



> **BUSINESS MADE SIMPLE**

2H '09 CALA Enterprise Promotions

Program Overview

EP 2009 Guidelines ver 1.0

July 2009

NORTEL



CALA EP '09 Program Objectives

- > Simple, Flexible, and to designed drive value add applications
- > With the “stackables” format partners have greater flexibility to customize the configuration
- > Aggressively discount strategic solutions
 - VoIP/UC/Mobility
 - Meridian 1 and Norstar upgrades
 - BCM as a standalone solution
 - PoE, Security, and Secure Routing
 - Customer Contact, Self Service, and Agile Comm. Environment
- > Easy to add Nortel services to the configuration
 - SRS – Software release subscription
 - Advanced CC and MPS/ICP Services & PSO

2009 CALA Enterprise Promotions

Conditions for Use



- > The promotions in this package are valid through Dec 31, 2009
 - All quotations based on these programs will be valid for 30 days.
- > Available to Accredited Partner only
- > Not Available to DT and Global Account related Opportunities
- > Promotional discounts apply to customer configurations only and cannot be used for stocking orders
- > Discounts offered in CALA Enterprise Promotions are exclusively for the benefit of the end user of the equipment.
- > The promotional discounts **MUST** be passed to the end users in "full" and partners must clearly identify the discounts as "Manufacturer Discounts" on the invoice to end users.
- > Nortel reserves the right to audit the use of these programs and can request the re-imbusement of promotional discounts from partners who do not extend the promotions in full to end customers.
- > Programs may be modified with 30 day advanced notification

CALA EP '09 2H Summary of Changes



- > BCM1/BCM2 - Norstar to BCM migration: core discount is now 35% for both BCM50 and BCM450 migrations.
- > BCM200/400 migration to BCM450 can use the same Norstar migration discount
- > SCS1 - LG-Nortel phones no longer supported on SCS
- > CS1 – messaging requirement reduced to 8 ports for Exchange UM deployments. ICP added as an option for advanced applications
- > CS2 – HMS400 qualifies for “core upgrade” discount when migrating from Mmail
- > Option for SR and VPN added to IP Transformation section in all voice programs
- > D1 – Alteon products no longer qualify for promotional discounts (Acquired by Radware)
- > C1/C2 – Minimum agent requirement is reduced to 20
- > WTT – Special offers for Q3. ICA Pilots added.



EP 09 BCM50 Stackable Program (BCM1)

WPP – 20% on Core Configuration
(Chassis, expansions, media bay modules, digital telephones)
Norstar migration: WPP – 35% on core

At least 1 Value Item

Messaging

- Voice Messaging – 8 seats
- MCDN license

WPP
–
20%

IP Transformation

- IP Lines / Trunks
- 1100 and 1200 series IP Phones
- PoE (incl. SMB), SR, and VPN

WPP
–
20%

Advanced Applications

- Unified Messaging
- Meet me Conferencing
- Contact Center

WPP
–
30%

Program Guidelines

- WPP – 20% on the core BCM50 configuration when at least one value item is included
- Value items are discounted at the rate shown
- Core configuration includes: chassis, expansions, media bay modules, digital telephones
- 200x IP sets and WLAN are excluded from promotion
- Norstar to BCM50 migration: WPP – 35% on the Core Configuration

Norstar and BCM200/400 migrations must be registered with customer name and contact sent via email to plarson@nortel.com

Nortel Confidential Information



EP 09 BCM450 Stackable Program (BCM2)

WPP – 30% on Core Configuration
(Chassis, expansions, media bay modules, digital telephones)
Norstar Migration: WPP – **35% on core**

At least 1 Value Item

Messaging

- Voice Messaging – 16 seats
- MCDN license

WPP
–
20%

IP Transformation

- IP Lines / Trunks
- 1100 and 1200 series IP Phones
- PoE (incl. SMB), SR, and VPN

