

Video Conferencing provides the power to conduct dynamic, collaborative, face-to-face meetings without compromising security or hassling with complex licensing schemes and firewall issues.

Below you will find assets, tools and resources that will help you learn about the Scopia Video Collaboration Solutions and how to communicate its value to your customers.

**Learn More:**

- ▶ [Radvision Acquisition](#)
- ▶ [Video Collaboration Solutions for Enterprise](#)
- ▶ [Video Collaboration Demand Generation Assets](#)
- ▶ [Video Collaboration Overview \(avaya.com\)](#)

**SFDC Campaign Codes\*:**

Don't forget to flag opportunities in SFDC with the appropriate Parent Campaign:

- ▶ [SP Video - US FY12 Avaya Field](#)
- ▶ [Video Collaboration - Enterprise Americas FY13 Avaya Field](#)

†Available languages: E-English; S-Spanish; P-Portuguese (Brazil). Packaged as Multi-Lingual where possible.

\* The codes listed in this document are for the US. Please contact your FMM for the code appropriate for your area and/or tactic.

## Sales Enablement & Training

Title	Format	Lang.	Update or New?
Avaya Video Collaboration for Enterprise SSG	Solutions Selling Guide	<a href="#">E</a>	
Radvision Customer Pitch	YouTube	<a href="#">E</a>	
Email Signatures to Schedule Demo	ZIP - OFT	<a href="#">E,S,P</a>	
Talking Points & Elev. Pitch	ZIP - DOC	<a href="#">E,S,P</a>	
Sales Training	UCONNECT	<a href="#">E</a>	
Avaya Tech Connect	VARIOUS	<a href="#">E</a>	
Selling an Introductory Radvision Solution	VARIOUS	<a href="#">E</a>	
Video Sol'n Image Collage	PPT	<a href="#">E</a>	<b>NEW:</b> 18 Dec 2012
Impact Movie Email Signatures	ZIP - OFT	<a href="#">E,S</a>	
Video Conf Gone Mobile Email Signatures	OFT	<a href="#">E</a>	<b>NEW:</b> 14 Jan 2013
Extracted Use Cases	PDF	<a href="#">E</a>	<b>NEW:</b> 15 Jan 2013
Simplifying Real-Time Collaboration (Sales Pres)	PPT	<a href="#">E</a>	<b>NEW:</b> 16 Jan 2013

**YouTube™ Channel - Product Marketing Clips:**

- Quick Start Scopia Mobile - [E](#) **NEW:** 10 Jan 2013
- Quick Start Scopia Desktop - [E](#) **NEW:** 10 Jan 2013
- Scopia Mobile V3 on iPad - [E](#), [S](#)
- Scopia Mobile V3 on iPhone - [E](#), [S](#)
- Scopia XT 5000 - [E](#), [S](#)
- Scopia Elite 5000 Series - [E](#)



### Brochures

Title	Format	Lang.	Update or New?
Scopia Product Portfolio	ZIP - PDF	<a href="#">E</a> , <a href="#">S</a>	
XT5000 Data Sheet	PDF	<a href="#">E</a>	
Scopia Elite 5000 Series	PDF	<a href="#">E</a>	
Scopia Mobile	PDF	<a href="#">E</a>	
Scopia Desktop	PDF	<a href="#">E</a>	
Video Enabled Healthcare	PDF	<a href="#">E</a>	
Business Continuity	PDF	<a href="#">E</a>	
Video Enabled Education	PDF	<a href="#">E</a>	<b>NEW:</b> 9 Jan 2013
Avaya Aura Conferencing with Flare	PDF	<a href="#">E</a>	<b>NEW:</b> 16 Jan 2013
IP Office Video Collaboration	PDF	<a href="#">E</a>	<b>NEW:</b> 16 Jan 2013
Avaya Aura Conferencing w/Flare Demo	XML	<a href="#">E</a>	<b>NEW:</b> 16 Jan 2013

### White Papers/Premium Content/Podcasts

Title	Format	Lang.	Update or New?
Wainhouse - Viability of Large Scale Video Deployments (Avaya Use Case White Paper)	PDF	<a href="#">E</a>	
Pervasive Desktop Video TCO*	OFT <a href="#">\$\$</a>	<a href="#">E</a>	<b>NEW:</b> 10 Jan 2013
Executive Guide to Video Collaboration	PDF	<a href="#">E</a>	<b>NEW:</b> 20 Dec 2012
Webtorials Collaboration Podcast - Lawrence Byrd	OFT <a href="#">\$\$</a>	<a href="#">E</a>	<b>NEW:</b> 18 Jan 2013

