

# Increase business and grow profit with the Channel Partner Program

Targeted to your specific business and designed to help you compete in a changing marketplace



# Channel Partner Program Overview

When our partners speak, we listen. APC by Schneider Electric works hard to ensure we offer the services and tools necessary for our partners to be more successful and ultimately more profitable. Our focus and improvements all come down to providing **profitability, enablement, support**, and an overall better **partner experience**. This is **Partnership, evolved**.

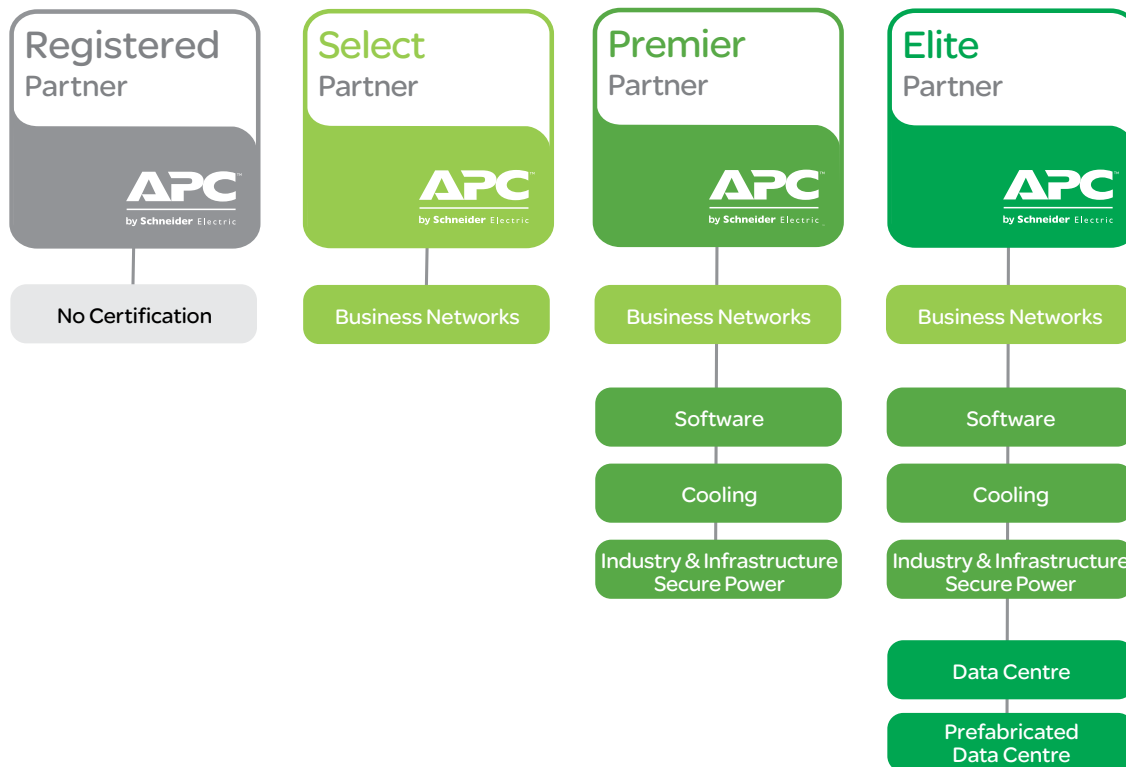
We now offer a more flexible, better targeted program that includes new solutions and services not offered before. We are working to make the program easier to use through process and online changes. You will discover that you have an increased ability to move up through the program levels to access additional benefits. Working with APC by Schneider Electric will lower your business risk with proven quality and results – like saving your customers up to 30% on their energy costs.

What level you choose to join and grow in the program depends on your business – your focus, your goals, and your needs. Below is the structure of the program, which includes four levels with new certification areas available under each level.

The program offers clear and differentiated paths based on different disciplines, allowing you to leverage free training, pricing and benefits.

Gain full access to our network of qualified and dedicated solution engineers, ongoing support, and visibility into where the market is going and where you can take your business.

## Partner Program Structure



# Benefits you can count on

Simpler and easier access to what you need to do more business.

	Offer	Description
<b>Enhancing your Partner Experience</b>	APC Personal Page	An individualised Web page for each partner with content geared toward your business, and access to the various incentive programs.
	Training and Enablement	Free technical and strategy education through classroom learning and live or self-paced online platforms.
<b>Improving partner specific Support</b>	Dedicated Partner Support Team	A dedicated line just for partners for quick access to our Customer Care Centre.
	Dedicated Partner Development Team	A team of highly specialised Partner Development Representatives dedicated to supporting APC resellers.
<b>Providing more diverse Enablement</b>	Value-Added Alliances	Our solutions are integrated with key alliance partners such as Cisco®, Microsoft®, VMWare®, and IBM®.
	Online Marketing Centre	Provides support for executing marketing campaigns including customisable marketing materials.
	Sales Tools	Access to sales tools and other research such as expert White Papers and industry leading blogs to follow.
	Marketing Development Funds (MDF)	Best-fit model for marketing funds for partners based on level and growth with APC.
	Partner Locator	A tool that allows customers to locate partners.
<b>Profitability focused on driving business for partners</b>	Opportunity Registration Program (ORP)	Rewards you for identifying, developing, and winning new business.
	Partner Opportunity Program (POP)	Rewards you with new business based on strong partnership and engagement. *Eligibility pending requirements.
	Rewards Program - APC Amplify	Earn rewards on eligible sales, training and other partner activities.
	Rebates	Direct payments to qualifying partners who achieve success in quarterly & yearly revenue targets

## How Partner Program benefits are distributed

Benefits will be focused where and how you need them.

	Registered	Select	Premier	Elite
<b>Business Enablement</b>				
Personal Page with free online resources & training	✓	✓	✓	✓
Partner Locator Listing		✓	✓	✓
Dedicated Partner Support Team	✓	✓	✓	✓
Partner Opportunity Program (POP)		✓*	✓*	✓*
<b>Sales &amp; Marketing Enablement</b>				
APC Online Marketing Centre	✓	✓	✓	✓
Sales Tools	✓	✓	✓	✓
Market Development Funds			✓	✓
<b>Profitability Programs</b>				
Single Phase Reseller TradeUPS Program	✓	✓	✓	✓
Rewards Program - APC Amplify		✓	✓	✓
Opportunity Registration Program (ORP)		✓	✓	✓
Demo Program		✓	✓	✓
Rebates			✓	✓

\* POP program may have additional requirements. Contact APC for more information at [APCPartner.Support@Schneider-electric.com](mailto:APCPartner.Support@Schneider-electric.com)



## Secure your place in the Partner Program

If you are a current partner, go to your partner page and revisit the tools and benefits now available to you. If you are not yet a partner, go to [www.apc.com/personalpage](http://www.apc.com/personalpage) and register your business.

## Make the most of your energy<sup>SM</sup>

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