

Avaya Boosts Edge Channel Program

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Avaya sets to fuel partner growth as it presents a series of enhancements to the Edge Channel Program, including simplified and streamlined program requirements, as well as increased benefits and rebates.



“Avaya Edge is a comprehensive program for channel partners that now benefits from further improvements for 2019,” the company says. “Some vendor programs leave channels confused with complex structures and incentive programs which can lead to misaligned sales behavior and issues in partner profitability. Avaya has constructed a comprehensive program that simplifies, integrates and aligns with channel partner needs to help drive growth and introduce additional business opportunities.”

The program updates promise an emphasis on partner inclusivity, aiming to enable growth regardless of partner size or business model. The company will also put more focus on empowering partners to easily deploy cloud-based products as cloud adoption continues to grow. Avaya says its public cloud seats are up by 300% in 2018, and it plans to further expand its range of cloud-based services for SMBs, mid-market and enterprise.

The Edge Program saw the number of partners eligible for rebates increase by 281% in 2018, as well as a 159% increase in the number of partners with more than 10% growth.

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