

**AVAYA**

DevConnect

Avaya  
DevConnect

# Program Guide



# Table of Contents

<b>Program Overview .....</b>	<b>3</b>
Introduction .....	3
Goal of the Program.....	3
Types of Members .....	3
Membership Levels .....	4
General Requirements.....	5
Member Assistance .....	7
Logo Usage by DevConnect Technology Partners.....	7
<b>Membership Requirements – Summary .....</b>	<b>8</b>
<b>Membership Requirements – Details .....</b>	<b>9</b>
Requirements Descriptions .....	9
<b>Member Benefits – Summary .....</b>	<b>12</b>
<b>Member Benefits – Details.....</b>	<b>14</b>
Development Support Services.....	14
Marketing and Promotion.....	17
<b>Membership Support Packages and Fee Structure.....</b>	<b>22</b>
Limitations of DevConnect Membership.....	22
<b>Getting Started .....</b>	<b>23</b>

# Program Overview

## Introduction

Avaya is a global leader in solutions that power immersive, personalized, and memorable experiences that matter. The company, through its sales and channel partners, provides a complete portfolio of software and services 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 developer 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 Avaya's Experience Platform, Enterprise Cloud, and Unified Communications as a Service (UCaaS) solutions. This includes Avaya IP Deskphones and collaboration clients as well as Avaya contact center, collaboration applications, video, speech analytics, 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 Edge 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 in 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](http://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-through EULA terms on download. Registered level members may also request access to select remote labs, obtain free Tier 1 & 2 Technical Support on selected Avaya APIs at no additional cost, and access community technical support forums. Organizations at this membership level may also procure 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 are subject to various program fees. Enhanced membership options include:

- **Support-enabled Registered Member**, which provides a block of DevConnect Enhanced Technical Support hours for a fee. Enhanced Technical Support provides Tier 1 to 4 technical support for application development covering troubleshooting, log file analysis, code analysis, and other deeper levels of engagement by DevConnect Technical Support Engineers. Support-enabled Registered Membership upgrades will be considered for Registered Level DevConnect members.
- **Technology Partner**, which is the highest level of program membership, and 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 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 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	Testing-enabled Registered Member	Support-enabled Registered Member	Registered Member
Major Program Elements	<ul style="list-style-type: none"> <li>▪ SDK/API Access</li> <li>▪ Expanded Set of Remote Labs</li> <li>▪ Designated Business Development Manager (BDM)</li> <li>▪ Enhanced Technical Support</li> <li>▪ Community Support Forums</li> <li>▪ Expanded Procurement Options</li> <li>▪ Compliance Testing &amp; Application Notes</li> <li>▪ Logo &amp; Tested Marks</li> <li>▪ Co-Marketing &amp; Commercial Programs</li> </ul>	<ul style="list-style-type: none"> <li>▪ SDK/API Access</li> <li>▪ Expanded Set of Remote Labs</li> <li>▪ Designated BDM</li> <li>▪ Enhanced Technical Support</li> <li>▪ Community Support Forums</li> <li>▪ Expanded Procurement Options</li> <li>▪ Compliance Testing &amp; Application Notes</li> </ul>	<ul style="list-style-type: none"> <li>▪ SDK/API Access</li> <li>▪ Remote Labs</li> <li>▪ Designated BDM</li> <li>▪ Enhanced Technical Support</li> <li>▪ Community Support Forums</li> <li>▪ Select Licenses SDK Procurement Options</li> </ul>	<ul style="list-style-type: none"> <li>▪ SDK/API Access</li> <li>▪ Remote Labs</li> <li>▪ High-level Technical Support</li> <li>▪ Community Support Forums</li> <li>▪ Licensed SDK Procurement Options</li> </ul>