WPP
–
20%

Advanced Applications

- Unified Messaging
- Meet me Conferencing
- Contact Center

WPP
–
30%

Program Guidelines

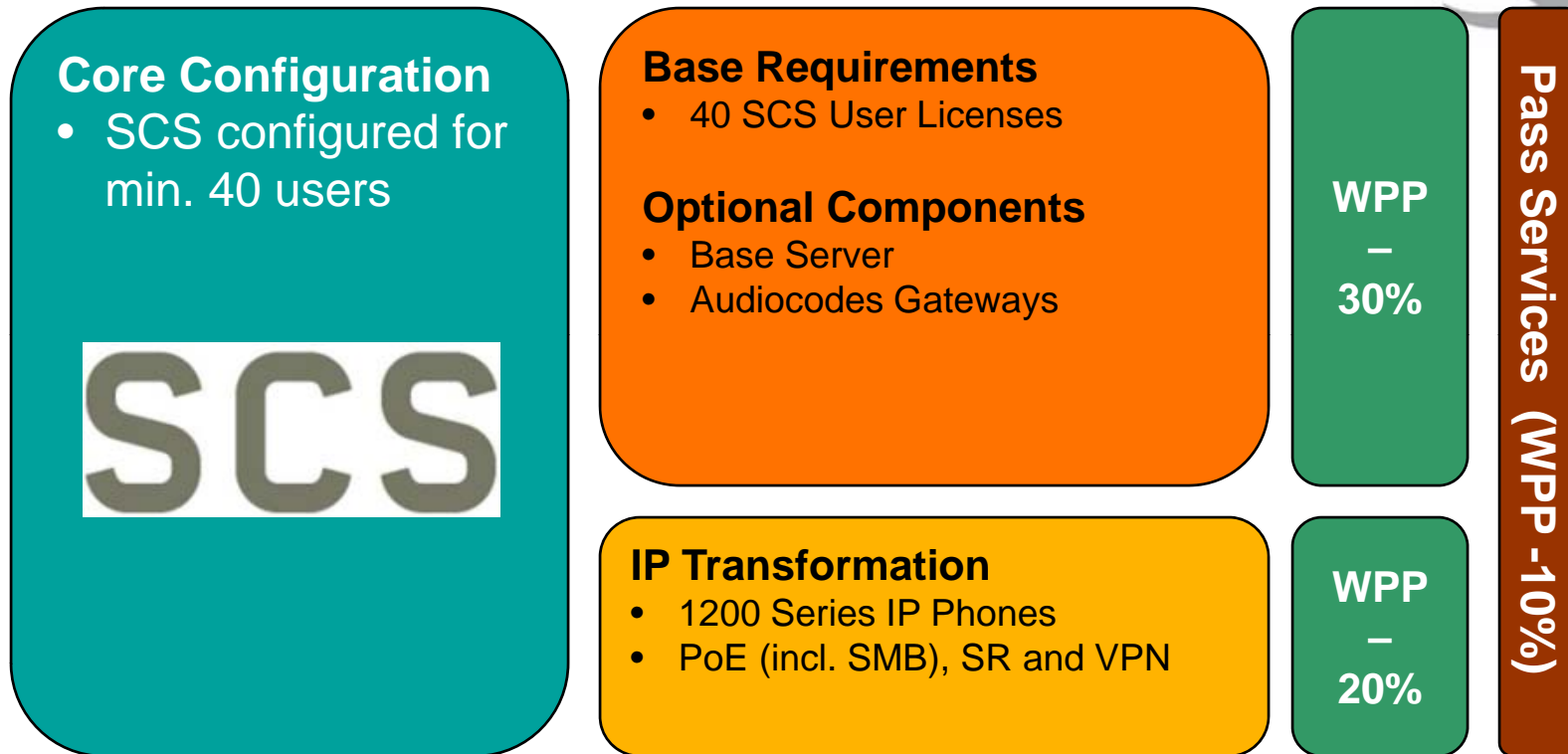
- WPP – 30% on the core configuration when at least one value item is included
- Value items are discounted at the rate shown
- Core configuration includes: chassis, expansions, media bay modules, digital telephones
- 200x IP sets and WLAN are excluded from promotion
- Bonus! WPP – 35% on core configuration when over 100 telephones are configured
- Norstar migration to BCM450: WPP – 35% on the Core Configuration. BMC200/400 migrations to BCM450 may also use this program.

Norstar and BCM200/400 migrations must be registered with customer name and contact sent via email to plarson@nortel.com

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EP 09 SCS Program (SCS1)



> SCS user licenses are the only required part number to qualify for the promotion. The supported servers, gateways and telephones can be purchased separately from other vendors if desired



EP 09 CS1000 New System Program (CS1)

WPP – 30% on Core Configuration
(cabinets, system software, trunk & line cards, cables, integrated apps, digital phones)

At Least 1 Value Item	Messaging <ul style="list-style-type: none">Voice Messaging – 50 seatsHMS400SIP for Exchange UM – 8 Lic	WPP – 20%
	IP Transformation <ul style="list-style-type: none">1100 and 1200 series IP PhonesPoE, Secure Router, and VPN200x IP phones are excluded	WPP – 20%
	Advanced Applications <ul style="list-style-type: none">Unified MessagingMobility (Mobile X or MC3100)Nortel Multimedia ConferencingInteractive Comm. Portal (ICP)	WPP – 30%

