



Aastra's Reseller Program

Partnering with Aastra, a leading supplier of a wide variety of products for business communications, allows resellers to profit from generous product margins, provide value-added services around open standard products, and earn special incentives designed to reward resellers who meet certain sales targets.

Aastra provides a variety of tools and programs to help ensure our resellers' success in selling and deploying Aastra products, including sales and marketing support, training, technical support and more.

Over the last decade, Aastra has grown organically and through acquisitions, and is now a leading global supplier with more than 50 million telephony lines installed around the world. With over 12 years of continuous profitability and a strong balance sheet, we have the people, products and financial strength to support our customers and partners for many years to come.

Sales and Marketing Support

Aastra invests in a number of marketing programs to create demand for our products and generate leads. This includes participation in trade shows, online and print advertising, promotional campaigns and more. In addition we have focused programs for engaging consultants and industry analysts.

For our channel partners, Aastra provides marketing support such as providing end-user collateral customizable with partner contact information and logo, drafting and distributing joint press releases and case studies on customer wins, and other individualized promotional activities.

Aastra also provides support for proposals and sales in a number of ways. Authorized resellers are given access to a secure, extranet portal which is your single point of access for marketing collateral, product documentation, and other sales aids. This includes tools such as competitive analyses and a proposal response library.

In addition, your channel manager and our sales engineering team can help with developing customer configurations, responding to RFPs and other help you may need to win the deal. And, to help ensure you get to keep the deals you find, there is a registered deal program to keep other A700 resellers from bidding against you.

Aastra Dollars

Aastra Dollars is a unique incentive program to reward resellers who meet a minimum quarterly purchase level. Resellers receive Aastra Dollars equal to 3.5% of quarterly sales over \$10,000 on qualified products. At the end of each quarter, resellers can go to the www.aastradollars.com website to redeem dollars for things such as new Aastra products to test in your lab or demo with customers, equipment to add to your spare inventory, collateral, logo items and more!



Rebranding Program

Promote your own brand! Aastra offers resellers the ability to rebrand our phones with your own logo. In addition to rebranding the outer shell of the phone, we also provide the technology to allow your own brand to display on the screen upon phone power up, and on the Web user interface for configuring the phone.



The A700™ Reseller

Reseller Start-up Kit

Aastra offers resellers a substantial discount on our new reseller start-up kit. This kit includes a standard A700 bundle (all hardware and software), along with sample licenses for most of the optional applications. In addition, it includes several Aastra phones including SIP DECT, and instructor-led training at our facility in Frisco, Texas.

Training

On-site product training for sales and marketing is provided by our regional channel sales managers at no cost. Sales engineer training can be provided through many venues: web-based, instructor led, as well as on-site. Instructor-led classroom training for Tier 1 & 2 technical support is provided at a substantial discount.

Support

The A700 unit hardware and application server come with a one year warranty; RMA and advanced parts replacement is available to all active and registered resellers. A700 software comes with one year of Basic software subscription, which includes all base-line maintenance releases. In addition there is an option to purchase a 3-year Software Assurance subscription for maintenance which also includes new feature releases. For technical support resellers can choose between either 8am-5pm or 24x7 support for critical and major issues. Aastra-provided on-site implementation support for resellers and their customers is also available at a discounted rate.

Find out more

To learn more about the A700 visit:
www.aastrausa.com/A700

To learn more about becoming an Aastra reseller visit:
www.aastrausa.com/resellers or send an email to
resellers@aastra.com



Aastra's Reseller Program has been designed to reward and support resellers who are committed to promoting and selling Aastra's extensive portfolio of open standard VoIP and Mobility products.

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Aastra®