



Increase business and grow profit with the APC Channel Partner Program

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

apc.com/personalpage

Life Is On

APC[™]
by Schneider Electric

What do you need to succeed?

Attract new customers, lower business risk, and better target your opportunities.

New technology such as virtualization, edge computing, co-location, cloud computing is currently driving customer needs and creating new business opportunities.

How do you grow your business in this kind of environment? With the right partner!

At APC™ by Schneider Electric, we want to:

- Help you stand out from your competition by delivering unique additional value that attracts customers and improves profit.
- Meet all your customers' challenges today and in the future with a dynamic and innovative range of IT and non-IT infrastructure solutions and services that allow you to capitalize on new opportunities.
- Provide the kind of educational, collaborative, marketing, and financial benefits you need to succeed.

Top 5 reasons to join the APC Channel Partner Program

1

Visibility – End users have better visibility of your business through our apc.com Partner Locator. Partners can add contact details and provide a link to company website or web shop that will be displayed on the locator.

2

Profitability – Certifications and specializations offer multiple growth opportunities. The Program Journey through program levels provides access to additional benefits and increased profitability like our Opportunity Registration Program where Partners can protect their projects and get discounts.

3

Support – Training and certification for industry trends such as edge computing or digital services supported by a webinar series will help Partners to improve their business strategy and increase revenue. In addition to this, Partners get access to new tools and configurators like the Local Edge Configurator. Of course, our local sales and system engineers will support Partners with their projects.

4

Enablement – Our marketing platform will provide Partners with a wide range of marketing assets such as eDMs, web banners, flyers and brochures which they can use for co-branding. Marketing campaigns, thought leadership and Marketing Development Funds are available for Partners to drive demand including the Edge Computing Campaign.

5

Partner Experience – The individual Partner Portal is a platform which provides Partners with the tools and benefits they need to be successful. Here they get the local news, invitations to training, access to benefits and resources.

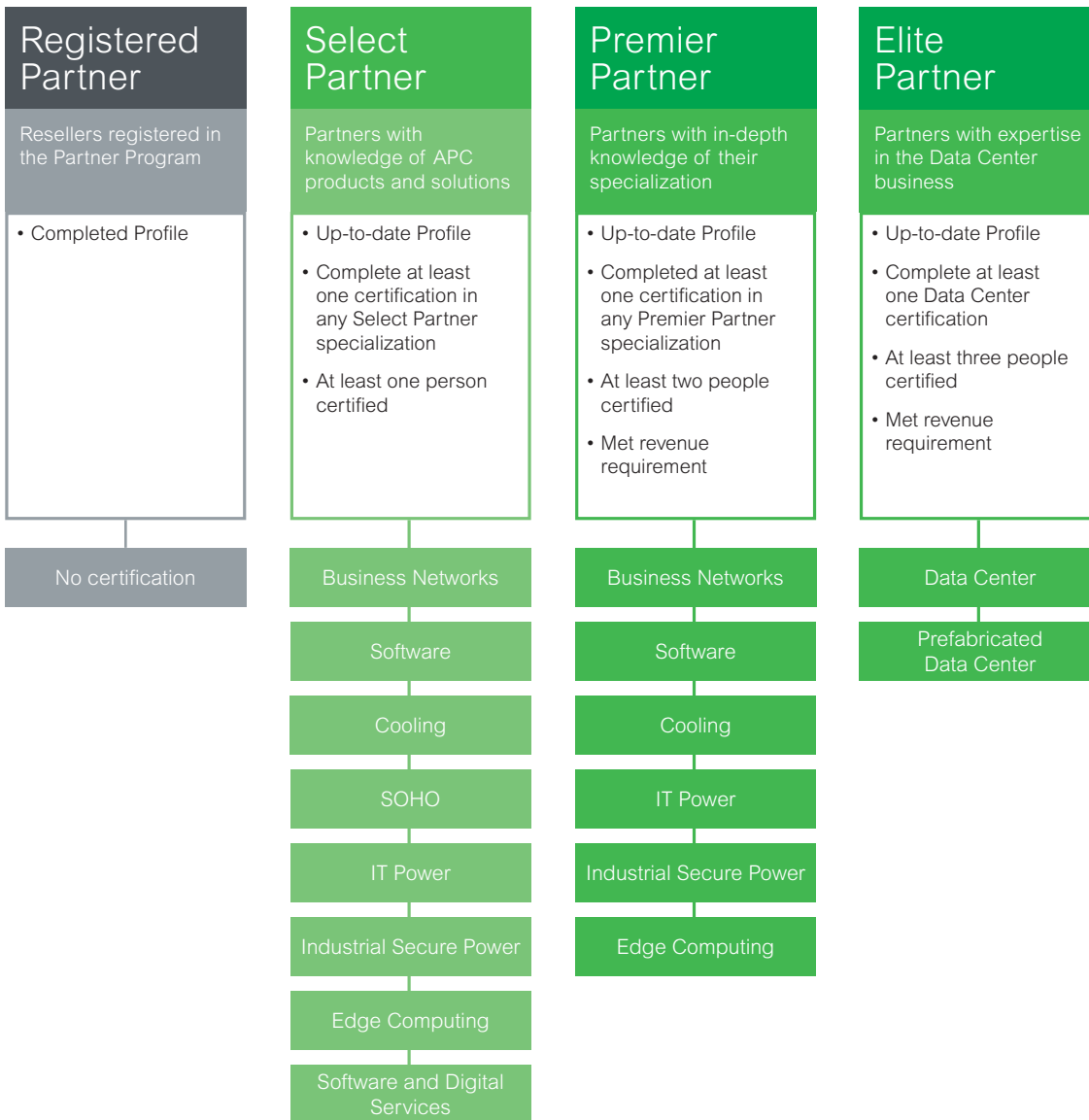
More flexibility and increased opportunities