Program Guidelines

- WPP – 30% on core configuration when at least one value item is included
- Value items are discounted at the rate shown
- Core configuration includes: cabinets, system software, trunk & line cards, cables, integrated apps, digital phones
- 200x IP sets and WLAN are excluded from promotion
- WPP - 10% discount on PASS/SRS Codes when combined with this promotion (requires 3-year contract)



EP 09 CS1000 Upgrade Program (CS2)

Program Guidelines

- M1 (any option) to CS1000 migration configured for any number of users
- WPP – 40% on core upgrade configuration including CallPilot / HMS 400
- Additional discounts on digital to IP set conversion
- Additional discount on system expansion items
- 10% discount on PASS/SRS Codes when combined with this promotion (requires a minimum 3-year SRS contract)

Core Upgrade

- CPPM and Signalling Servers
- Cabinets, cables, DSPs
- Upgrade licenses
- CallPilot upgrade from Mer. Mail
- HMS 400 upgrade from Mer. Mail

WPP
–
40%

IP Transformation

- 1100/1200 series IP Phones with digital to IP conversion license
- 200x IP sets and WLAN are excluded from promotion
- POE, Secure Router, & VPN

WPP
–
30%

System Expansion

- Line Cards / Trunk Cards
- Expansion Licenses
- Integrated Application cards
- Mobility (Mobile X or MC3100)

WPP
–
25%



EP 09 Transition Gateway for Meridian 1 (CS3)

Program Guidelines

- For older Meridian 1s, customers can use a new system as an IP gateway instead of upgrading
- BCM450 gateway offers aggressive price but limited users (300)
- CS1000 gateway offers transparent feature set and growth to CS1K capacity
- Partners must register the opportunity in the Deal Registration tool in order to use the Transition Gateway Program

BCM450 Gateway

- BCM450 chassis
- PRI media bay module
- MCDN Key code
- IP User licenses

WPP
–
40%

CS1000 Gateway

- Single Chassis CS 1000E
- CPPM, Sig. Server, MGC
- Up to 2 PRI's
- Software licenses
- ICA Converged Office license

WPP
–
30%

IP Transformation

- 1100 and 1200 series IP Phones
- 200x IP sets and WLAN are excluded from promotion
- PoE, Secure Router, & VPN

WPP
–
30%

EP 09 Secure Access (D1)

Program Guidelines

- Purchase any Secure Access Product with Qualified Software Licenses *

Secure Access

- NSNA
- VPNG
- VPNR
- NIEI - Nortel Identity Engines Ignition

WPP
–
20%

Pass Services (WPP -10%)

Secure Access Program Notes – Qualified Licenses *

- VPNG - Secure Portable Office Feature License or SSL VPN On Demand Protection
- NSNA - Secure Network Access licenses - 100 user license
- VPNR - Stateful Firewall, Advanced Routing, VPN Option, DLSw, BGP or Premium Routing
- NIEI - NAC Health Assessment License - 100 concurrent endpoints



EP 09 Converged Infrastructure (D2)

Program Guidelines

- Purchase 1 or more Layer3 Switches with Advanced Routing License
- 8X00 series
- 5X00 series
- No additional discount on SMB Data, ERS 2526T, ERS 2550T, 8648GTR, 8630GBR

GigE/PoE

- 8X00,
- ERS 25xx-pwr
- ERS 45XX
- ERS 55XX/56XX
- SR4134 w/POE

WPP
-
15%

Secure Access

- NSNA
- VPNG
- VPNR
- NIEI - Nortel Identity Engines Ignition

WPP
-
20%

Mobility

- WLAN 23XX
- WLAN LTE

WPP
-5%

Pass Services (WPP -10%)



EP 09 Microsoft UC Data Bundle (D3)

Program Guidelines

- Identify Microsoft Data Bundle opportunity
- Opportunity must be identified by Regional Manager or Ricardo Hoyos as a Microsoft UC opportunity

GigE/PoE

- ERS 25XX-PWR
- ERS 45XX
- ERS 5520/5600
- ERS 5600
- ERS 8300/8600

WPP
–
15%

OCS Mediation (*)

- Add SR4134
- Add Microsoft Mediation Server

WPP
–
20%

UC Telephones

- LG OCS (8540/8501)

