

## WINTER UPDATE- MARCH 2010

**AVENIR**  
**TELECOM**

*Connecting Business*

### What's New?

#### Dear All,

Welcome to the March update from Avenir Telecom.

We are delighted to confirm that Avenir now offers quarterly commercials to provide stability and enable our partners to plan more effectively than ever before.

As a consequence each issue of Talking Shop is now valid for three months, instead of only one as before, and we hope you appreciate the unique commitment that Avenir is making to your business and to the environment.

We'll let you know within this monthly update if there are any major changes within the quarter. You will then be able to download an updated copy of Talking Shop from our website. We will also email you the updated Talking Commissions for the month.

#### New Extended Opening Hours

We are pleased to inform you that from 1st March, Avenir will be offering you extended

support, in terms of Client Services, Business Solutions and Trade Sales.

Client Services and Business Solutions will now be available from 8.30am to 6pm, Monday to Friday. This allows an extra hour support each day for your processing requirements.

Trade Sales will now be available from 9am to 6pm, giving you an extra half an hour to send through your last minute orders.

#### £100 New Connection Bonus

During the month of March you can earn a £100 bonus for each new O<sub>2</sub> business voice connection, once you meet a target which will be communicated to you individually on 1st March.

#### NEW INCENTIVE Avenir Telecom and O<sub>2</sub>: The Black Eyed Peas

On 1st March, we are launching an exciting, nine-week sales incentive programme in collaboration with O<sub>2</sub> that will see the eight best performing dealers winning two VIP tickets

each to the 'SOLD OUT' Black Eyed Peas concert in May. For more details, see the next page.

#### Double the Broadband!

Until 31st March, connect one Pay Monthly O<sub>2</sub> mobile broadband USB Modem, and once it is connected Avenir will send you a Pay As You Use USB Modem for free!

#### Mobile News Awards

Avenir Telecom has entered the Mobile News Awards 2010 category for Distributor of the Year (Networks). The award ceremony takes place on 18th March. Thank you to all of you who submitted testimonials supporting Avenir, and good luck to all who've also entered. We're looking forward to a great night!

Best regards,



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## What's Continuing in March?



### Avenir Tech Support

Avenir Telecom have been offering a full range of technical support products to our dealers as part of our dealer package. From BES installations to handset training, contact the team on 020 8731 4476 to find out how we can help you.



### O<sub>2</sub> Limited Landline Offers

When a customer signs up to a new O<sub>2</sub> Business Mobile tariff, you are now able to offer them one of two limited O<sub>2</sub> Landline offers. The offers available are:

#### Option 1: Free Unlimited Landline Bolt On\*

- Offer customers the Unlimited Landline Bolt On, worth £6.38 per month, for free
- Applies for the duration of the 24 month contract on all new business tariffs
- Available via the Joined Up Communications solution builder only
- No revenue share protection

- Not available to existing or re-signing customers.

OR

#### Option 2: 12 months free O<sub>2</sub> Landline\*

- Available to new customers with less than 40 mobiles signing up to the new Business Mobile tariffs
- Available with £11.50 O<sub>2</sub> Landline or £11.50 credit can be applied to £13.50 O<sub>2</sub> Landline
- Can connect the landline at any point in 2010
- Landline transfers from BT only. Not new landlines or ISDN lines
- One landline per mobile
- 24 month contracts only – customer pays for the second 12 month period
- No revenue share protection – we share the risk and reward
- Not available to existing or re-signing customers
- Joined Up Communication commission not available, as landline is free.

You can offer customers a free O<sub>2</sub> landline for 12 months or the free-of-charge Unlimited Landline Bolt On - not both.

\*O<sub>2</sub> are limiting these offers on a first come first served basis, and they can be withdrawn once the threshold has been reached.

### O<sub>2</sub> BlackBerry® £50 Bonus

Receive £50 BlackBerry® bonus on all new connections and re-signs, where BlackBerry® hasn't been previously applied to a connection.

### Landline Bonus

The £50 landline commission bonus is now valid until 31st March. The bonus is not applicable with the 12 months free landline offer.



### £10 Bonus on Upgrades

Avenir are offering a £10 bonus on all upgrades on Orange until 31st March.



## What's New?

### Legacy Tariffs Remaining

The O<sub>2</sub> legacy tariffs will now be available until 31st December.