Partner Journey

Join in the APC Channel Partner Program to access to a wide variety of APC IT and non-IT solutions and services as well as many other benefits. This is a structured program that Partners can follow progressing from Registered to Select, through to Premier or Elite.

Below is the structure of the Partner Program with available specializations listed under each level. This allows Partners to focus primarily on areas that best fit with their individual business and to add value when delivering solutions to customers. Qualification for Premier and Elite levels is dependent upon meeting revenue requirements.

Partner Program Structure



How Partner Program benefits are distributed

Benefits will be focused where and how you need them.

As you progress through each tier of our Partner Program, your profit opportunities increase. The program provides financial differentiation to Partners, including points-based rewards, opportunity registration, back-end incentives, and other programs ensuring our Partners' profitability.

See the chart below for an extended breakdown of which benefits are associated with each program level.

	Registered	Select	Premier / Elite
Business Enablement			
Personal Page with free online resources and training	✓	✓	✓
Partner Locator Listing	✓	✓	✓
Partner Opportunity Program (POP)*		✓*	✓*
Design Portal / Local Edge Configurator	✓***	✓	✓
Design Portal / ISX Configurator		✓**	✓**
APC Blog & Community Site	✓	✓	✓
Dedicated Account Manager			✓
Profitability Programs			
APC iRewards Program	✓***	✓***	
Opportunity Registration Program (ORP)		✓	✓
Partner Portal Content	✓	✓	✓
Marketing Enablement			
Online Marketing Support	✓	✓	✓
iSEL (Sales Tools Portal)	✓	✓	✓
Product Announcements Updates	✓	✓	✓
Market Development Funds (MDF)			✓

*) limited availability

**) determined by specialization

***) not available in all countries

Now is the best time to get actively involved in the APC Channel Partner Program

Get started today!

Current Partners

Go to apc.com/personalpage and revisit the tools and benefits now available to you.

Not yet a Partner?

Go to apc.com/personalpage to register your company. Please ensure that you have accepted the Terms and Conditions. In order to receive invitations for webinars please agree to receive marketing information. Once you have registered, you will be able to explore the Partner Program through your APC Personal Page.

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