: Make/Receive Calls, Park & Page, Basic Call Logs, Call Forwarding, Call Transfer, Calling Line ID Delivery, Do Not Disturb, Intercept User, Last Number Redial, Three-Way Calling, Voicemail, Voicemail to Email Notification, Hot Desking, Mobile Twinning, and Meet-Me Conference Bridge.
  - 3rd Party Telephony user has same features but equivalent to (1) 3rd Party IP Endpoint license.
  - IP500V2 Telephony Digital/Analog option for users on 500V2 in Hybrid Cloud deployment.
- Advanced UC Bundle is functionally equivalent to (1) Avaya IP Endpoint license, (1) Power User license, and (1) Web Collaboration license and entitles the user to the above features PLUS: Advanced Mobile Application (Avaya one-X Mobile Preferred); PC, IPad, and Web Softphone; Video Calling; Instant Messaging & Presence; Desktop and Web Application Integration (SFDC, Outlook, Lync, etc.) per Avaya’s feature set.
- 3rd Party Advanced UC user has same features but equivalent to (1) 3rd Party IP Endpoint license (Power User and Web Collaboration licenses are the same).
- IP500V2 Advanced UC Digital/Analog option for users on 500V2 in Hybrid Cloud deployment.

- **SMB Telephony Plus** is the same as Telephony Plus outlined above (functionally equivalent to (1) Avaya IP Endpoint license) but is uniquely structured to support 6 – 19 user Telephony Plus only deployments. In the event the End User has 20 users or more and/or wishes to add Advanced UC users, a migration is needed to the standard model user profile for either Telephony Plus or Advanced UC, outlined previously.
  - 3rd Party SMB Telephony user has same features but equivalent to (1) 3rd Party IP Endpoint license. Is also only available for 6 – 19 user deployments.

- **Additional licensing options** include: Receptionist/Soft Console, Media Manager, and Resilient User (provides full geographic redundancy via a secondary server in the data center).

**Support and Maintenance:**
- This offer includes IPOSS (IP Office Support Services) upgrades and updates. The Business Partner will be notified of the software updates, service packs and/or firmware updates in order to schedule with their End User.
- The Business Partner is responsible for providing Tier 1 “first call” support and MAC work to their End User. If additional support is needed, the Business Partner will need to contact ScanSource for Tier 2 troubleshooting support at 800-790-2029 x4091 or via catalystsupport@scansource.com. As part of our Tier 2 support, we can provide guidance on issue resolution. (See Appendix A)
  - In the event of any questions (including billing-related questions) or issues related to the public telecommunications service, the Business Partner must contact Intermedia directly at 877-880-0055 or via their HostPilot portal, accessible via http://www.intermedia.net/accesslinelogin/index.asp.
  - In the event the issue is related to any other component of the service, including licensing and/or data center connectivity, ScanSource will escalate to the applicable vendor partner. This includes Avaya and Green Cloud components.

**Hosting Services:**
- The ScanSource offer includes hosting services from our preferred hosting provider, Green Cloud Technologies along with bandwidth transfer at the data center into the End Users instance. In the case that a private network connection is being leveraged, there would be additional monthly cross connect charges that would apply. More info on Green Cloud Technologies at http://gogreencloud.com.

**Provisioning/Programming:**
- ScanSource performs the basic provisioning and programming which includes deploying a new vApp (instance) setting up the firewall rules, time zone, host name, certificates, and administration credentials. ScanSource will also add licensing, verify settings, configure DNS, set up SMTP (on IP Office, VMPRO, one-X), and configure one-X Portal (if applicable).
- End User specific programming is handled by the Business Partner or can be performed by ScanSource as an additional service (for a fee). This includes user profiles, hunt groups, incoming call route, and voicemail call flows. For more information about our service offerings, from phone provisioning through full turnkey implementation services, email quotes@scansourceservices.com.
- Business Partner is responsible for the programming of the endpoints and for providing connectivity at the customer location. (See Appendix A)

### 3. Carrier Services, Additional Options and Services

**Carrier Services:** ScanSource does not require use of specific carrier services (including SIP trunks, MPLS and/or business-grade internet) as part of our offering. We realize many of our Business Partners are carriers themselves or already have carrier relationships, therefore the carrier services component is a completely optional component of the offering. For
Business Partners who do not have a carrier relationship, they can become a marketing agent for Telecommunication Services by Intermedia or a “Master/Agent” with several other MPLS and/or SIP/PSTN carriers.