O<sub>2</sub> will also be building additional discount flexibility into the new tariffs and a 36 month option will be added to the tariffs soon.

### Retention SIM Only Tariffs

Retention SIM Only tariffs are available for new and legacy tariffs. See the online version of Talking Shop for details.

### Double the Broadband!

Until 31st March, connect one Pay Monthly O<sub>2</sub> mobile broadband USB Modem, and once it is connected Avenir will send you a Pay As You Use USB Modem for free!

### NEW INCENTIVE

#### Avenir Telecom and O<sub>2</sub>: The Black Eyed Peas

On 1st March, Avenir is launching an exciting, nine-week sales incentive programme in collaboration with O<sub>2</sub>, that will see the eight best performing clients winning two VIP tickets each to the 'SOLD OUT' Black Eyed Peas concert on 5th May at the O<sub>2</sub> Arena.

Designed to drive sales of new

O<sub>2</sub> business connections, Avenir will track and reward new O<sub>2</sub> business voice and mobile broadband connections.

The incentive begins on 1st March and closes on 30th April.

### £100 New Connection Bonus

During the month of March you can earn a £100 bonus for each new O<sub>2</sub> Business Voice connection, once you meet a target which will be communicated to you individually on 1st March.

### PLUS

#### An additional £25 Bonus on 36 Month Connections

Until 31st March, for every new 36 month business contract, you will receive a bonus £25 commission.

### BES Express

Available from 1st March, BES Express offers BlackBerry® exchange services at a lower cost of ownership. BES Express is a great opportunity to provide exchange mail services with many of the benefits associated with the full BES solution, whilst removing any additional server & licence costs.

BES Express is for those customers who require corporate email via their exchange server. Those customers who require Over the Air administration as well as advanced IT policies and high levels of monitoring and availability should opt for the full BES solution.

To connect to BES Express, customers buy a BlackBerry® handheld and BIS tariff from O<sub>2</sub> and download BES Express software for free from the RIM website. Even though the solution is called BES Express, you sell a BIS tariff.

### Free of Charge BlackBerry for 24 Months

Customers who add the BIS Bolt On to a Business Voice Tariff for the first time, either at point of re-sign or new connection will get the entire 24 months free of charge! This equates to a saving of £204.24! Please see the next page for more information.



## Free of Charge BlackBerry® Offer

Customers who add the BIS Bolt On @ £8.51 to a business voice tariff for the first time, either at point of re-sign or new connection, will get the entire 24 months free of charge! This equates to a saving of £204.24 + VAT!

The offer is available for one month only, so take full advantage of this with all your O<sub>2</sub> business voice connections until the 31st March 2010.

This is a great offer to use in conjunction with the launch of BES Express. BES Express is designed for customers with a Microsoft Exchange or Small Business Server. Once your customer is connected with the BIS Bolt On they can simply download the BES Express Software for free from the RIM website: <http://na.blackberry.com/eng/services/business/server/express/>

### Eligible tariffs

- Business Single 300
- Business Single 600
- Business Single 1200
- Business Single Unlimited
- Business Share 1300
- Business Share 2000
- Business Share 5000§
- My Business BlackBerry
- Small Business Regular User
- Small Business Frequent User
- Medium Business Regular User
- Medium Business Frequent User
- Large Business Regular User
- Large Business Frequent User

All you need to do is add a BIS Bolt On to any of the above tariffs.

### Terms and conditions

- O<sub>2</sub> business voice tariff and the BlackBerry® BIS Unlimited Bolt On.
- Available on 24 and 36 month contracts.
- The £204.24 Ex VAT credit will be applied to the customer's invoice by month 3, following connection of the SIM Card to the relevant tariff.
- Connected with a BlackBerry® handset
- Eligible to contracts connected to the O<sub>2</sub> network from 1st March 2010 to 31st March 2010.

## What is BES Express?

This is a brand new BlackBerry® solution designed for customers with a Microsoft Exchange or Small Business server.

Your customer will receive many of the benefits of full BES, without having to invest in a separate server (for up to 75 users), software or licences. BES Express includes 35+ IT policies to securely manage your customer's information, passwords and mobiles.

