

A woman with dark hair and glasses is shown in profile, looking towards the right. She is wearing a dark green zip-up jacket. The background is a blurred computer screen displaying various data visualizations, including a line graph with blue and red lines, a yellow bar chart, and a map of the United States. The overall lighting is dim, with the screen providing the primary light source.

Alliance System Integrator Partner Program

Program Overview & Training eGuide

se.com

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Schneider
Electric



Alliance Partner Program for System Integrators

With rapid technological advancements and the widespread adoption of digital solutions across industries, we have reached a point where no company can address all customer needs alone. More changes are coming with next-generation smart manufacturing, which will be realized through innovative software, services, and automation systems, where data plays an increasingly significant role.

Collaboration across disciplines is essential for delivering turnkey solutions swiftly and achieving next-level efficiency, resiliency, and sustainability.

The **Schneider Electric™ Alliance Partner Program for System Integrators** brings together industrial automation professionals to facilitate co-innovation and provide greater value to customers.



“ The Alliance Partner Program for System Integrators creates a collaborative ecosystem for us to work closely with our system integrator partners. Together, we aim to build sustainable, resilient, and eco-efficient control systems that help end-users address both the challenges and advancements in the rapidly converging industrial automation landscape. ”

Sanjith Singh
Global Vice President
Software Defined Automation



Creating impact through our core values



Open

- Driving collaboration and co-innovation between partners
- Developing opportunities in smart manufacturing with open, interoperable EcoStruxure™ architecture



Simplified

- Building capabilities in industrial automation and energy management
- Combining global and local expertise to develop solutions for specific environments



Driving growth

- Stimulating business growth through a broad portfolio, strong expertise, local support, and incentive programs
- Accelerating partners' competencies and engagement

“ Being a Master Alliance Partner is important for Enterprise Automation because the way we win our projects is based on qualifications. ”

Scott Pickford

President of Enterprise Automation USA
Alliance Master System Integrator

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Program overview

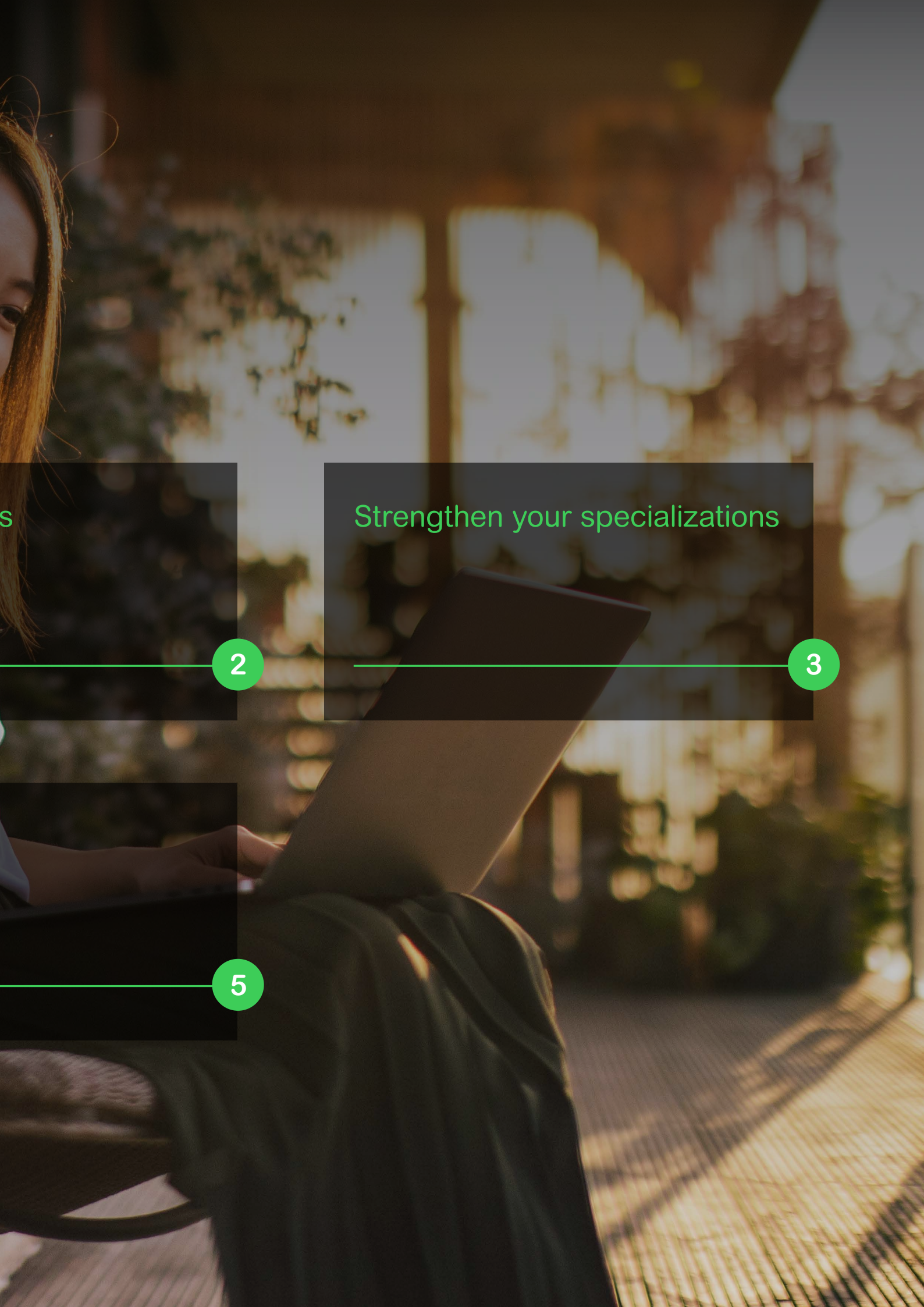
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Alliance Partner
System Integration