For the Telecommunication Services by Intermedia, ScanSource will bill the Business Partner directly on behalf of Intermedia. In the case a “Master/Agent” relationship is needed with other carriers, the End User will be billed directly by the carrier and the Business Partner will be paid a referral fee. Our hosting provider, Green Cloud, can provide MPLS support for any carriers that either already have or will drop a circuit in one of their interconnection sites – Greenville, SC; Nashville, TN; Houston, TX; Atlanta, GA; or Phoenix, AZ.

**Advanced Programming:** ScanSource offers a number of additional programming options through our ScanSource Services Group including: user configuration (including voice mailbox, hunt group, twinning, and voicemail to email), setting base auto-attendant (day, night, emergency, and holiday), adding hunt group, mobile device control set-up, basic UMS set up, user rights templates and button templates, phone provisioning, and full turnkey implementation services.

4. **Architecture, Supported Deployment Models, and Supported Endpoints**

**Architecture:** In the data center a unique instance will be set up for each individual End User company. The instance can serve a single site or multiple sites for the same End User Company. This type of architecture (as compared against a multi-tenancy model) is beneficial for a variety of reasons: better fault tolerance (reduced risk of failure), improved security for End User (partitioned data), better customization (at End User level), industry-standard resiliency (via VMware tools), scale/performance efficiencies (managed at instance level), and flexibility in terms of upgrades, and maintenance windows (managed at End User level).

The cloud infrastructure is built with a highly available design so if a data center server blade were to fail there would be no interruption of service, which would not be true for an on-prem solution without a redundant server. Continuous snapshots are taken throughout the day and moved to a geographically diverse location providing protection against corruption or upgrade issues as well as catastrophic data center failure.

**Supported Deployment Methods:** The Cloud Solutions offer supports three types of deployments, as outlined below. Private Network Connections (MPLS, VPN, P2P), is recommended for better QoS and security, but business grade internet (Public Network) is also supported.

- **Pure Cloud** – Primary Server in the Cloud, supports public and private network connections.
- **Hybrid Cloud** – 500V2 acts as a Server Edition Expansion server to the Primary server in the Cloud.
- **High Availability (HA) Cloud** – Delivers HA and geographic redundancy by putting the Primary Server and Secondary server in two geographically different data centers, allowing for failover and increased resiliency.

**Supported Endpoints:** Typical deployments include the Avaya 96x1 (9608G, 9611G, 9641GS) endpoints. For a full list of supported endpoints over all connection types, please see the Avaya Powered By Offer Definition available on the Avaya Sales Portal at [https://downloads.avaya.com/css/P8/documents/101040715](https://downloads.avaya.com/css/P8/documents/101040715).

5. **Authorization, Pricing, and Ordering**

**Authorization to Purchase:** In order to be authorized to purchase the ScanSource CloudSolutions offering, ScanSource requires the following be completed.

- Business Partner must be currently Avaya Midmarket Solutions (IP Office) Sales Authorized by Avaya

**Pricing and Ordering:** To receive a quote and/or to place an order for the ScanSource CloudSolutions offering, you can either check out our [ScanSource CloudSolutions Powered by Avaya IP Office™ flyer](https://downloads.avaya.com/css/P8/documents/101040715), reach out to your dedicated
ScanSource Sales Representative to have a quote generated, or ask for a copy of our pricing worksheet to create your own quote.

**Frequently Asked Questions**

**Q: Do you have a minimum or maximum order quantity?**

A: Our standard Cloud Solutions Powered By Avaya IP Office offer can support from 15 – 3000 users. An SMB version is also available that supports 6-19 users as an SMB Telephony Plus only option. The Business Partner is able to add or reduce the number of user licenses as needed, as long as they stay within the minimum and maximum order quantities and subsequent billings will be adjusted accordingly. Changes between the standard and SMB offer does incur an extra charge.

