

ENTERPRISE MARKETING ASSISTANCE PROGRAM

Helping Our Enterprise Customers Accelerate Deployment

Implementing new communications technologies can be challenging. Enterprises need the necessary expertise and tools to quickly rollout telecommunications solutions that will reduce corporate communications costs, increase employee productivity and unify employees across offices.

GENBAND **GENVelocity** is a Marketing Assistance Program that rapidly educates and arms enterprise customers with the knowledge and tools required to deploy the A2 Communications Application Server as their corporate phone system. **GENVelocity** works hand-in-hand with your employees to help you successfully rollout A2 Unified Communications to your employees.

GENVELOCITY PROGRAM COMPONENTS

- **Rollout Plan:** A plan for deployment – network audit, identify handset vendors, determine feature sets by roles and responsibilities, plan for disaster recovery and redundancy.
- **Education of support personnel and employees:** Educating support teams and all employees.
 - Lunch and Learn
 - Web-based tutorials
 - Customized training
 - Quick Reference Cards

GENVELOCITY KEY INITIATIVES

- **Successful Rollout:** **GENVelocity** delivers effective tools that educate and equip employees to use the Unified Communications tools
 - Sales presentations
 - Business case models
 - Marketing collateral
 - Key value propositions

GENVELOCITY ENTERPRISE BENEFITS

- **Reduce Introduction Costs** by leveraging off-the shelf collateral, aides and training materials.
- **Increase Support Effectiveness** through training, tools and presentation materials.

INTERESTED IN LEVERAGING GENVELOCITY?

- When you become a GENBAND supported customer, you can tap into **GENVelocity** at no charge when you access our self-service items via your customer support portal login.



- For those who need more customized and specialized marketing assistance, **GENVelocity** industry experts can work with you to provide customized collateral, training, consulting or other professional services assistance giving you the necessary tools and services you need to ensure your success.
- For more information contact GENVelocity@GENBAND.com

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