

YOUR PASSPORT TO INTERNATIONAL BUSINESS

Joining the Aura Alliance opens up a world of business opportunity. As a member, you'll be part of the largest Avaya-endorsed global alliance and better equipped to plan, deploy and maintain advanced communications systems for multi-national clients anywhere.



Join the AURA ALLIANCE and Watch Your Business Take Off

Membership brings access to specialist resources and exclusive benefits designed to help you win more business and reduce the complexity of managing global projects. With 50 current members and a network of over 2000 Avaya-accredited individuals covering more than 90 countries, the Aura Alliance is your passport to international telecoms business.

A stamp of approval

The Aura Alliance is endorsed and backed by Avaya, the world leader in business communication systems. It's a credential that carries weight with clients around the world. Avaya works closely with us to continually develop processes, services and technical excellence. This support, combined with our members' depth of experience and expertise means that no other alliance is better placed to handle global communications projects.

Connecting your world

Aura Alliance partners share common business principles and adhere to contractual commitments that ensure a consistently high level of customer service and professional standards. We also share knowledge and best working practices and as a member, you can log in to our dedicated online portal where you can keep up-to-date with sales activity, download support materials and join in discussions. It's the hub of the Alliance and the place where project partners are sourced.

Working across boundaries

We've developed a flexible approach to handling global business. Members can engage the assistance of Alliance partners to help deliver international assignments when additional geographical coverage or extra services are required. Work can either be subcontracted or referred and there are recommended commission structures in place to ensure that revenues are split fairly between partners. It's an arrangement that allows you to work the way you choose and delivers a seamless international service for clients.



A Smoother Journey

Our members benefit from streamlined, standard procedures that reduce project administration and ensure clients receive consistent prices and service levels. With easy-to-use pricing templates, a clearly defined order process and the option to use our central Project Administration Team to co-ordinate pricing and ordering for complex deployments, you're supported every step of the way.

With you all the way

As part of the Aura Alliance, you can take advantage of a range of centrally managed marketing support services designed to help you raise your profile and grow your global business. From professionally produced, customisable promotional literature, case study templates and web banners, to special events, exhibitions and the annual Alliance conference, we help you present an image that will get your business noticed.

Five star services

When you join the Aura Alliance, you'll have access to unique services that add business value for you and your clients. For example, we've established an agreement with Westcon, the world's leading distributor of Avaya products, so you'll benefit from a simplified global procurement process along with specialist advice on export compliance and taxation. And on the sales side, our Nectar-developed, Converged Management Platform (CMP) gives you the opportunity to offer clients the very latest proactive network monitoring technology, branded to your own business.

At any stage of any project, our senior team is on hand to offer advice and share their many years' experience in all aspects of planning, deploying, managing and maintaining the world's most advanced communication systems.



Jump on board

If you'd like to be part of the world's largest Avaya-endorsed global alliance, please contact Tony Parish, Tony.Parish@auraalliance.com, and find out about the international opportunities for your business.

World-class benefits

- 90+% global coverage from 50 members in 90+ countries
- Endorsed and supported by Avaya
- Depth of experience and a proven track record
- Shared culture, shared knowledge, shared principles
- Committed to continuous product development and service improvement
- Contractual commitment assures consistent professional standards
- Exclusive feature-rich members' portal
- Professional marketing support for your business
- Engage partners to cover shortfalls in geographic coverage or specific skills
- Flexible working arrangements allow project sub-contracting or referral
- Streamlined pricing and ordering procedures to reduce administration
- Simplified global procurement with Westcon
- Access to the latest proactive network monitoring tools
- Expert advice and guidance from an experienced management team

Contact: +44 (0)203 128 7761
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**AURA
ALLIANCE
WORLD-CLASS
BENEFITS**