

Aura Alliance Delivers on Ambitious Global Agenda at Third Annual Conference

Submitted by: G3 Telecommunications
Monday, 26 March 2012

23rd March, 2012. London. Members of the Aura Alliance – the world’s only Avaya-endorsed global alliance – met in Madrid on 6th March for a two-day conference to kick-off a range of progressive initiatives aimed at accelerating business development and further streamlining operating procedures. Since then, the Alliance has put plans into action with important benefits to global Avaya customers.

Founded in 2010 and now incorporating 50 Avaya accredited business partners and more than 2,000 Avaya accredited individuals in over 90 countries, the Aura Alliance has grown dramatically to become the provider of choice for global enterprises planning worldwide deployment of Avaya systems.

The Madrid conference was attended by 45 delegates representing Aura Alliance business partners from locations around the globe and involved attendees from Australia, Hong Kong, Canada, USA, Europe, the Philippines, Brazil and Chile.

“The expanding global coverage and increasing capabilities of the Aura Alliance are having a real impact – on average, our members now spend around \$600 million with Avaya each year,” said Tony Parish, CEO of the Aura Alliance. “The Madrid conference was the largest, most significant gathering of Alliance members to date and has underlined our overwhelming commitment to continue building on what has already been achieved. Over the past two weeks since the conference, we have started to implement plans and deliver on that commitment.”

Supported by Head of Sales, Niall Anderson and with input from strategic adviser Lee Shorten, Parish spearheaded a strong line-up of speakers at the event including David Grant, Senior Vice President, Europe for Westcon Group, Avaya’s global distributor, and Jan Lawford, Avaya Senior Director EMEA Channels. “We set out proposals for improving the way the Alliance members work together, how we simplify processes, and maximise opportunities,” said Parish. “We’re now implementing plans agreed by the Alliance members and already this is making a huge difference to the value we can add to our global services in the future. We welcome Westcon’s commitment to helping and Avaya’s undertaking to provide additional top level sales support and administration.”

Delegates at the conference also benefited from presentations by Pre-Sales & Support Director, Matt Dawe, on a new project management facility being developed for Alliance members, and Service Director, Adam Young on how the Converged Management Platform created by Nectar can help simplify the management of global voice and data networks.

“Since the conference, members have met their commitment to funding Alliance activities, allowing us to recruit and build support services in the areas of network management, project management and marketing activity. It was an inspirational couple of days in Madrid and the future looks very bright for the Aura Alliance. The momentum and commitment is there from all our members. No other alliance is better equipped to plan, deploy and manage global Avaya projects.”

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About Aura Alliance

The Aura Alliance is an international group of Avaya Business Partners, working together as a single organisation to provide global support for multi-national enterprises. By maintaining consistent service levels, prices and technical skills across all countries, the Aura Alliance simplifies the administration of global Avaya projects and ensures the most cost-effective solution. Aura Alliance Members adhere to the Avaya Connect programme, providing a globally consistent framework that streamlines processes, pricing, training and certification requirements.

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