



Partner Onboarding

Getting Started - Marketing

Introduction:

This Getting Started playbook is for use by the person or people performing the Marketing function within your business to quickly get enabled in 5 easy steps. One of the keys to your success in the marketplace is the ability to brand your company and create demand. The **Partner Onboarding - Getting Started - Marketing playbook** will review Avaya's marketing offers along with how to access the Marketing tools, programs and support resources that are available to our partners. The curriculum consists of core getting started materials, a summary and certificate of completion.

Prerequisites:

1. **You must be online** (connected to the internet) to be able to access the materials in this Getting Started playbook.
2. Because this information is located behind the Avaya firewall, you will be prompted to enter your Secure Sign-On (SSO) Login ID when viewing content on the links in this document. If you have not done so already, create your Secure Sign-On (SSO) ID to get started by following the instructions below. (NOTE: If you have already created your SSO ID and downloaded this document from the Avaya Partner Portal, then you are all set to begin. You may find it helpful to use your default browser to log into the Avaya Partner Portal at <https://avaya.com/partnerportal> so the links work immediately and you are not prompted to enter your SSO ID as often.)

Click here to view a video on how to create your SSO login <https://weconnect.avaya.com/e9x00286o>

Create your SSO login now by clicking: <https://sso.avaya.com>
(Be sure to have your Company Link ID handy).

Once you have created your SSO login, contact the Avaya Connect Partner Helpdesk at 1-720-444-5800 or partnerhelp@avaya.com and request them to "Federate your SSO Login" making sure you specify the email address and Link ID that you used when creating the ID.

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Getting Started - Marketing Summary & Certificate

Step 1:

At the conclusion of this section - and after performing the required steps - you will be set up in Avaya systems (PRM, Partner Newsflash and Avaya Learning)

- a. Partner Relationship Management (PRM) is Avaya's Partner management and collaboration system. Click here <https://weconnect.avaya.com/e9x00287o> to view an overview of PRM and how to get a login and contact the Partner Helpdesk to set you up.

Contact the Avaya Connect Partner Helpdesk at partnerhelp@avaya.com or 1-720 444 5800.

- b. Partner Newsflash – click here <https://weconnect.avaya.com/e9x00288o> to view the video overview of Partner Newsflash, Avaya's bi-weekly electronic newsletter.

Click here to subscribe to Partner Newsflash. (Note: If your Company name does not yet appear in the Company drop down box, go to the Other field below it and type in your Company name .) <https://secure.avaya-news.com/ats/show.aspx?cr=122&fm=23>

- c. Optional: Avaya Learning is the Learning Management System (LMS) where the formal Avaya Professional Credential Program is located along with the course curriculums, content, credential testing and information. Click here <https://weconnect.avaya.com/e9x00280o> to view an overview of the Avaya Competency model, Avaya Learning and how to create a login.

Click here to create an Avaya Learning login <http://avaya-learning.com>

Step 2:

At the conclusion of this section you will understand the various Avaya organizations or tools and how to utilize them.

- a. Avaya Connect Partner Helpdesk is available during business hours to help answer questions on the Avaya Connect Partner Program and assist with basic system access and processes. Simply explain to the agent what you are trying to accomplish and they can help you or get you in touch with the right resource to assist. To view an overview of the Avaya Connect Partner Help Desk click here <https://weconnect.avaya.com/e9x00289o>

Contact: partnerhelp@avaya.com or 1-720-444-5800

- b. Partner Portal – is the place to find all sales and marketing and program information you will need. There several ways to learn about how to use the Partner Portal effectively and efficiently – review the User Guide, view mp4 videos, and use the Partner Portal – we recommend all three.

The Partner Portal User Guide can be downloaded here <https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zbInAAA>

To view the Partner Portal Navigation video, download the mp4 file and open to view now, plus you can save for later reference as well <https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zZBpAAM>

Useful “How to” short videos on how to customize your “view” or navigate efficiently in the Partner Portal can be downloaded in mp4 format for viewing or saving for reference. Here are some key examples:

1. How to customize your home page view (download MP4)
<https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zZIRAA2>
2. How to set content category filters (download MP4)
<https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zZEeAAM>
3. How to find product A-Z information (mp4 download)
<https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zZHxAAM>
4. How to navigate between Partner Portal and PRM Portal (mp4 download)
<https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zZL6AAM>

There are several more “How To” videos and the content is being updated continuously as we add functionality and content to the Partner Portal. Click here to view the page on the Partner Portal where these videos are posted (under HELP bottom left>How to Use the Partner Portal>Useful Tips). Be sure to scroll down https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?c=a3da0000000LH3WAAW&Id=a3j30000000LBpeAAG

To access the Partner Portal click here <http://www.avaya.com/partnerportal> (must have your SSO ID)

Step 3:

At the conclusion of this section you will understand the various Avaya Marketing Tools and Programs available to you to support your branding and demand creation efforts.

- a. Avaya Marketing Enablement Welcome Kit. Click here <https://weconnect.avaya.com/e9z00192> to view an overview of what is included in the kit and how to access it.

Download the Marketing Enablement Kit here (must have your SSO ID):
<https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001y8PQAAY>

- b. Avaya Partner Marketing Central (PMC) is Avaya's free, self-service marketing offer. Click here to view an overview of PMC. <http://avaya.zift123.com/>
- c. Click here to view a tutorial on how to access and use Partner Marketing Central (PMC). http://www1.cala.avaya.com/AM/CH/FY13Q2/PMC_Training_Library/Web/english.html
- d. Click here to access PMC www.avaya.com/partnermarketing
- e. The MarketLeaders Program is Avaya's full service, fee based marketing offer.
Click here to learn about the program and how to engage with the MarketLeaders team. <https://weconnect.avaya.com/e9x00284o/>
Click here to access the MarketLeaders Program
<http://www.avayamarketleaders.com>
- f. Avaya Content Syndication Program is a free offer that enables your website content to always have the latest Avaya product information.
Click here to learn more. <https://weconnect.avaya.com/e9x00281o>
To access click here: <http://avaya.tiekinetix.com/interface>
- g. Other Marketing Resources. Avaya has additional marketing support including Monthly Marketing Power Hours and Informational Webinars.

One example of an upcoming Webinar is “Lead Generation Through Social Marketing” on Tuesday, April 18th at 10:00 AM Eastern, which is designed to show partners how to drive leads and revenue using Social Media. This free 90 minute virtual webinar takes place on the Avaya Virtual Partner Forum platform. Click the link below to register for the Virtual Webinar and to establish a login to that system which we utilize for similar Virtual Partner Events.
(Note: Avaya also offers replays of live events on this platform).
<http://avayamarketingforum.vivacreative.webfactional.com/?email=>

Step 4:

At the conclusion of this section you will understand how to request and manage Avaya Market Development Funds based on a business case, which can be utilized for strategic business development and marketing initiatives.

- a. Click here to view the overview of Avaya MDF program <https://weconnect.avaya.com/e9x00290o>
- b. To download a copy of the presentation which is posted on the Partner Portal go to: <https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/069a0000002i39LAAQ>
- c. To download the MDF Policy Guide go to: <https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/069a00000020yNbAAI>
- d. To download the MDF Claim submittal Job Aid, click here: <https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/069a0000002i36qAAA>

Step 5:

This section tests the knowledge of the key core steps and upon completion, allows downloading of the Getting Started - Marketing Completion Certificate.

Click here <https://secure.avaya-news.com/ats/show.aspx?cr=122&fm=892> to begin.