



LAB & DEMO program 2013 for DIRECT RESELLERS

Communications, Network Infrastructure, Visual Communications

Partner Marketing
February, 2013



What is Lab & Demo ?

The Purpose

- Enables the Accredited ALUE Business Partner to acquire at special price the latest Alcatel-Lucent Enterprise products and solutions
- To provide a reference Platform to train on the new technology/products
- To enable technicians to use the platform after a training session
- To create a reference design to be used in Partner's premises
- To enable partner to demo the solution in its premises

What Lab & Demo is not ?

- A platform to be used for customer premises demos
- ALE does not ship the kit installed, nor portable
- ALE does not ship an installed (configured) system
- A production platform for Partner's early internal use



Program Rules and Ordering process

- **Who:** Direct Resellers
- **Where:** EMEA, APAC and CALA
- **Duration:** Until December 30th 2013
- **Co-op:** Up to 50% fundable
- **Ordering :** Special Discount Request (SDR) process before placing the order.
The opportunity number field must filled in with “**labdemovoice**” or “**labdemodata**” or “**labdemovideo**”. (If you order products from all categories, use 3 different SDR)
- General Restrictions:
 - The Lab and Demo products are not authorized for re-sale.
 - Those discounts are not applicable for your own communication systems or infrastructure.
 - The Lab and Demo program cannot be cumulated with any other program or extra-discounts.

Commercial Conditions for Direct Resellers Communications

Discount categories	Product designation	Discount applied on WPL
category Aax	Hardware OXO & OXE	75%
category AA45	OpenTouch Business Edition	75%
category Bxx-Cxx-GG42	Applications and software	95%
Sales Category DDx-Exx	ALE Telephone sets , DECT, My IC phones*	65%
Fax server	Fax server for OXE	95%
	Fax server for OXO RCE	40%
	Appliance	95%
	Software suite	100%
category NN02	Solution Premier Service (SPS)	100%

* Up to 2 My IC phone when ordered standalone. Up to 5 when ordered with OpenTouch Business Edition



Commercial Conditions for Direct Resellers

Communications

- **Conditions & Restrictions:**

- **Alcatel-Lucent Office Communication RCE:**

- orders limited to 10 000€ WPL maximum for each demo room and Laboratory in the limit of 2 systems per year.

- **Alcatel-Lucent OpenTouch™ Business Edition :**

The special discount is limited to one Alcatel-Lucent OTBE 500 pack per BP. order limited to 50 users maximum.

- **OpenTouch Multimedia Services, OpenTouch Business Edition 1500** are not eligible.

- **Discount family (OEM, FF11, FF13*, FF14*, Tools FF15, services GG00, GG12, GG32, GG43 and GG44, GG45), G-express and G-suite Offer** are not eligible for this program.

- Existing BiCS lab & demo systems can be upgraded to OpenTouch Business Edition. The price and associated discount applies on the migrated configuration (not covered by Lab & demo SPS conditions)

- **My IC phone Sets** are limited to a maximum of 2 when ordered standalone and up to 5 when ordered with an OpenTouch Business Edition.

* except OmniTouch 4625 CCIVR components

Commercial Conditions for Direct Resellers

Communications /contact Center

- **Conditions & Restrictions:**

- **Discount family (OEM, FF11, FF13*, FF14*, Tools FF15, services GG00, GG12, GG32, GG43 and GG44, GG45), G-express and G-suite Offer** are not eligible for this program.
- **OpenTouch CCIVR:** the Lab & demo program for this product is accessible to BP engineers owning a CCivR ACSE certification.
- For **Nuance ASR** (free of charge temporary license), it is mandatory to fill in the temporary license request form and follow the process described in the form prior to place an order.
- For **Nuance TTS** lab & demo license an email for request must be sent to Product Management (bernard.lhuissier@alcatel-lucent.com).
- For **Loquendo ASR and TTS**, send an email to professional.services@alcatel-lucent.com for any Loquendo request
- For **CCIVR SIP license**, an email for request must be sent to bernard.lhuissier@alcatel-lucent.com.

* except OmniTouch 4625 CCIVR components

Commercial Conditions for Direct Resellers

Communications /Services

- **Solution Premier Service Process:**
 - If you have not subscribed for Solution Premier Service (SPS) support for your existing Lab and Demo equipment, please first purchase the latest release (95% discount) for migration or upgrade of existing systems. An SPS contract will then be created on your system with 100% discount for any future software upgrades.
 - For existing BiCS lab & demo systems, the migration to OpenTouch Business Edition is not covered in SPS

What's inside a Lab & Demo typical config with OpenTouch Business Edition?

Item	Benefits / what to show	Qty
Base Server 500 users	Mandatory to run the solution	1
OpenTouch Users	Demo & configuration of OpenTouch services on My IC phone	45
IPTouch users	Demo & configuration of IP users services on IP 8 series phones	5
Conversation for iPad	Demo & use of advanced UC services associated with OpenTouch users	10
OpenTouch desktop option	Demo & use of advanced UC services associated with My IC Phone users	10
Standard Desktop option	Demo & use of advanced UC services associated with IP touch users	5
OpenTouch Blackberry client	Demo, config and use of mobility with My IC phone users	5
IP users mobility clients (iPhone / Android/nokia)	Demo and config of mobility clients associated with IP users	3
Conferencing	Demo & config of full conferencing option	10
Messaging	Demo & config of messaging (including UM) services	50
Automated attendant	Demo & config of automated attendant services	1
Management	All 8770 services enabled	All users
My IC phone	My IC phone sets	Up to 5

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Enterprise

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Lab & demo for OpenTouch Business Edition 500

- The configuration proposed NET price is less than 6500 euros.
- It is possible to « downgrade » the configuration to optimize the price by removing some options, however, the total number of users cannot be less than 50 (normal configuration rules of any OpenTouch system)
- Additional items can be added (e.g. additional My IC Phone sets, public or private network access), providing the max NET price remains below the maximum authorized (see specific rules that apply on Partner's web site address provided).
- The maximum number of My IC phone sets allowed is 5.



