

Build business resilience through partnerships

Alliance Industrial Automation Distributor Program

se.com/industrialdistributor



Life Is On

Schneider
Electric

Prosper in the industries of the future

The accelerating adoption of digital technologies across the industry pushes industrial automation distributors to adapt to new customer expectations and market conditions – fast.

With the current speed of innovation, no company can tackle all customer needs alone. That's why Schneider Electric™ created the Alliance Partner Program, a unique ecosystem of industrial professionals: industrial automation distributors, system integrators, and machine integrators.

Working together, the Alliance Partners are empowered to provide top-notch digital expertise, systems interoperability, and intuitive operation crucial for next-gen industries.



Prosper in the industries of the future

Develop next-gen capabilities

Collaborate to gain a competitive advantage

What you gain as a member

How your customers benefit

Advance your company as our partner

Explore tailored advantages

Establish a winning partnership



Develop next-gen capabilities

Through the Alliance Partner Program for Industrial Automation Distributors, we empower companies to develop new capabilities to better support the digital transformation of your customers and strengthen your business resilience.

Three core values

Open

- Collaborate across an ecosystem of industrial automation professionals
- Drive smart manufacturing with open EcoStruxure™ architectures

Simplified

- Combine global and local expertise to deliver innovative solutions that meet local regulations and customer and market requirements

Driving growth

- Acquire expert certification to strengthen your position in the market
- Develop your company with access to our solutions portfolio, local support, and business incentives



Collaborate to gain a competitive advantage

As a certified Alliance Industrial Automation Distributor, our partners not only get opportunities to build your position individually, but also through collaboration with Alliance System Integrator and Machine Integrator partners.

The Alliance ecosystem can work together to tackle more complex projects, offer more advanced digital services and software, and bring more value to customers.

Take advantage of the ecosystem's potential to differentiate in the market and give your company a new competitive edge.



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What you gain as a member



Promotion

- Co-branding and differentiation of your company with a highly recognizable partner badge
- Joint demand generation



Collaboration

- Mutual customer platforming and registration
- Certification of your employees in a chosen specialization
- Opportunities to work with our system integrator partners



Support

- Website listing in the Global Alliance Partner Locator
- Access to the comprehensive resources of the Schneider Electric Alliance IAD Digital Academy to help you grow your expertise
- Segment marketing development funds



How your customers benefit

As an Alliance Industrial Automation Distributor, you can offer your customers greater value and broader support.



Global and local expertise

Combine your knowledge of the local environment and market with Schneider Electric's expertise.



Specialized knowledge and know-how

Gain access to our knowledge base, including application documentation, expert training, and more to broaden your skills.



Expertise in EcoStruxure™

Complete EcoStruxure training paths dedicated to plant and machine solutions to offer more advanced technologies.



Support at every stage of the project

Provide your customers with comprehensive assistance from certified experts, aiding in everything from design to implementation of tailored solutions.



Collaborative opportunities

Work together with Alliance system integrator partners to bring your customers' projects to life faster and easier.



Advance your company as our partner

The Alliance Partner Program has three membership tiers, each with powerful benefits. Any distributor can become a Registered member. To qualify for the Certified and Master levels, you need to meet specific requirements.



Registered

An Industrial Automation Distributor partner who is recognized by the local industrial market as having technical capabilities and industrial automation product knowledge to serve industrial customers.



Certified

An Industrial Automation Distributor partner who is recognized by the local industrial market as an industrial automation expert and a Schneider Electric partner. These companies serve industrial customers with high competence and can architect automation solutions with a certain number of certified experts.



Master

An Industrial Automation Distributor partner who is perceived in the market as Schneider Electric's Transformation Partner for Industrial Automation Business. These companies are integral to the Schneider Electric Alliance ecosystem and offer end-user customers unparalleled value through customer service excellence, technical competence, and value-added services.



Explore tailored advantages

Benefits	Registered	Certified	Master
Dedicated Account Manager	●	●	●
Joint promotion relationship	●	●	●
Knowledge base and news access	●	●	●
Website listing in the Global Alliance Partner Locator	●	●	●
Development and quotation tools, TVDAs	●	●	●
Exclusive access to the Alliance portal	●	●	●
Promotion as a Product Specialist Partner	●	●	●
Access to Training Academy (product curriculum)	●	●	●
OEM Software Development Pack with special pricing	●	●	●
Adapted pricing for each level	●	●	●
Adapted incentive for each level	●	●	●
Access to Marketing Development Fund		●	●
Business referrals and Joint Business Pursuits		●	●
Promotion as a Solution Specialist Partner		●	●
Individual certification recognition		●	●
Invitation to global and partner events		●	●
Entry to global Awards Competition		●	●
Access to customer conversion support		●	●
Access to Training Academy (all curricula)		●	●
In-class training curriculum		●	●
Access to first-level services offer		●	●
Fast access to specialist tech support (tailored care)		●	●
Assigned Technical Pre-sales Consultant		●	●
Schneider Electric executive sponsorship			●
Invitations to special events as our guest			●
Invitation to participate in roadmap definition sessions			●
Invitation to the Global Mirror Group			●
Promotion as a Segment Specialist Partner (WWW, CPG)			●
Access to second-level services offer			●
Digital services and selected software portfolio			●
End users Software Development Pack with special pricing			●

Each membership tiers offers a variety of benefits, providing the right support at every stage of your business's development.



Establish a winning partnership

Equip your company to thrive in the industries of the future that bring more innovation and more growth. Develop the expertise to deliver turnkey digital solutions and upskill your team to better support your customers in their new challenges.

The Alliance Industrial Automation Distributor Program will make partnerships your business advantage and a way to strengthen your company's resilience. Through mutually beneficial partnerships, you'll gain new growth perspectives and the ability to seamlessly adapt to ever-changing market demands.



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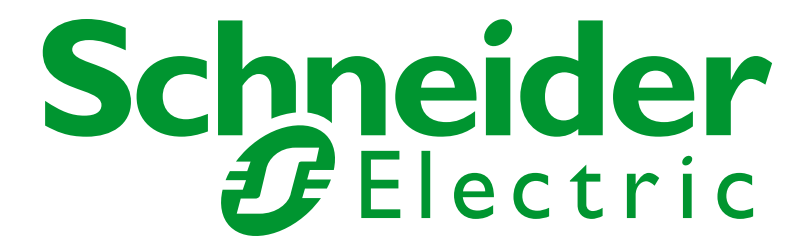
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Partner Program, today!

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