A photograph of two men in business suits shaking hands in a high-rise office. The office has large windows overlooking a city skyline at dusk or dawn. The scene is reflected on the polished floor. The text 'er Program for' and 'itors: Overview' is overlaid on the image.

er Program for itors: Overview



Win and deliver more projects faster and more profitably



Grow your business.

Skill up to be prepared for coming digital transformation projects and leverage our industry-leading offer portfolio to broaden the bid scope.



Improve your hit rate.

Collaborate with the other segment specialized system integrators for innovative solutions that win new opportunities.



Develop employee expertise.

Increase employee retention and decrease onboarding time through a comprehensive training and certification process.



Minimize engineering and commissioning time.

Access the tools you need to optimise the integration of third-party systems.



Maximize your margin.

Gain a competitive edge with tested, validated, and documented technologies and solutions.



Differentiate yourself.

Rise above the competition through co-branding and co-marketing initiatives.



Capture new market share.

Rely on our support at every turn of your expansion.

EMPRENDIMIENTOS RELACIONADOS CON AI



Iniciativas más innovadoras

“Iniciativa empresarial” premiará el uso de nuevas tecnologías y la generación de valor de negocio o de interés público. “Mejor trabajo periodístico de datos” valorará aquellas iniciativas de comunicación basadas en el tratamiento de análisis mediante herramientas de Big Data. Por último, el premio el “Mejor data scientist” descubrirá al talento más destacado en las especialidades de Data Science, Data Engineering y Data Visualization.

A. ...
B. ...
C. ...

Understanding the program-level opportunities

Upskill to the next level for maximum impact.



Master SI

- This level is reserved for the highest partnership level between the system integrator partner and us.
- Access to the Master level is by invitation only.
- Master level has achieved AVEVA and EcoStruxure Automation Expert specialization.



Certified SI

- This level recognises a partner that has been trained and certified by our experts and has reached Certified-level status by meeting specific business requirements and completing an in-depth training curriculum.
- This partner has achieved at least one of our competency specializations and has access to the segment and technology specialization programs.