WPP
–5%

Pass Services (WPP -10%)



EP 09 Router Trade In (D4)

Program Guidelines

- Identify a buyback opportunity for any of the following situations:
- CISCO/3Com router
- Nortel MD Router (AN, ARN, ASN, BLN, BCN, 2430, 5430, PP44XX)
- Trade-in programs may be combined
- Certificate of Competitive switch destruction is required. Request form via email from mcalzada@nortel.com or download from PIC

Edge

- SR 100x
- SR 3120
- SR 2330

WPP
–
15%

Distribution

- SR4134

WPP
–
20%

Core

- SR8000

WPP
–20%

Notes

- Model SR2101007E5 - SR1002 1PORT T1 AC CHASSIS excluded from promotion
- Model SR2101009E5 - SR1002 1PORT E1 AC CHASSIS excluded from promotion

Pass Services (WPP -10%)



EP 09 L2/L3 Switch Trade-In (D5)

Program Guidelines

- Identify a buyback opportunity for any of the following situations:
- CISCO/3Com L2/L3 Switch
- Nortel MD switch (BS 450, BS 460, BPS2K, 8100)
- Trade-in programs may be combined
- Certificate of Competitive switch destruction is required. Request form via email from mcalzada@nortel.com or download from PIC

L2/L3 Switch

- ERS 25xx-PWR
- ERS 45XX
- ERS 5500
- ERS 5600
- ERS 8300
- ERS 8600

WPP
–
15%

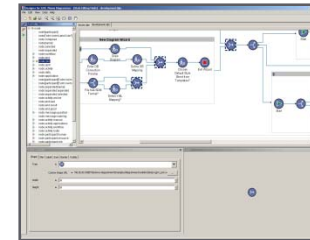
Pass Services (WPP -10%)

Communications Enabled Business Solutions - CEBS -



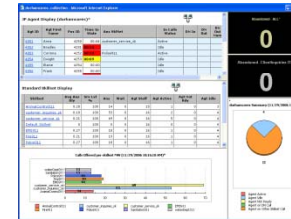
> Product Portfolio

- Customer Contact Solutions
 - Contact Center (CC7.0 – CCM – CCMM)
 - Speech and Self Service (MPS500 – MPS1000 – ICP)
- Enabled Business Solutions
 - Packaged ACE Applications
 - Implementation Services



> Promotion Focus

- Migration and Upgrade
- Expansion
- New opportunities
- New Agile Communications Environment Apps





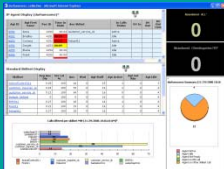
Contact Center Migration to CC System (C1) – Upgrade

Core CC Configuration

CC Base (must include)

- CC7.0 Base Platform
- Minimum of 20 agent licenses

- WPP – 35%
- WPP – 40% if services



Flexibility

- MPS500 or MPS1000*
- IVR Application*
- ICP IVR*
- NMC Conferencing*
- Pre-Packaged Solution

WPP
–
40%

Services (WPP -10%)*

WPP
–
45%

Transformation

- CC7.0/CCT/CCMM/OB*
- CRQM, WFM*
- ACE* Per promotion guidelines
- Pre-Packaged Solution

WPP
–
40%

WPP
–
45%

Discount applied to entire CC Configuration

> CC 6.0 Migration Program Notes

- **Flexibility:** Min 24 ports on MPS or ICP or min 20 lic for NMC. IVR Apps include; Speech Recognition or Text to Speech, Fax, Video, Signaling Licenses, Prepaid or PSO Apps.
- **Transformation:** Min of 20 lic of any Agent Type or value items highlighted in ACE promotion
- **Services:** Includes Maintenance and SRS (3-year contract only), NRIUS Plus, ACE and PSO (PSO services >\$200k)
- One day (8 hours) remote assessment or service assist for Transformation Stack. Partner must notify Heriberto Zelaya zelaya@nortel.com and Ricardo Hoyos rhoyos@nortel.com to schedule.



