



## >THIS IS THE WAY

100% OF ADVANTAGE DESIGNATED PARTNERS  
HAVE CERTIFIED SPECIALISTS AND EXPERTS  
COMMITTED TO CUSTOMER SATISFACTION

>THIS IS **NORTEL**™



*In a complex world, choosing your networking partner has just become a lot less complicated. Nortel makes it easy for you to do business with us and our Channel Partners. With the Nortel Partner Advantage, you get the service and quality you demand, regardless of your organization's size, scope and network solutions needed to build your own competitive advantage.*

### **Program Brief**

#### **Nortel Partner Advantage**

##### **Choose quality and service... with confidence**

The Nortel Partner Advantage started with you — our valued customers. You asked us to extend our sales and support to better meet your needs, without sacrificing the level of service you have come to expect from Nortel. With Partner Advantage, our Channel Partners commit to excellence before, during and after the sale. And we make sure they maintain sales and service quality with regular assessments that measure their performance against criteria that are important to you. When you choose a Channel Partner that has earned an Advantage designation,

you know they have the skills, expertise and overall competency required to meet your network development needs.

##### **Choose a level of expertise... that's right for you**

The Nortel Partner Advantage lets you choose the appropriate level of expertise and abilities for your organization. The availability of three Partner Advantage designations — Advantage, Premium Advantage and Elite Advantage — allows you to choose a Channel Partner with the service level and solutions breadth best suited to your organization — whether you're a small company deploying a data

## Seize the Advantage! Insist on doing business with a Nortel Advantage designated partner.

network in your office building or a large enterprise deploying a converged network across the country. Using Partner Advantage, you can select a Channel Partner that has in-depth knowledge in eliminating boundaries through industry-leading network convergence technology.

### Business is easier... with people you know

Working with a Nortel Advantage designated partner makes it easier for our customers to do business with a global leader and innovator. Channel Partners located in the vicinity of your business and who are committed to your success have earned the Nortel Partner Advantage Partner designation and represent Nortel's world-class technology, service and support. Our trained, certified and competent Channel Partners bring you our full portfolio of data, IP Telephony and application solutions backed by Nortel's pledge to customer service and support. With Nortel Partner Advantage, you know you will be choosing the best Channel Partners to meet your specific communications and networking needs.

Our community of Partner Advantage channels brings you:

- › Commitment to quality and service
- › Trained and certified personnel focused on specific areas of competency
- › Measured performance based on criteria that matter to you
- › Product expertise and capabilities across Nortel data, IP Telephony and applications portfolios
- › Technical and emergency support ranging from basic to 24x7 coverage
- › Marketing promotions that offer you great ways to save on Nortel solutions
- › Channel Partners committed to successfully deploying new technologies
- › A great experience that lasts through network installation and ongoing support.

### This is the way

The Nortel Partner Advantage is just one more way we're helping enterprises rely on end-to-end networks and advanced communications services and applications to better serve customers. With our Advantage Partners, we're offering you a new way to anticipate your customers' needs, delivering critical, time-sensitive information when, where and how they want it.

# NORTEL

## Advantage Partner

*"Nortel's Partner Advantage Program is an important part of our overall business plan, and has contributed to the very high standard of service we provide to our Nortel customer base."*

— Greg Forrest, President & Chief Operating Officer  
Xeta Technologies

*"In any business, you want a networking partner who is committed to helping you succeed and grow. The Nortel Partner Advantage Program clearly has those goals in mind. It's all about making sure that Channel Partners are able to deliver a full portfolio of solutions to their customers, with total support from Nortel. That's dedication."*

— Steve Ford, President  
International Nortel Networks Users Association

Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, Voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at [www.nortel.com](http://www.nortel.com).

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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# NORTEL

#### In the United States:

Nortel, 35 Davis Drive  
Research Triangle Park, NC 27709 USA

#### In Canada:

Nortel, 8200 Dixie Road, Suite 100  
Brampton, Ontario L6T 5P6 Canada

#### In Caribbean and Latin America:

Nortel, 1500 Concorde Terrace  
Sunrise, FL 33323 USA

#### In Europe:

Nortel, Maidenhead Office Park, Westacott Way  
Maidenhead Berkshire SL6 3QH UK

#### In Asia Pacific:

Nortel, Nortel Networks Centre  
1 Innovation Drive, Macquarie University Research Pk  
Macquarie Park, NSW 2109 Australia

#### In Greater China:

Nortel, Sun Dong An Plaza, 138 Wang Fu Jing Street  
Beijing 10000 China