Registered SI

- This level is for a partner who has achieved the minimum requirements for the Registered level in the Alliance Partner Program for System Integrators.
- Registered Alliance SI has been approved to move forward with the Alliance SI certification process via a signed partnership contract.
- Part of the pre-engagement is to execute training in an agreed timeframe.

Program specializations

Advanced Specializations

Segment specializations

Understanding and resolving the criticalities that our customers face every day, Alliance Partners can qualify as Specialized in the 6 segments on the left.



Machinery



Water & Wastewater



Energies & Chemicals



Consumer Packaged Goods



Metals Minerals & Mining



Transportation

Core Competencies

Schneider Electric competencies



EcoStruxure Plant

- [Control System](#)
- [Cybersecurity](#)
- [EcoStruxure Automation Expert](#)
- [EcoStruxure Process Expert](#)
- [Modicon Safety](#)
- [Motor Management](#)
- [PLC Modernization](#)
- [Remote Operations](#)

EcoStruxure Machine

- [High Performance Motion](#)
- [HVAC Control](#)
- [Machine Control](#)
- [Machine Motor Control](#)
- [Motion Control](#)
- [Robotics](#)
- [High Performance Robotics](#)
- [Safety Control](#)

Technology specializations

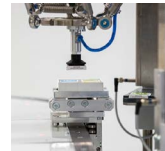
Alliance Partners can gain technology specializations to highlight their technical expertise.



AVEVA Software



EcoStruxure™ Automation Expert



Robotics

AVEVA competencies

For support in booking AVEVA training, please contact Solutions PT at: partnerteam@solutionspt.com



Apps, Analytics & Services

- [AVEVA PI System](#)
- [AVEVA MES Operations](#)
- [AVEVA Model Driven MES](#)
- [AVEVA MES Performance](#)

Edge Control

- [AVEVA System Platform](#)
- [AVEVA Plant SCADA](#)
- [AVEVA Edge](#)
- [AVEVA InTouch HMI](#)



Program

benefits



Overview of Alliance Partner Program benefits

Gain many program benefits across the 3 levels of our Alliance Partner Program for SI – Registered, Certified, and Master.

You can get access to detailed benefits on:

- Product and software portfolio
- Technical support and access to experts
- Commercial support
- Business and marketing development
- End-to-end digital engagement
- Alliance Partner Program for System Integrators events and networking
- Segment-specialized benefits
- Technology-specialized benefits

Discover how to be a part of the Automation of the Future.
Learn about our [Universal Automation Initiative](#).



How to access it?

Please contact your Alliance Channel Manager to learn more about the detailed benefits of the Alliance Partner Program for SI.



Detailed benefits (1/3)

Alliance Partner Program for SI detailed benefits

Product & Software Portfolio

Access to relevant engineering & commissioning tools & software

Access to specialized content via EcoStruxure Plant & Machine and AVEVA

Access to annual EcoStruxure Plant sales training and TeXpert bootcamp

Access to offer roadmaps and future solutions insights

Access to the Alliance EcoStruxure Industrial Automation Software Pack

Access to samples and demonstration equipment

6 months extended warranty options for Hardware

Technical Support and Access To Experts

Access to Alliance SI Online Communities

Access to Advanced Product Technical Support (post-sales) Center (L2)

Access to Expert Product Technical Support (post-sales) Center (L3)

Access to Local Technical Pre-sales Consultant

Access to Global EcoStruxure Plant Competency Center (pre-sales) ¹

Global IA Software (AVEVA) Competency Center (pre-sales) ²

Access to Global Flex Center ³

¹ CPG, MMM, WWW Segments specialization and EAE Technology specialization only

² AVEVA Software Specialization only

³ Machinery Segment and Robotics Specializations only

Registered	Certified	Master
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✘	✔	✔
✔	✔	✔
✘	✔	✔
✘	✘	✔
✔	✔	✔
✘	✘	✔
✘	✘	✔
✔	✔	✔
✘	✔	✔
✘	✘	✔
✘	✔	✔
✘	✔	✔
✘	✔	✔
✘	✔	✔

Detailed benefits (2/3)