Once your customer has purchased a BlackBerry® handheld and BIS Bolt On to their business voice tariff on O<sub>2</sub>, they then take the simple step of downloading the BES Express software for Free from the RIM website. Even though, the solution is called BES Express, you sell a BIS tariff, a saving of £19.49!

BES Express will sit alongside BIS and BES in the O<sub>2</sub> portfolio, as each solution offers something different. It's important that you work with your customers to understand their objectives, needs and pain points and recommend the most appropriate solution.

## What happens to BIS?

BIS is still the right solution for customers who don't have email servers and use internet based email. The monthly line rental remains the same, £8.51. Although don't forget the promotion through the month of March that sees this offered for Free for the life of the contract!

## And, what about BES?

BES is still the right solution for some larger SME customers who require services such as over the air activation, increased resilience and more advanced IT/security features. It also supports the Lotus or Novell email system. Once again the monthly line rental remains the same, £28.00.

## What about BlackBerry® Professional Software?


BES Express replaces BPS and RIM will withdraw it from sale shortly. Avenir Tech Support will continue to support it for existing customers.

## Support

Avenir Telecom Tech Support will be on hand to assist you in both promoting this solution and help you support your customer, pre and post set up.

Contact Avenir Telecom Tech Support on 020 8731 4476 or email [techsupport@avenir-telecom.co.uk](mailto:techsupport@avenir-telecom.co.uk)

## BlackBerry Product Comparison:

	Bes Lite	BPS	Bes Express	Full Bes
Life Cycle	End of Life (support only available)	End of Life (support only available)	Current Product	Current Product
Required Data-plan	Bes Bolt-On	Bes Bolt-On	Bes/Bis Bolt-On	Bes Bolt-On
Maximum Smartphone Users	15	30	75/2,000	2,000 Max (Recommended)
CAL Requirement	Small CALs	Small/Large CALs	None Required	Large CALs
Maximum IT Policies	Over 400	Over 400	35	Over 400
Simplified IT Policies	No	No	Yes	No
Environment Compatibility	32-Bit Only	32-Bit Only	32/64-Bit	32/64-Bit
Server Compatibility	MSX, Domino	MSX, Domino	MSX Only	MSX, Domino & GroupWise
Remote File Access	No	No	Yes	Yes
Enterprise Instant Messaging Support	Yes	No	No	Yes
Monitoring & High Availability	No	No	No	Yes
Full Application Support	No	No	Yes	Yes
Includes Server Software Update	No	No	Yes	No



## What's New?

### iPhone Bolt On for Solo

The Orange iPhone Bolt On is now available with the Business Solo price tariff as well as with Business Sense. For more details please see the online version of Talking Shop.

### BES Express

Available from 1st March, BES Express offers BlackBerry® exchange services at a lower cost of ownership. BES Express is a great opportunity to provide exchange mail services with many of the benefits associated

with the full BES solution, whilst removing any additional server & licence costs.

BES Express is for those customers who require corporate email via their exchange server. Those customers who require Over the Air administration as well as advanced IT policies and high levels of monitoring and availability should opt for the full BES solution.

To connect to BES Express, customers buy a BlackBerry® handheld and BIS tariff from

Orange and download BES Express software for free from the RIM website. Even though the solution is called BES Express, you sell a BIS tariff.

### Business Solo Offer

The Business Solo Offer available last month is continuing until 31st March. Customers signing up to a 24 month Business Solo contract can choose 2 of the unlimited options to add to their account. Customers signing up to any other length contract can choose 1 option.



## What's New?

### BES Express

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To connect to BES Express, customers buy a BlackBerry® handheld and BIS tariff from 3 and download BES Express software for free from the RIM website. Even though the solution is called BES Express, you sell a BIS tariff.

O<sub>2</sub>

AVENIR  
TELECOM

£100\*

New Connection Bonus

Earn £100 bonus for each new O<sub>2</sub>  
business voice connection.

\*For connections above a set target only. Target will be  
communicated to you individually on 1st March.

Connect to O<sub>2</sub> Mobile Broadband, and you will receive:

**3  
Months  
Free**

**Tariffs  
from  
£6.38**

**Double  
the  
Broadband!\***

**Unlimited  
WiFi**

**BT  
Openzone  
Access**

\*Until 31st March, connect one Pay Monthly O<sub>2</sub> Mobile Broadband USB Modem, and once it is connected Avenir will send you a Pay As You Use USB Modem for free!



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