Contact Center New CC System (C2) – Greenfield

Core CC Configuration

CC Base (must include)

- CC7.0 Base Platform
- Minimum of 20 agent licenses
- 20 or more additional Agent or Transformation Licenses
- **WPP – 30%**
- **WPP – 35% if services**

Flexibility

- MPS500 or MPS1000*
- IVR Application*
- ICP IVR*
- NMC Conferencing*
- Pre-Packaged Solution

WPP
–
35%

Transformation

- CC7.0/CCT/CCMM/OB*
- CRQM, WFM*
- ACE* Per promotion guidelines
- Pre-Packaged Solution

WPP
–
35%

Services (WPP -10%)*

WPP
–
40%

WPP
–
40%

Discount applied to entire CC Configuration

> CC 6.0 Program Notes

- **Flexibility:** Min 24 ports on MPS or ICP or min 20 lic for NMC. IVR Apps include; Speech Recognition or Text to Speech, Fax, Video, Signaling Licenses, Prepaid or PSO Apps.
- **Transformation:** Min of 20 lic of any Agent Type or value items highlighted in ACE promotion
- **Services:** Includes Maintenance and SRS (3-year contract only), NRIUS Plus, ACE and PSO (PSO services >\$200k)
- One day (8 hours) remote assessment or service assist for Transformation Stack. Partner must notify Heriberto Zelaya zelaya@nortel.com and Ricardo Hoyos rhoyos@nortel.com to schedule.



Contact Center Expansion of CC, MPS or ICP System (C3) – Add-on

Expansion Configuration

CC Expansion (must include)

- CC7.0 Licenses
- 20 or more agents

IVR Expansion (any one item)

- MPS or ICP S/W or H/W
- 1 E1/T1 or 24 SIP ports
- IVR Application Licenses
- Spares

- WPP – 20%
- WPP – 25% if services

Flexibility

- MPS500 or MPS1000*
- IVR Application*
- ICP IVR*
- NMC Conferencing*
- Pre-Packaged Solution

WPP
–
25%

Services (WPP -10%)*

WPP
–
30%

Transformation

- CC7.0/CCT/CCMM/OB*
- CRQM, WFM*
- ACE* Per promotion guidelines
- Pre-Packaged Solution

WPP
–
25%

WPP
–
30%

Discount applied to entire Promotion Configuration

> Expansion Program Notes

- **Flexibility:** Min 24 ports on MPS or ICP or min 20 lic for NMC. IVR Apps include; Speech Recognition or Text to Speech, Fax, Video, Signaling Licenses, Prepaid or PSO Apps.
- **Transformation:** Min of 20 lic of any Agent Type or value items highlighted in ACE promotion
- **Services:** Includes Maintenance and SRS (3-year contract only), NRIUS Plus, ACE and PSO (PSO services >\$200k)
- One day (8 hours) remote assessment or service assist for Transformation Stack. Partner must notify Heriberto Zelaya zelaya@nortel.com and Ricardo Hoyos rhoyos@nortel.com to schedule.

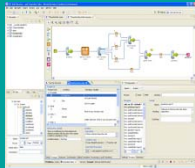


Self Service Migration to MPS or ICP System (S1) – Upgrade

Core Configuration MPS or ICP (must include)

- >1 E1/T1 or 24 SIP ports
- IVR Development Tools (MPS only)
- IVR Application Licenses

- **WPP – 30%**
- **WPP – 35% if services**



Flexibility

- MPS500 or MPS1000*
- IVR Application*
- ICP IVR*
- NMC Conferencing*
- Pre-Packaged Solution

WPP
–
35%

Services (WPP -10%)*

WPP
–
40%

Transformation

- CC7.0/CCT/CCMM/OB*
- CRQM, WFM*
- ACE* Per promotion guidelines
- Pre-Packaged Solution

WPP
–
35%

WPP
–
40%

Discount applied to entire Promotion Configuration

> Migration Program Notes

- **Flexibility:** Min 24 ports on MPS or ICP or min 20 lic for NMC. IVR Apps include; Speech Recognition or Text to Speech, Fax, Video, Signaling Licenses, Prepaid or PSO Apps.
- **Transformation:** Min of 20 lic of any Agent Type or value items highlighted in ACE promotion
- **Services:** Includes Maintenance and SRS (3-year contract only), NRIUS Plus, ACE and PSO (PSO services >\$200k)
- One day (8 hours) remote assessment or service assist for Transformation Stack. Partner must notify Heriberto Zelaya zelaya@nortel.com and Ricardo Hoyos rhoyos@nortel.com to schedule.