Alliance Partner Program for SI detailed benefits

Commercial Support

Access to Local Schneider Electric Sales and Program Representatives

Access to industry VPs and Country Leadership quarterly touch point

Joint action planning, opportunity pursuit and platforming

Marketing Development Funds (MDF) ¹

Performance Bonus – Annual Volume Rebate ¹

Differentiated Discount Levels ¹

Access to Consultative Selling Trainings

Business and Marketing Development

Access to Co-Branding Opportunities

Access to Brand Ambassador Program

Access to Segment Specialization

Access to AVEVA Software Technology Specialization

Access to EcoStruxure Automation Expert Technology Specialization

Access to Drives Technology Specialization

Access to Robotics Technology Specialization

¹ Aligned with country and global Commercial Policies

Registered	Certified	Master
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✗	✓	✓
✗	✗	✓
✗	✓	✓
✗	✓	✓
✗	✓	✓
+	++	+++
✗	On demand	✓
✗	✓	✓
✗	✗	✓
✗	✓	✓
✗	✓	✓
✗	✓	✓
✗	✓	✓
✗	✓	✓

Detailed benefits (3/3)

Alliance Partner Program for SI detailed benefits

End to End Digital Engagement & Program Communications

Access to Program Content & Online Services in mySchneider

Access to Product Selector and Configurator Tools

Access to Online Communities

Listing on Schneider Electric Public Partner Locator

Access to Newsletters and Communications

(NEW) Access to Sales Enablement Kits and Promotional Assets in mySchneider

(NEW) Sharing of Lead Generation via mySchneider Opportunities

Alliance SI Program Events and Networking

Access to webinars, tech talks and bootcamps

Access to Schneider Electric and AVEVA exclusive Events & Speaking Opportunities

Invitation to Global Master Partner Counsel

Access to Global Excellence Award

(NEW) Quarterly Sustainability Spotlight **(Quarterly with paid media benefit)**

Registered	Certified	Master
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✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✗	✓	✓
✗	✓	✓
+	+++	++++
✗	✓	✓
✗	✗	✓
✗	✓	✓
✗	✓	✓



Strengthen your

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specializations



Segment-specialized Alliance SI Partners



Consumer-Packaged Goods



Energies & Chemicals



Machinery



Mining, Minerals & Metals



Transportation



Water & Wastewater

- Specialized Alliance SI Partners excel in segment-specific automation applications and their related Schneider Electric solutions
- The Alliance SI program has six distinct segment specializations to help foster new opportunities for our partners and tackle the challenges of our shared customers.
- End users want to work with a system integrator who is an expert:
 - For their application
 - In a specific set of technologies for their respective segment
 - Highly recommended and supported by Schneider Electric



Technology specialization



A new era of partnership: Go beyond SCADA

- Become Schneider Electric's specialized industrial software and automation solutions partner by gaining recognition from two leading companies
- Help our Certified and Master Alliance system integrators **differentiate** by expanding their digital capabilities by focusing more on advanced software
- **Create synergy** by combining our industrial domain expertise with AVEVA Software proficiency to effectively tackle the challenges faced by industrial end users
- Evolve to become a **trusted partner** that offers value-added services through value-based pricing



Technology specialization

EcoStruxure™ Automation Expert

The Alliance Partner Program for System Integrators offers technology specialization in EcoStruxure™ Automation Expert, which includes advanced training on our next-generation solutions.

Alliance partners who specialize in EcoStruxure Automation Expert gain advanced commercial and technical expertise to embrace the full scope of their targeted next-generation opportunities and enhance application knowledge. They also get access to:

- EcoStruxure Automation Expert consultants with the [EcoStruxure Plant Competency Center](#)
- [UniversalAutomation.org](https://www.universalautomation.org) membership sponsored by us
- EcoStruxure Automation Expert licenses
- Universal automation ecosystem
- Opportunities to become a [trusted advisor](#) to your end users with future-proof solutions
- EcoStruxure EAE mirror group



Technology specialization

Drives

Leverage our motor management segment/application expertise to get dedicated product and solution support and plan customer pre-sales actions to increase your success rate.