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 is a developer program for experienced business and technology market leaders with 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, enhanced 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 Edge, 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. Should a member wish to subsequently benefit from working with additional Avaya product categories, the interest must be discussed 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 has 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 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 co-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 web-based DevConnect Program portal ([www.avaya.com/devconnect](http://www.avaya.com/devconnect)) that is the member's first point of access to program benefits and services. Each enhanced level member is also assigned a DevConnect BDM, who will be the member's primary contact for 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 member 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 that enable Technology Partners to further promote their program participation and relationship with Avaya. 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 Edge 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

+ Indicates a requirement for System Integrators

Membership Requirements	Registered	Support-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 company and product information web updates for DevConnect portal and Marketplace			✓
Provide success stories			✓
Provide customer references			+
Open disclosure of employee status			+
Report leveraged sales			✓
*It is assumed that members 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 members have appropriately trained administrators on-staff to support development activities.			
***Avaya reserves the right to limit scope of specific benefits at our sole discretion, including designation as a “Testing-enabled Registered Member” and limitations on co-marketing benefits for those companies applying for a Technology Partner membership.			



# 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; Base 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:	<p>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 a selected set of Avaya-owned systems is also available.</p> <p>More information on procurement and remote lab options is available by logging in to the DevConnect portal at <a href="http://www.avaya.com/devconnect">www.avaya.com/devconnect</a></p>
Required for:	All enhanced level members
Have Staff Members Competent on Associated Avaya System / Platform / Product	
Description:	<p>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.</p> <p>More information regarding training discounts available from Avaya Learning is available by logging in to the DevConnect portal at <a href="http://www.avaya.com/devconnect">www.avaya.com/devconnect</a></p>
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**

Avaya encourages members to develop solutions that complement Avaya collaboration, contact center, cloud, and mid-market 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 not listed in the Program Guide for any other legacy, controlled, or proprietary interfaces.

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 both 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 hours and test days. See Purchase Additional Support and/or Test Days under Member Benefits: Development Support Services.
- Due to increased demand during the last few months 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](http://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.
<b>Provide Customer Support</b>	
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 section of this guide.
Required for:	Testing-enabled Registered Members and Technology Partners
<b>Provide Dedicated Web Page to Promote Avaya Relationship</b>	
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 member's entry in the DevConnect Marketplace 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
<b>Provide Product Information Web Updates</b>	
Description:	Members are required to establish and maintain updated company, contact, and product information on the Avaya DevConnect Marketplace. Members can submit updates for Avaya's review and posting by accessing the Marketplace through the Avaya DevConnect portal ( <a href="http://www.avaya.com/devconnect">www.avaya.com/devconnect</a> ).
Required for:	Technology Partners
<b>Provide Success Stories</b>	
Description:	Members must provide Avaya with current customer success stories for their Avaya product-related solution to help 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
<b>Provide Customer References</b>	
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:	Required for System Integrator Technology Partners

**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:	Required for System Integrator Technology Partners

**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 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 Co-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	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 to Expanded Set of Remote lab Options			✓, \$
Access to DevConnect Enhanced Technical Support	✓**	✓	✓
Purchase Additional Support Hours and/or Test Days	\$	✓, \$	✓, \$
Compliance Testing & Application Notes***			✓
* Registered and Support-enabled Registered Members have limited options to purchase fee-based developer toolkits 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.			
****Includes Testing-enabled Registered Members as agreed to by Avaya.			

## Co-marketing and Promotion

Membership Benefits	Registered	Support-enabled	Technology Partner
<b>Program Management Contact Access</b>	<b>Portal</b>	<b>BDM</b>	<b>BDM</b>
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			•
Consideration for Avaya 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 portal.

