

## BACKGROUND

Avaya asked bChannels to increase usage of partner marketing assets to help smaller partners drive demand.

They needed to establish a team of marketing specialists to advise partners on marketing campaigns.

## SOLUTION

### Marketing Enablement

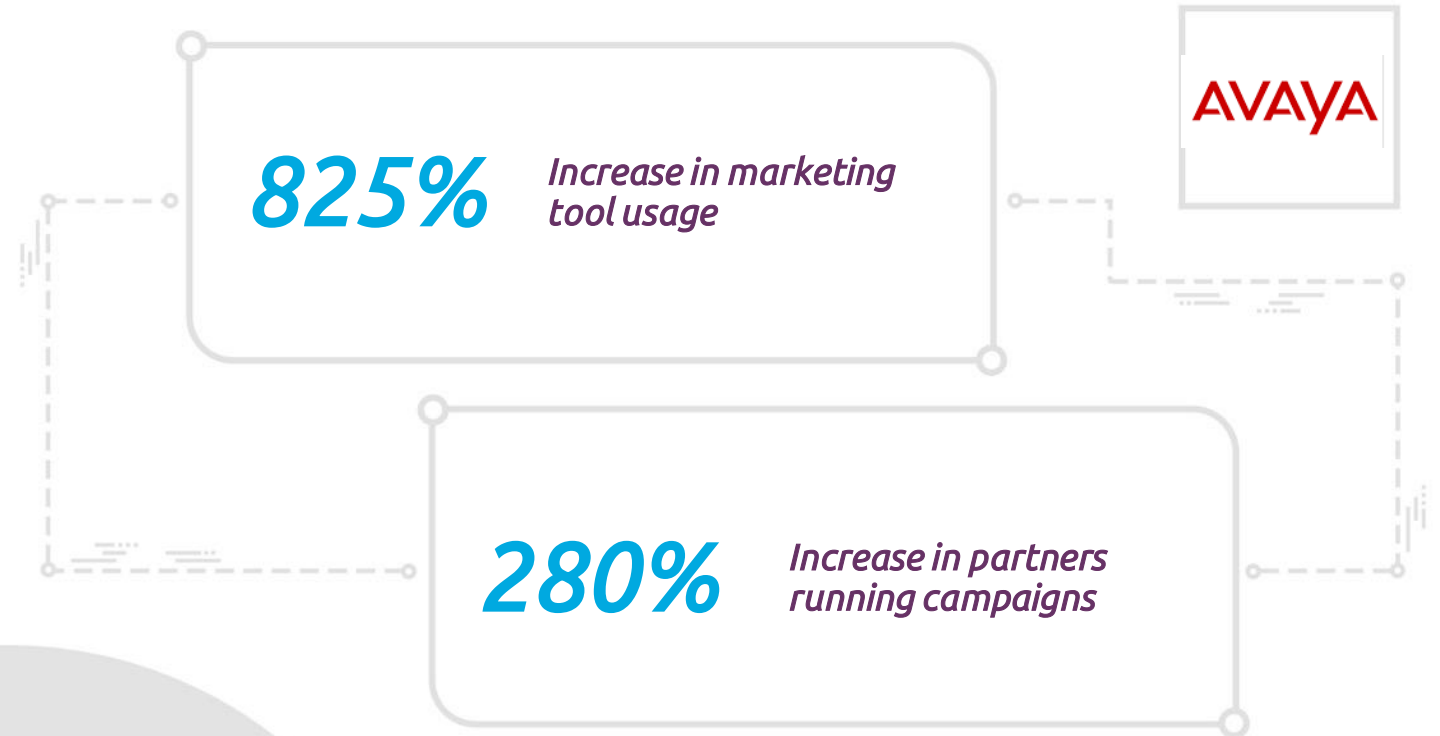
Built a team of Avaya marketing specialists for small businesses.

Reached out to partners in local language to create engagement.

Increased use of marketing campaigns to drive demand for Avaya solutions.

## RESULTS

### MARKETING ENABLEMENT A CASE STUDY WITH AVAYA



*The bChannels marketing team has made a huge difference to our engagement with SMB partners."*

Rafael Vicent,  
Avaya Spain

James  
Sengenberger,  
WW SMB Channel