Be more visible as Schneider Electric Drives Technology-Specialized System Integrator who is:

- End-user business focused
- **A segment(s) expert**
- Willing to work with our Drives products and solutions to influence, select, design, integrate, implement, or service
- Ready to optionally assemble or manage assembler partner
- Intending to have **dedicated drives expertise development investment**
- Best fit for end-user business ecosystem
 - Business area: Segment/Territory
 - Commercial flow: Direct and indirect
 - Offer planning: MCC / APM / LV & MV Drive Systems
- **In full synergy with Schneider Electric** from pre-sales to after-sales, being loyal to joint business planning



Technology specialization

Robotics

We aim to develop skilled partners to target the fast-growing robotics and multi-carrier market. This will help us advance our strategy of becoming a global player in this segment.

Leverage our robotics and motion expertise, coupled with our knowledge of machinery business, to get dedicated product and solution support along with customer pre-sales actions.

This can help you:

- **Drive business growth:** Win and deliver more projects faster with our EcoStruxure solutions
- **Unlock more opportunities:** Get access to worldwide automation, applications, and robotics expert community
- **Gain recognition:** Provide EcoStruxure digital advanced “Machine to Factory 4.0” solutions to OEMs to get noticed
- **Boost visibility:** Integrate industrial robots into machine control solutions to enhance operational efficiency





Sustainability

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y foundations



Become a sustainability expert

The sustainability foundations for Alliance SI Partners e industry sustainability expert. This program comprises sales enablement.



The program aims to help system integrators better communicate the **sustainability value proposition** of solutions to end users.



Resources and training establish an understanding of how sustainability and industry intersect.



Communications and opportunity identification support and drive **deeper partnerships** between Schneider Electric and SIs.

quip you with the necessary support to become an
three key elements: awareness, fundamentals, and

[Sustainability School](#) modules
create **awareness** about
the industry's role in climate
change and its impact on
industry and society.

[Sustainability fundamentals
training](#) instructs SIs on
carbon emissions accounting
and quantifying sustainability
impact.



[Training](#) includes guidance on
communicating sustainability value
propositions to end users
(sales enablement).

A blurred industrial factory setting. In the background, a person wearing a white hard hat and a dark jacket is visible. The foreground is filled with various pieces of machinery, including a large cylindrical component, pipes, and structural frames. The overall scene is out of focus, creating a sense of depth and activity within a manufacturing environment.

Stay con

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nnected



One platform, a personalized e

[mySchneider platform](#) is an all-in-one destination that provides 24/7 access to our content, software, tools, and services. This can help you efficiently manage your business and Alliance partnership with us.

Designed for a seamless digital experience, this platform can assist Alliance system integrator partners in working with us easily while prioritizing **business growth and productivity**. It provides a fully integrated suite of content and business services throughout your journey.