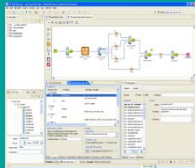
Self Service New MPS or ICP System (S2) – Greenfield

Core Configuration

MPS or ICP (must include)

- >1 E1/T1 or 24 SIP ports
- IVR Development Tools
- IVR Application Licenses

- WPP – 25%
- WPP – 30% if services



Flexibility

- MPS500 or MPS1000*
- IVR Application*
- ICP IVR*
- NMC Conferencing*
- Pre-Packaged Solution

WPP
–
30%

Transformation

- CC7.0/CCT/CCMM/OB*
- CRQM, WFM*
- ACE* Per promotion guidelines
- Pre-Packaged Solution

WPP
–
30%

Services (WPP -10%)*

WPP
–
35%

WPP
–
35%

Discount applied to entire Promotion Configuration

> New MPS or ICP Program Notes

- **Flexibility:** Min 24 ports on MPS or ICP or min 20 lic for NMC. IVR Apps include; Speech Recognition or Text to Speech, Fax, Video, Signaling Licenses, Prepaid or PSO Apps.
- **Transformation:** Min of 20 lic of any Agent Type or value items highlighted in ACE promotion
- **Services:** Includes Maintenance and SRS (3-year contract only), NRIUS Plus, ACE and PSO (PSO services >\$200k)
- One day (8 hours) remote assessment or service assist for Transformation Stack. Partner must notify Heriberto Zelaya zelaya@nortel.com and Ricardo Hoyos rhoyos@nortel.com to schedule.

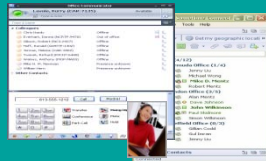


Agile Communication Environment – ACE Communication Enabled Apps (A1) – Enablement

Core Configuration

ACE (must include)

- Base Software
- Minimum of 1 Package App
- Implementation Services*
- WPP – 25%
- WPP – 30% if services



Infrastructure

- As per promotion guidelines

Flexibility

- MPS components*
- ICP components*
- NMC Conferencing*

Transformation

- ACE Package Bundle Apps*
UC Desktop
Corporate Portal
Sales Portal
Hot Desking
Drop and Blast
- CC7.0/CCT/CCMM/OB*
- CRQM, WFM*

WPP
–
30%

Services (WPP -10%)*

WPP
–
35%

WPP
–
30%

WPP
–
35%

> New MPS or ICP Program Notes

- **Flexibility:** Min 24 ports on MPS or ICP or min 20 lic for NMC. IVR Apps include; Speech Recognition or Text to Speech, Fax, Video, Signaling Licenses, Prepaid or PSO Apps.
- **Transformation:** ACE Minimum of 500 licenses
- **Transformation:** Contact Center Minimum of 20 lic of any Agent Type
- **Services:** Includes Maintenance and SRS (3-year contract only), NRIUS Plus, ACE and PSO (PSO services >\$200k)
- One day (8 hours) remote assessment or service assist for Transformation Stack. Partner must notify Heriberto Zelaya zelaya@nortel.com and Ricardo Hoyos rhoyos@nortel.com to schedule.



Walk the Talk

Lab/Demo Discounts (*):

- WPP - 30% total discount on HW
- WPP - 70% total discount on SW (80% on Upgrade S/W)

Limited Time Offer (ends Sept 30 2009)

1. Additional 10% discount for:
 - Call Pilot 202i; HMS 400 2.0; NMC 6.0, SR 2K , 4K, & 8K
2. Purchase ICP Lab unit and get one of the following Pre-Packaged Solution Licenses and 1 Day implementation Seminar – FREE
 - Offsite Agents
 - Notification Suite
 - Outbound Campaigns
 - Call Back

ICA Pilots (*)

Buy 1 Get 1 Free

Converged License with a Purchase of Nortel Integration Services (>\$10K)

WPP - 40%

SR 4134 Configuration includes Mediation Server (with a minimum 50 User).

* - Pilot will be approved by Ricardo Hoyos prior to SBA submission/approval

Program Rules:

- Equipment to be used for Partner lab and/or internal use only. The equipment cannot be resold to end customers (subject to audits from Nortel)
- Maximum 2 units of each product
- Processed via upfront SBA exclusively with proper justification.
- Must have the approval of the Regional Director AND of the Business Development team
- **LG Nortel products EXCLUDED except IP Terminals**



CALA EP '09 Summary

- > Simple, Flexible, and to designed drive value add applications
- > With the “stackables” format partners have greater flexibility to customize the configuration
- > Aggressively discount strategic solutions
 - VoIP/UC/Mobility
 - Meridian 1 and Norstar upgrades
 - BCM as a standalone solution
 - PoE, Security, and Secure Routing
 - Customer Contact, Self Service, and Agile Comm. Environment
- > Available Jul 1, 2009 through Dec 31, 2009
- > Partners wishing to use a promotion for a solution that they are not accredited for must have a service quote from Nortel