\* = Available on PMC

\*\* = Available on PMC & MarketLeaders

\$\$ = SFDC email template available



## Campaign Assets: Scopia Demo Coffee Challenge

Don't forget to flag opportunities in SFDC with [SP Video - US FY12 Scopia Free Demo\\*](#)

Title	Format	Collateral Type	Lang.	Update or New?
Banner/Tout*	GIF	Image	<a href="#">E</a>	
Detailed Scopia Demo Scripts*	PDF	Script	<a href="#">E</a>	
Invites for Demos Led by Self/Sales (CxO, IT, LOB Sales)*	ZIP - OFT	Email Templates	<a href="#">E,S,P</a>	
Invites for Demos Led by Avaya Inside Sales (CxO, IT, LOB Sales)	ZIP - OFT	Email Templates	<a href="#">E,S</a>	
Invites for Demos Led by PARTNERS (CxO, IT, LOB Sales)	ZIP - OFT	Email Templates	<a href="#">E,S,P</a>	
Email Signatures to Schedule Demo*	ZIP - OFT	Image	<a href="#">E,S,P</a>	
Avaya Video Collaboration for Enterprise (Phase II) - with Speaker Notes*	PPT - ZIP	Customer Presentation	<a href="#">E,S</a>	
Postcards	ZIP - PDF	Brochure	<a href="#">E,S</a>	
Invites for Demos Led by Avaya Inside Sales (VERTICALS MESSAGING)	OFT	Email Templates	<a href="#">E</a>	
Invites for Demos Led by Self/Sales (VERTICALS MESSAGING)*	OFT	Email Templates	<a href="#">E</a>	
Webtorials Video Collab Podcast 1 Invites (Direct and Partner versions)*	ZIP - OFT	Email Templates	<a href="#">E</a>	
Pulse Network Interview w/Bob Romano (Direct and Partner versions)*	ZIP - PDF	Email Templates	<a href="#">E</a>	
IAUG Contest Invite	OFT	Email Templates	<a href="#">E</a>	
Scopia SIB (Seminar-In-a-Box)*	ZIP - OFT	Email Templates	<a href="#">E</a>	
Scopia Partner Flyer	PDF	Brochure	<a href="#">E</a>	

### **You Tube™** Channel - Pulse Network Interview Clips:

How It Works, Radvision Products- [E](#)

Consistent Quality with Radvision - [E](#)

Three Criteria's for Video Conferencing Users - [E](#)

Digital Security with Radvision - [E](#)

Radvision Takeaways - [E](#)

Full Interview - [E](#)



## Campaign Assets: Video Impact Movie

Don't forget to flag opportunities in SFDC with [SP Video - US FY12 Scopia Impact Movie\\*](#)

Please note: This campaign is closely tied to the Scopia Demo Coffee Challenge - the goal is still to get the viewer to sign up for a demo. In this case, we are using the impact movie as the premium asset to drive the demo registrations.

Title	Format	Collateral Type	Lang.	Update or New?
Scopia Video Conferencing: It Just Works	avaya.com	Video	<a href="#">E</a>	
Video Impact Movie Uses and Directions	PDF	Job Aid	<a href="#">E</a>	<b>UPDATED:</b> 12 Dec
Video Impact Movie - Partner Version**	MP4	Video	<a href="#">E</a> , <a href="#">S</a> , <a href="#">P</a>	
Banner/Tout*	GIF	Image	<a href="#">E</a>	
Banner/Tout*	GIF	Image	<a href="#">S</a>	<b>NEW:</b> 21 Dec 2012
Banner/Tout*	GIF	Image	<a href="#">P</a>	<b>NEW:</b> 21 Dec 2012
Emails*	ZIP - OFT	Email Template	<a href="#">E</a> , <a href="#">S</a>	
Email Signature - Sales and Partner Vers.*	ZIP - OFT	Image	<a href="#">E</a> , <a href="#">S</a>	
Email Signature - Sales Version	OFT	Image	<a href="#">P</a>	<b>NEW:</b> 21 Dec 2012
Email Signature - Partner Version*	OFT	Image	<a href="#">P</a>	<b>NEW:</b> 21 Dec 2012
Embeddable version of Impact Movie	WMV	Video	<a href="#">E</a> , <a href="#">S</a> , <a href="#">P</a>	<b>NEW:</b> 20 Dec 2012

**You Tube™** Channel - See the Impact of Scopia Video:

Scopia Video Conferencing: It Just Works - [E](#), [S](#), [P](#)

Scopia Video Conferencing: It Just Works - [E](#), [S](#), [P](#) (Partner)