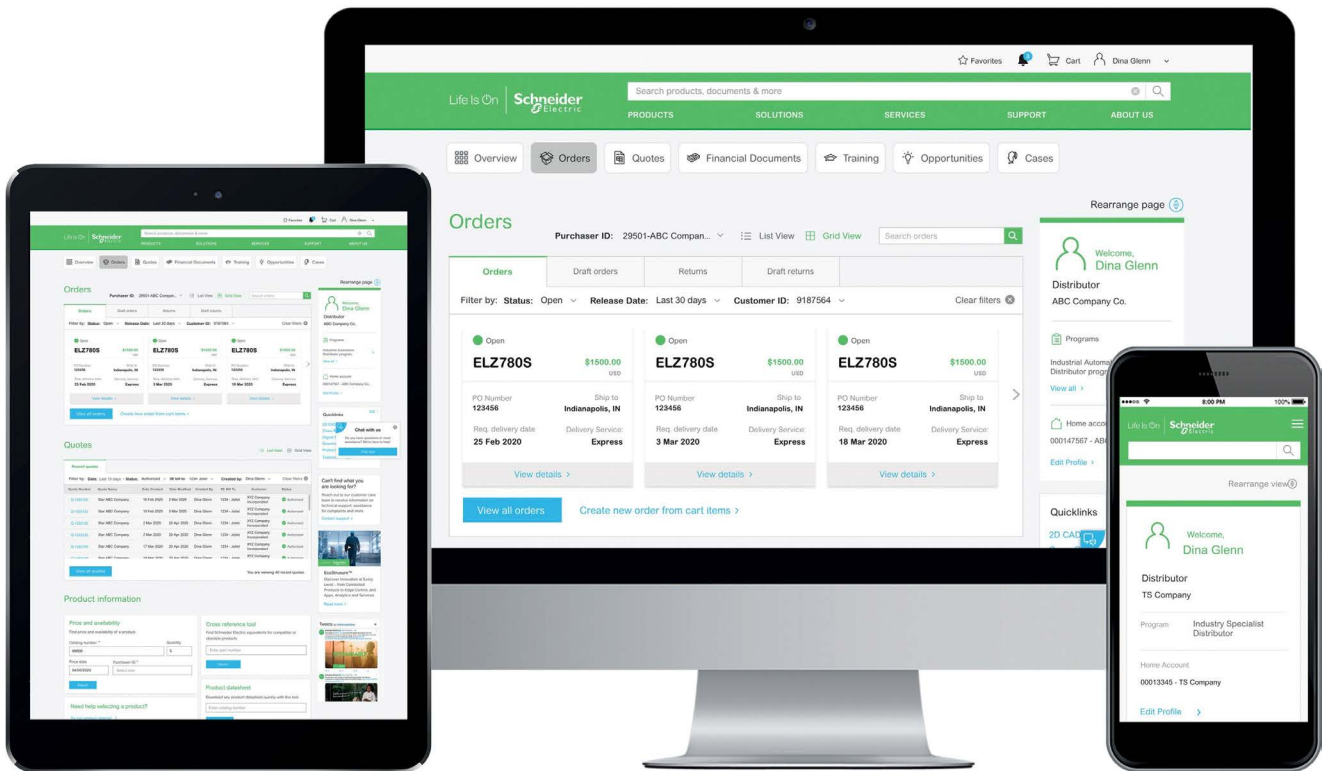
- Training
- Topics for you
- Project builder
- Product catalogue
- Configurators
- Download center
- Self-service quotation
- P&A and order management
- Support (FAQ, chat, OCM)
- Opportunities sharing



How to access it?

Register or log in to the [mySchneider](#) portal. Make sure to use your company email when registering to ensure proper access to your Alliance System integrator private content. You can proceed directly to log in if you already have credentials from another Schneider Electric digital platform. No additional registration is required.

experience



Listing on our Global Partner L

Our online global partner locator enables customers to identify and recognise certified system integrator partners capable of delivering Schneider Electric solutions and applications.

Locators are a great way to promote your company's name and expertise to customers.

The Alliance Partner Program for System Integrators directory lists all System Integrator partner companies. It allows users to filter results by country, city (postal code), and area of application (certifications). This will help target the right professional based on needs and project location.

You can easily update your company information, including contacts and website details, directly from your profile on the [mySchneider portal](#).