**Q: Is there a term/contract coverage period required? Is there a cancellation fee? Will you auto-renew?**

A: A standard 12 month initial PO commitment is common. In the case a cancellation is needed, ScanSource requires a written request be made to AvayaCloud@scansource.com. A full billing cycle is needed to ensure the services are terminated and future billing is halted. The service will be automatically renewed unless prior written notification of termination. No cancellation fees are assessed on common orders. Please note, in some cases the Business Partner may wish to sign up to receive additional promotional discounts on the Avaya licensing and/or CAPEX hardware components. In these cases, if the Business Partner cancels the service prior to contract fulfillment, the Business Partner will pay an Early Termination Fee equal to 50% of the remaining term. These fees should be payable within thirty (30) days from the effective date of termination.

**Q: What do the Telecommunication Services provided by Intermedia (marketed by ScanSource) include?**

A: The base Telecommunications Service (provided by Intermedia) includes unlimited long distance, inbound, and outbound local minute, one basic number (DID) with e911, Caller ID Number (CLI), network call transfer (blind & assisted), inbound caller ID name display, and regulatory compliance fee. Actual usage and taxes will be billed at actuals each month and must be charged at actuals by the Business Partner as well to insure regulatory compliance. Additional services such as additional DIDs, directory listing, toll free numbers/rates, and international rates can be provided and quoted upon request. In order to purchase these services, the Business Partner will need to apply to become an Intermedia Advisor and sign the agreement at http://intermedia.net/voice/scansource. Intermedia is also offering a generous monthly (from 10% - 20% based on total volume) commission for all telecommunication services sold.

**Q: Will ScanSource bill our End Users directly and provide a referral fee?**

A: Both the NRC (one-time) and MRC (monthly-recurring) components of the CloudSolutions offering will be billed to the Business Partner; ScanSource will not bill the End Users directly. For the OPEX components, ScanSource will however consolidate all of the charges, reconcile them, and bill them out on one consolidated monthly bill to the Business Partner. In addition, if the Business Partner is leveraging a lease for any CAPEX components lease through a leasing provider, many of those providers will support also billing out the OPEX components on behalf of the Business Partner. For more information about our preferred leasing providers, contact the ScanSource Reseller Financial Program Group at financialprograms@scansource.com.

**Q: Will ScanSource provide a “demo” for Business Partners for this hosted offering?**

A: ScanSource has dedicated, proof-of-concept SmartCloud loaner kits available which comes with 10 (Avaya) Advanced UC licenses, 15 (Intermedia) SIP trunk licenses, an (Avaya) ERS Switch, 10 assorted (Avaya) phones, and associated cables. This POC loaner points back to a dedicated instance we have set up in our (GreenCloud) data center, and is available as a 30 day loaner. To fill out an application for our SmartCloud Demo Loaner, complete our form at http://www.scansourcecatalyst.com/en/brands/avaya/solutions/smart-solutions/smart-cloud.

In addition, a shared environment is available within our ScanSource Virtual Demo Center (VDC) environment. As this shared system is also used for early release and development environments, we recommend it for occasional usage and
Q: Is there a free trial period available for this offer?
A: Business Partners will have the option to start the service for each new End User with a 30-day free trial of the licensing component ONLY, provided the Business Partner has fulfilled the authorization requirements as noted. The free trial is also limited to 100 users, which can be any mix of Avaya or 3rd Party Telephony Plus or Advanced UC user types. Charges will be assessed for infrastructure and carrier services as needed.

Q: What Avaya IP Office release is this hosted offering utilizing?
A: The current offer is referred to as Powered by Avaya 2.1 and is based on IP Office Server Edition Select Release 10.1. In addition to the software enhancements included in IP Office R10, Powered by Avaya R2.1 also supports new Hybrid Cloud (500V2 acts as a Server Edition Expansion server to the Primary server in the Cloud) and High Availability Cloud (leverages Primary and Secondary server architecture in the cloud and associated resiliency features) deployment options, allowing the End User the ability to migrate to Cloud at a pace that makes sense for their business. For more information on Hybrid and High Availability Cloud models, including licensing, migrations paths, and more, view the Powered By 2.1 Offer Definition at https://sales.avaya.com/documents/1399635748767.

Q: What provisions are made in the hosted instance to provide reliability during a system upgrade?
A: Continuous snapshots are automatically captured throughout the day. Snapshots are stored at a geographically diverse location. Restoring to a point in history requires service disruption and a one hour commitment for recovery. Charges are assessed for restoring from a snapshot. A secondary server can also be purchased to allow full system operation during upgrades.