Access to Avaya and Avaya Learning Developer Training	
Benefit:	Online access to multiple web-based training courses that can help educate and familiarize the member with Avaya and with specific development APIs. Technology Partners may also be eligible for discounts on select training offered through Avaya Learning.
Available to:	All levels
Cost:	No additional DevConnect fees for DevConnect training materials. Avaya Learning has its own independent fees for courseware.
Contact:	Avaya training may be accessed via the DevConnect Portal at <a href="http://www.avaya.com/devconnect">www.avaya.com/devconnect</a> . The portal also lists Avaya Learning courses, where applicable.
Access to Technical Resources for Approved Platforms	
Benefit:	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 cost 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 <a href="http://www.avaya.com/devconnect">www.avaya.com/devconnect</a> .
Discounted Development Platforms - Hardware and Software for Approved Platforms	
Benefit:	<p>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.</p> <p>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.</p> <p>Note: Due to increased demand during the last month of the calendar year, procurement requests in late November and December may experience fulfillment delays.</p>
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 membership 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 can obtain access to an 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 Members and Technology Partners.
Cost:	Varies by remote lab capabilities.
Contact:	Information on available Remote Labs can be found on the DevConnect Portal. Members can initiate a remote lab access request using specific procurement requests via the DevConnect Portal.

### Access to DevConnect Enhanced Technical Support

Benefit:	<p>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 &amp; 2 support and the option to purchase Tier 3 &amp; 4 support in blocks of 10 hours for enhanced development support.</p> <p>The DevConnect Program tracks technical support on a per quarter-hour usage basis. When a member's technical support allotment has been exceeded, additional support hours must be acquired to avoid service interruption.</p> <p>DevConnect will make every effort to respond to support requests within three business days. However, issue resolution often requires multiple exchanges of information that can extend this timeframe. Due to the high volume of support requests in December, response times may be delayed.</p> <p>The DevConnect technical team does not directly support deployed or operational solutions at a customer site. If a DevConnect member's compliance-tested solution encounters an issue at a customer site, the following Field Escalation Process must be applied.</p> <p><b>Field Escalation Process:</b></p> <ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ If the evidence supports the Avaya interface as the cause of the issue, then the customer (not the DevConnect member) opens an escalation with their standard support channel.</li> <li>▪ 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.</li> <li>▪ 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.</li> <li>▪ Where the issue is found to be the fault of the DevConnect member's application (and not the Avaya interface), the DevConnect technical team and the Avaya support team will conduct a warm hand-off to the member for any further support required by the end customer.</li> </ul> <p><b>Note:</b> 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 support team and the DevConnect technical team may refer the customer back to the DevConnect member for problem resolution and/or compliance testing of the solution. The DevConnect member is then responsible for reproducing the customer-reported issue in a non-production lab/development environment, and requesting developer support as needed from 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 is the DevConnect member's responsibility to undertake, at their cost, any additional compliance tests with more recent or updated Avaya solutions. Avaya recommends that DevConnect members maintain currency of compliance tests with all major releases of Avaya products appropriate to their solution needs.</p>
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Available to:	<p>All Levels</p> <p>Registered level members access free Tier 1 &amp; 2 support through the DevConnect Portal. Tier 3 &amp; 4 support can be purchased at any time in blocks of 10 hours for enhanced support at the Registered level.</p> <p>For Enhanced level members, the number of support hours and test days available is dependent upon the selected membership package.</p>
Contact:	Members visit the DevConnect Portal to initiate a support request.
<b>Purchase Additional Support Hours and/or Test Days</b>	
Benefit:	<p>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.</p> <p>Note: Support hours and Test Days must be used in the membership year in which they were purchased. Hours allotted through the membership package are not eligible for carryover.</p>
Available to:	All levels
Contact:	Enhanced level members purchase additional support hours and Test Days by requesting a quote from your DevConnect BDM, or through the DevConnect Portal.
<b>Compliance Testing and Application Notes</b>	
Benefit:	<p>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.</p> <p>For more information regarding Compliance Testing and the process, see the <a href="#">Avaya DevConnect Compliance Testing Guide</a>.</p>
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