**OmniTouch™ 8082
My IC Phone**

A new class of "Smart DeskPhones"



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Commercial Conditions for Direct Resellers Network Infrastructure

Sales category	Product designation	Special lab & demo discount
Sales category A	OmniVista 2500 rel 3.5.X	90%
Sales category C (new)	OmniSwitch 9000E OmniSwitch 10K	65% 65%
Sales category F	OmniStack 6250/6450	55%
Sales category G	OmniSwitch 6850E/6855/6900 Associated Software	65% 70%
Sales category H	OmniAccess WLAN controllers OmniAccess Access Points Associated Software	40% 40% 40%
Sales category L	VitalQIP Appliance VitalQIP (software) Vital Suite	50% 90% 90%
Sales category M (new)	Transceivers	65%
Sales category P	Demo Kit CyberGatekeeper* Ref CGSL1P-DEMO	Standard Discount 20%

* This specific kit includes the following:

- CyberGatekeeper 1U appliance and software license (hardware included)
- CyberGatekeeper Policy Manager and Reporting Server software license
- 50 CyberGatekeeper Agent Licenses
- Platinum Maintenance for CyberGatekeeper 1U appliance and software, Policy Manager and Reporting Server software, and 50 CyberGatekeeper Agents.

Commercial Conditions for Direct Resellers

Network Infrastructure

- Support and Maintenance:
 - For Sales Category P (InfoExpress CyberGateKeeper): Platinum Maintenance includes 8x5 technical support, all major and minor software releases, and 2 year replacement warranty on appliance with replacement shipped in 2 days in case of hardware failure
 - For other Sales Category: These products are subject to standard service fees for Alcatel-Lucent maintenance and support.
- Restrictions:
 - This offer is limited to the following quantities for any given Business Partner:
 - 1 Alcatel-Lucent OmniVista 2500 rel 3.5.X starter pack 10 nodes + 1 extension for 10 additional nodes + 1 OV2500 VMM Small
 - Up to 4 stackable switches
 - Up to 2 OmniSwitch 6855 and up to 2 OmniSwitch 6900
 - 1 OmniSwitch 9000E including up to 3 network interface boards
 - 1 OmniSwitch 10K including up to 3 network interface boards
 - Up to 2 OmniAccess WLAN controllers and up to 6 WLAN Access Points
 - Up to 1 Vital Suite system and 1 VitalQIP system

Commercial Conditions for Direct Resellers

Visual Communications

- Consult the Excel spreadsheet for the list of items and associated discount covered by the Lab & demo program 2013 for the Visual Communications solutions.

Commercial Conditions for Direct Resellers

Visual communications

- Mandatory Support Service

- Support Service is mandatory for each equipment and must be ordered simultaneously for 1, 2 or 3 years.

- Restrictions:

- The Lab and Demo products are not authorized for re-sale.
 - The Lab and Demo program cannot be cumulated with any other program or extra-discounts.
 - The Visual communication Lab and Demo program is restricted to a maximum of
 - 2 LifeSize video equipment of each model per Business Partner
 - 5 LifeSize Connections computer (1 seat) per Business Partner
 - 5 LifeSize Connections endpoint (1 seat) per Business Partner
 - 1 LifeSize Bridge per Business Partner
 - 1 LifeSize UVC Video center per Business Partner
 - 1 LifeSize CleaSea Server per Business Partner
 - 1 LifeSize CleaSea Android / iOS Client per Business Partner
 - 2 Smart interactive whiteboards per Business Partner
 - 5 DIGITAL SIGNAGE Players with the associated Server SW licences
 - 1 DIGITAL SIGNAGE TV Tuner



Office Communication Solution Special Lab & Demo Offer for OmniPCX Office RCE Fax server

February 2013



CHANNEL PROMOTION

special lab & demo - Omni PCX RCE Fax Server

- Availability: January 1st until June 30th, 2013 - DR & VAD
 - Offer limited to 1 Fax server max per BP
 - IR conditions are defined at the discretion of the VAD in the limit of the global T&C

SOLUTION	ELIGIBLE PRODUCTS	DISCOUNT ON WPL	COOP FUNDING	TARGET	COMMENTS
RCE Fax server Appliance	3JE01100AB	40%	50%	DR/VAD	mandatory
RCE Fax server software suite	3JE05100AA	95%	50%	DR/VAD	mandatory
RCE Fax server 2 additional ports	3JE05101AA	95%		DR/VAD	option
RCE Fax server Backup-Restore	3JE05102AA	40%		DR/VAD	option
3 years support	3EY98982AA	100%		DR/VAD	mandatory



RCE Fax Server

Lab & demo special offer

50 % co-op
fundable

Terms and conditions

- **40% discount on WPL** for Appliance and Backup option
- **95% discount on WPL** for Soft Suite and 2 Additional ports option
- **40% discount on WPL** for 3 years support

- Business Partner can order a **maximum of one RCE Fax Server**
- Orders must be placed **in H1-2013**
- For EMEA, CALA, APAC: Order must be placed via a Special Discount Request. The SDR "project name" **must** be filled in with "[RCEFax-labdemopromo](#)"
- The discount is equally valid for Direct Reseller and Value Added Distributor
 - IR conditions are defined at VAD discretion.

Discount applies on the current Business Partner Worldwide Price list

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