Q: How will the initial programming take place? How is the system administered and maintained (including adds/moves/changes)? Will we have access? Can our End Users administer themselves?
A: The initial basic programming will be done by ScanSource. This is essentially system level programming on all services and the System tab within IP Office. We ask that the Business Partner provide a Technical Contact listed in case of additional questions from our team. Once the initial basic provisioning and programming is complete, the Business Partner will be notified by a Turn-Up document. The Business Partner will then have access to all of their End User instances within the Cloud environment for additional/ongoing programming needs, updates, etc. The traditional management interfaces will still be accessible to the End User provided you choose to expose them. Otherwise, this can be handled by the Business Partner who will have access to all of their End User instances within the Cloud environment. ScanSource Services Group can also be leveraged for End User programming if desired. Contact quotes@scansourceservices.com for more information and/or for a custom quote.

Q: What is the Service Level Agreement (SLA) for this offer?
A: ScanSource will provide support during normal business hours (8:30am to 5:30pm EST, Monday – Friday) in response to queries from Authorized Business Partners. Emails or calls received during normal business hours will be addressed within 4 hours. Emails or calls received outside of normal business hours will be address by 12:00pm EST on the following business day. The SLAs of our partners are published on their websites but a brief excerpt is noted below:

- Intermedia offers 99.999% SLA for their telecommunications services (https://www.intermedia.net/products/sip-trunking).
- For GreenCloud as long as the issue is flagged as either urgent or high, GreenCloud will respond within 15-30 mins and guarantee resolution within 1-4 hours (http://gogreencloud.com/wp-content/uploads/2016/09/Support-and-Maintenance-Services.pdf). In the event a server needs to be fully restored, that can be done within 6-24 hours (http://gogreencloud.com/wp-content/uploads/2016/09/Service-Level-Agreement-SLA.pdf).
Q: Does this offer support Powered By IP Office Contact Center (IPOCC)?
A: Yes, IPOCC is available. Full turnkey installations are standard utilizing our services group. Please contact our Avaya Cloud team for further details at avayacloud@scansource.com.

Q: Will an Avaya Session Border Controller (ASBCE) be supported in the hosted model?
A: As part of the current offering, an ASBCE can be purchased in addition to standard user licenses.

Q: What is the charge for carriers (or Business Partners) seeking to put any physical gear in the data center?
A: For carriers or Business Partners who want to put a piece of physical equipment in the data center, additional charges will apply for power, rack space, and/or a dedicated cabinet and will need to be custom quoted.

Q: Who do I contact for any additional questions that I may have?
A: For additional questions, please reach out to your dedicated ScanSource Sales Representative at 800-790-2029, or, you can contact the Avaya Cloud team at avayacloud@scansource.com.

Q: What type of bandwidth is needed for superior voice quality?
A: Avaya recommends a standard 90kbps be available bi-directionally for each predicted call concurrently.

Appendix A

Consolidated table of responsibilities:

<table>
<thead>
<tr>
<th>Business Partner Responsibilities</th>
<th>ScanSource Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Tier 1 Support</td>
<td>• Tier 2 troubleshooting with Business Partner</td>
</tr>
<tr>
<td>• Escalations and billing questions/issues to Intermedia</td>
<td>• Tier 3+ escalations to Avaya and/or GreenCloud</td>
</tr>
<tr>
<td>• MAC work</td>
<td>• Basic system provisioning &amp; programming</td>
</tr>
<tr>
<td>• Onsite hardware (sourcing, servicing, RMAs, etc)</td>
<td>• System availability</td>
</tr>
<tr>
<td>• End User programming, onsite installation*</td>
<td>• End User programming &amp; installation* (additional charge)</td>
</tr>
<tr>
<td>• Adequate connectivity at customer location - Use Intermedia VoIP Scout to verify</td>
<td>• Consolidated billing to Business Partner</td>
</tr>
<tr>
<td>• Completing the Intermedia LOA/Order Confirmation Pack</td>
<td>• Compliance with all terms, conditions, regulations as outlined in customer agreement flow-down language</td>
</tr>
<tr>
<td>• Billing to end user</td>
<td></td>
</tr>
<tr>
<td>• Compliance with all terms, conditions, regulations as outlined in customer agreement flow-down language</td>
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</tbody>
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