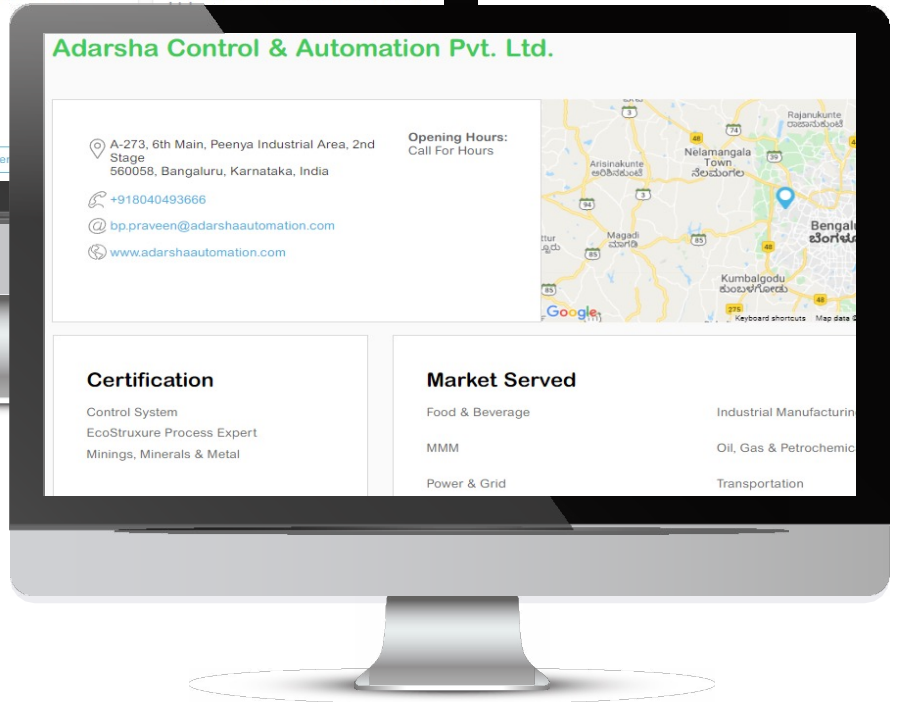
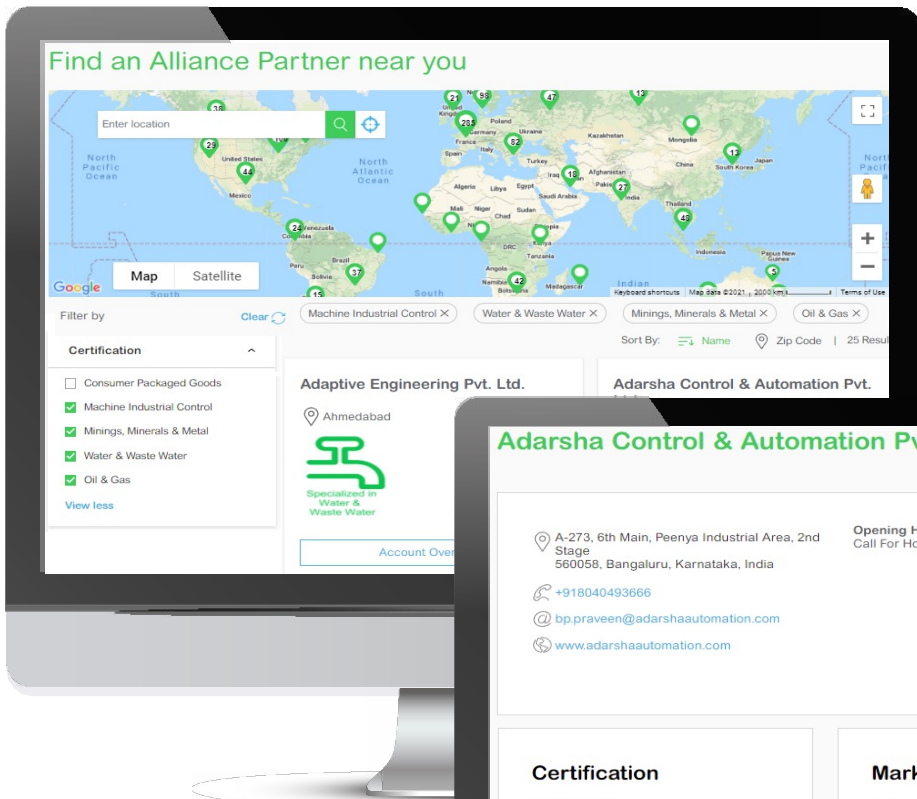


How to access it?

The [System Integrator Partner Locator](#) is available on our website.

As part of our data privacy policy, Alliance SI partners must give approval to have their company and contact information in our Partner Locator.

Locator



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Visit our website to learn more.

se.com/systemintegrators

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998-23156753