## Co-Marketing and Promotion

Program Management Contact Access	
Benefit:	The DevConnect Program can be reached through the Avaya DevConnect Program Portal at <a href="http://www.avaya.com/devconnect">www.avaya.com/devconnect</a> or by creating a <b>Membership and Program Support Request</b> . A DevConnect 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 <b>Membership and Program Support Request</b> .
Use of Avaya DevConnect Technology Partner Logo and Avaya Compliance Tested Mark	
Benefit:	<p>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 assigned DevConnect Business Development Manager.</p> <div>   </div>
Available to:	Technology Partners
Cost:	No additional fee
Contact:	Members can <b>download the Technology Partner logo</b> 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 work together seamlessly—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
- Reduce time to deploy the solution
- 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)
  - To expand our reach further into the sales channels and directly to our end user customers, DevConnect Application Notes are 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 describe how to configure and administer the solution and specify 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 must 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 section of this guide.

Members are required to maintain up-to-date interoperability compliance with the latest major release of the associated 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 co-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 ( <a href="http://www.devconnectmarketplace.com">www.devconnectmarketplace.com</a> ) 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:	Members are encouraged to join and participate in DevConnect social media programs, including: <ul style="list-style-type: none"> <li>Twitter (<a href="https://www.twitter.com/devconnect">www.twitter.com/devconnect</a>)</li> <li>Facebook (<a href="https://www.facebook.com/devconnect">www.facebook.com/devconnect</a>)</li> <li>YouTube (<a href="https://www.youtube.com/avayadevconnect">www.youtube.com/avayadevconnect</a>)</li> <li>LinkedIn (<a href="https://www.linkedin.com/groups?gid=38814">www.linkedin.com/groups?gid=38814</a>)</li> <li>SoundCloud 8-n-Out Podcasts (<a href="https://soundcloud.com/devconnect">soundcloud.com/devconnect</a>)</li> </ul>
Available to:	Technology Partners, at Avaya's discretion
Cost:	No additional fee

### Media Relations Support

Benefit:	<p>The DevConnect Program works with members to gain formal Avaya approval and leadership quotes, where justified, for the member's press release announcing acceptance as a Technology Partner in the DevConnect Program, or successful completion of compliance testing. Final press releases issued by Technology Partners are promoted via the Avaya DevConnect social media channels.</p> <p>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 <a href="#">Membership and Program Support Request</a>.</p>
Available to:	Technology Partners
Cost:	No additional fee
Contact:	Members access the press release templates by contacting their Business Development Manager or creating a <a href="#">Membership and Program Support Request</a> .

### Development of Co-Branded Marketing Collateral

Benefit:	<p>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.</p>
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 collateral templates through the DevConnect Portal or contact their Business Development Manager.

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

Benefit:	<p>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.</p> <p>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.</p>
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 DevConnect Program team member. General calls for sponsorship may also be made by e-mail, DevConnect newsletter, 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 DevConnect Program team member. Calls for participation may also be made by general e-mail, DevConnect newsletter, or DevConnect Portal announcements.

### Consideration as an Avaya 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.  <div data-bbox="732 800 1015 966" data-label="Image"> </div>
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.

Technical Benefit Packages	Base Registered Member	Support-enabled Registered Member	Technology Partner		
			Package A	Package C	Package E
Program Fee	Free	\$3,300	\$10,300	\$16,000	\$26,000
Support Included	Tier 1 & 2	10 Hours	20 Hours	20 Hours	40 Hours
Purchase Additional Support	N/A	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	\$3,000 per additional test day per Compliance Test Incident		

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.

## Note:

- Program fees collected by the DevConnect Program are re-invested into the program for the benefit of the program's members.
- 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.

## 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 Edge 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 co-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](http://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

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya Holdings Corp. (NYSE: AVYA). Avaya is shaping what's next for the future of work, with innovation and partnerships that deliver game-changing business benefits. Our cloud communications solutions and multi-cloud application ecosystem power personalized, intelligent, and effortless customer and employee experiences to help achieve strategic ambitions and desired outcomes. Together, we are committed to help grow your business by delivering Experiences that Matter.

Learn more at [www.avaya.com](http://www.avaya.com).



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