

*Only From Telefonix Voice & Data*

# Avaya Trade In Trade Up Program

*All You Need To Know*

*Avaya SMB Expert Partner  
Telefonix Voice and Data  
2011*

## *Target Audience*

*This document is intended at administrators, IT managers, telecoms managers & purchasers of:*

*Nortel BCM50 Phone Systems  
Nortel BCM200 Phone Systems  
Nortel BCM400 Phone Systems  
Nortel BCM450 Phone Systems  
BT Meridian Norstar 824 PBXs  
BT Meridian Norstar Modular 032 PBXs  
BT Meridian Compact Plus Switches  
BT Meridian Compact Switches*

## Who is the Avaya trade in, trade up program aimed at?

**T**he Avaya Trade In, Trade Up program from Telefonix Voice & Data is a **unique EMEA Avaya offer** available for Nortel and BT Meridian customers who wish to trade up and replace their phone systems with an Avaya IP Office and Avaya IP Office handsets.

The offer applies to all of the following:

- Nortel BCM 50 Phone Systems
- Nortel BCM 200 Phone Systems
- Nortel BCM 400 Phone Systems
- Nortel BCM 450 Phone Systems
- BT Meridian Norstar 824 PBXs
- BT Meridian Norstar Modular 032 PBXs
- BT Meridian Compact Plus Switches
- BT Meridian Compact Switches

Using any or a mixture of the following Nortel phones:

- Nortel T7000 Phone
- Nortel T7100 Phone
- Nortel T7208 Phone
- Nortel T7316 Phone
- Nortel T7316e Phone
- BT Meridian Norstar M7000 Phone
- BT Meridian Norstar M7100 Phone
- BT Meridian Norstar M7208 Phone
- BT Meridian Norstar M7310 Phone
- BT Meridian Norstar M7324 Phone
- Nortel T7406e Cordless Phone
- Nortel 4135 DECT Phone
- Nortel 4145 DECT Phone
- Nortel 4145EX DECT Phone
- Nortel 7420 DECT Phone
- Nortel 1120e IP Phone
- Nortel 1140e IP Phone
- Nortel 1220 IP Phone
- Nortel 1230 IP Phone

## What does the trade in, trade up program involve?

**Q**uite simply, for each phone from the list above that you replace with an Avaya IP Office handset, Telefonix Voice & Data will give you a reduction on that new phone. This is a tiered offer: the more phones that you trade up to a new IP Office model, the higher the discount.

Number of phones traded up	Reduction on each new phone
1 phone-30 phones inc.	10%
31 phones – 100 phones inc.	12.5%
More than 100 phones	15%

In other words, replace a 50 handset BCM 450 with a 50 handset IP Office, and you'll get 12.5% off each phone.

## Wait! There's more?

**Y**es! This is a double offer: Telefonix Voice & Data are also offering 10% off each IP Office platform (IP500v2) as part of this launch promotion.

Phone systems traded in	Reduction on each IP500v2
Any	10%

So if you replace a 50 handset BCM 450 with a 50 handset IP Office, and you'll not only get 12.5% off each phone, but 10% off the IP500v2 as well!

## Act soon!

**T**his is a time-limited offer, timed to commence with the launch of [nortel-to-avaya.co.uk](http://www.nortel-to-avaya.co.uk), which itself was launched with Avaya IP Office 7.0. The offer ends July 1<sup>st</sup> 2011; offer applies to all contracts signed *before that day*.

## IP Office experts Telefonix Voice & Data

**T**elefonix Voice & Data have installed and Avaya telephone systems since the launch of the IP Office platform. We maintain Avaya IP Office system solutions for every size and type of business, and have more than 2500 phone system solutions throughout the UK. Telefonix Voice & Data is accredited by Avaya as an “**SMB expert**” company – **the highest level of technical certification for IP Office partners.**



SMB Expert  
BUSINESS PARTNER



**Telefonix Voice &  
Data, the Nortel BCM  
migration experts**

Telefonix Voice and Data is one of the test centres for each new version of Avaya IP Office including IP Office v7. We have had Nortel handsets running on IP Office since the beta, and have a demonstration suite based in Frimley where we'd be delighted to demonstrate Nortel handsets running on Avaya.

We have put up a complete site for the Nortel BCM to Avaya IP Office migration at <http://www.nortel-to-avaya.co.uk/> which has many more details about switching to Avaya. If you have not come across this site we recommend that you have a browse.

## Telefonix Voice & Data Testimonials

- "We were at our wits end with our phone and contact centre supplier experience and were concerned about the levels of customer service being offered to our customers. Luckily we found Telefonix, a converged voice and data solutions provider who matched us in hard work, creativity and knowledge."
- "We've been delighted with the technology recommendations that Telefonix have made to us. In particular, investment in Telefonix' recommendation of the Avaya IP Office system continues to bear dividends, serving our factories, offices and mobile sales team to an equally high standard."
- "Our aggressive business plans require shrewd investment in a technology solution that will support the evolution of the business, and Telefonix demonstrated a rare understanding of not only the technology, but how to apply it to support a rapidly growing multi-site operation."
- "Investing in Avaya IP Office when our company was in need has proven to be a very smart business decision, coupled with the backup and support of Telefonix who are as creative in telephony as we are in ballooning."
- "By redesigning our account handling departments into four separate call groups, we immediately noticed a difference in the customer service that we were able to give to our clients. Since then we have gone from strength to strength, expanding our customer teams as much as 70% in one year, and with Telefonix maintaining the system for us, the system is

Telefonix Voice & Data  
3 Albany Park  
Camberley  
Surrey GU16 7QR

<http://www.telefonix.co.uk/>

Tel: 01252 333 888  
Fax: 01276 401 122  
Email: [info@telefonix.co.uk](mailto:info@telefonix.co.uk)

Reg no: 04351046  
VAT no: 771959578



completely hassle free."

- Our staff are all Avaya-certified
- Quality service from a boutique company that puts customer requirements first
- Competitive deals on offer
- Discounts on support, maintenance and subsequent item purchases

## IP Office testimonials

- ... Very impressed by the rich array of features in the Avaya IP Office solution. In terms of complexity and price, the Avaya system is also a good fit for growing companies that want one of the most advanced systems out there. (PCmag)
- ... We were impressed with Avaya's IP Office -- It is completely modular, the pricing is on the ball (cheaper than ShoreTel's ShoreGear-120) and it scales extremely well. This system is perfect for any small business looking for enterprise-grade functionality without having to fork out big business dollars. (ZDNet)
- ... Avaya IP Office not only delivers the most features, such as powerful integrated messaging and conferencing that enhance productivity and mobility, but it leads the market when it comes to offering the best variety of phones, including wireless and pc-based phone capabilities. (Miercom)
- ... Avaya IP Office system phones are not the most expensive on the market to purchase or rent. Plus, they are reasonable to maintain. This can be great news for those who simply do not want to put out a lot of money on the transition. Switching to an Avaya IP office phone system is a big step. When this brand name is selected to power a system, most companies find they have made an ideal choice in regard to pricing, quality and risk. (VOIP phones blog)
- ... Avaya IP Office with Microsoft CRM provides a unified solution that helps small and medium businesses improve their customer-facing business processes and leverage their communication network to better serve their customers. (Microsoft)

## Nortel BCM 6.0 to Avaya IP Office 7.0

There are some very compelling reasons to migrate from Nortel BCM 6.0 to Avaya IP Office 7.0. A full PDF is available at <http://www.nortel-to-avaya.co.uk/nortel-to-avaya.pdf>