



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 – virtualization, Edge Computing, co-location, cloud computing – is changing what your customers need and creating new 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 differentiate yourself so you can deliver 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 want.

Top 5 reasons to join the APC Channel Partner Program

1

With access to multiple certifications and updated trainings, your employees can provide more value, extend your offer, and gain additional credibility.

2

With different types of certifications available, you gain the flexibility to choose how and when you add value when delivering solutions.

3

With multiple ways to grow through certification, you gain increased ability to move up through the program levels and access additional benefits.

4

Being able to better target your opportunities to your own business practices means fewer risks and more possibility of maximum profit.

5

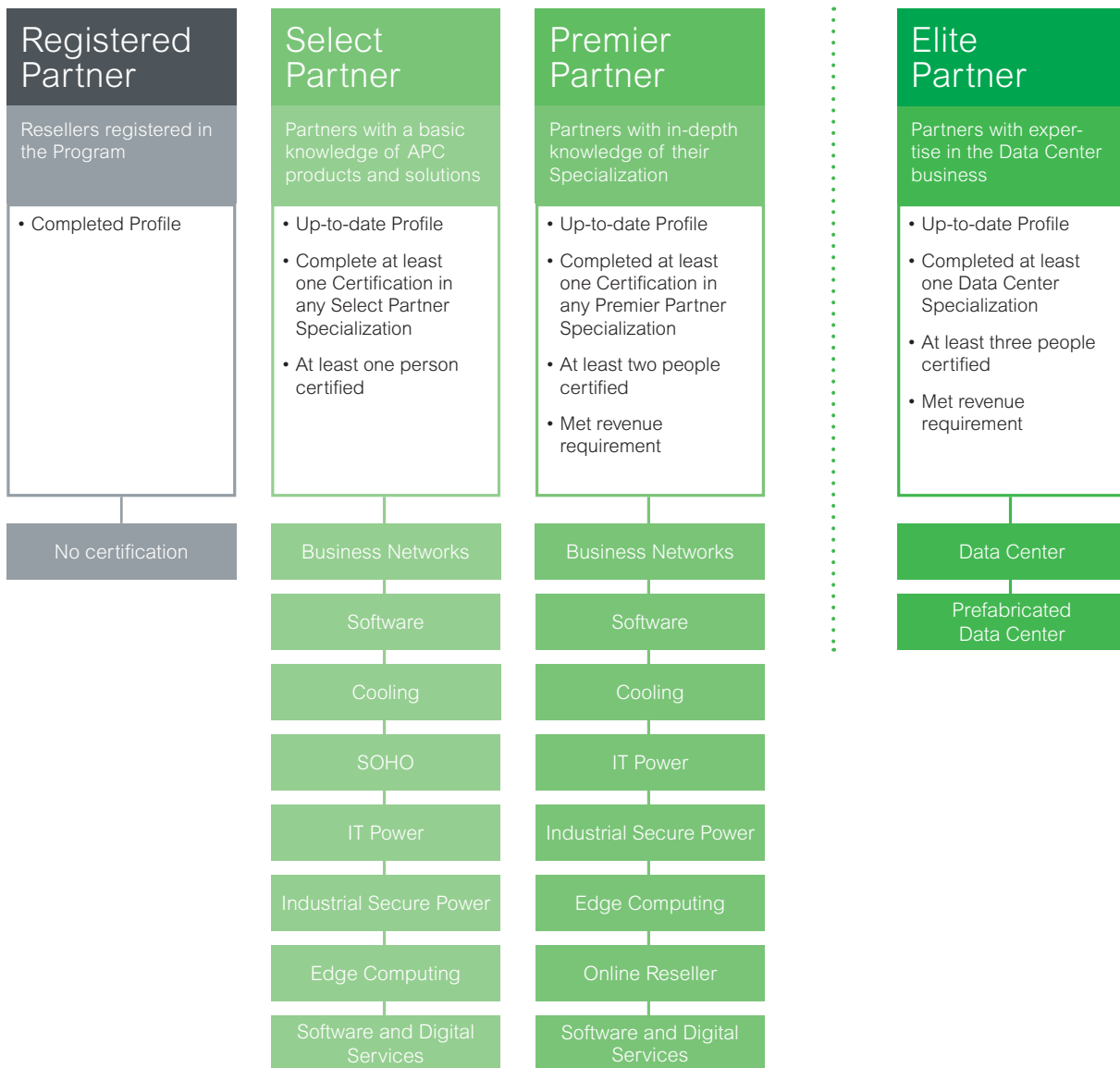
With full access to all of the APC IT products and some non-IT products available today, you gain increased business opportunities and easier access to new customers.

More flexibility and increased opportunities

Program levels are aligned with how you do business today.

Participating in the APC Channel Partner Program means you gain special access to a wide variety of APC IT and non-IT solutions and services as well as many other benefits. Below is the structure of the program, which includes four levels with new certification areas available under each level. This structure allows you to focus on areas that best fit with your business — so you decide how you want to add value when delivering solutions to customers.

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 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 extended breakout of which levels receive which benefits.

	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	✓	✓	✓	✓
Profitability Programs				
Single-phase Reseller TradeUPS Program	✓***	✓***	✓***	✓***
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 specialisation

***) 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 www.apc.com/personalpage to register your company. Next, please ensure you click on the “Join Now” button in order to join our APC Channel Partner Program. Once you have registered, you will be able to explore the Program through your APC Personal Page. Contact us at programsupport@apc.com

Secure your place in the APC Channel Partner Program.

APC by Schneider Electric is the leading brand worldwide for integrated IT infrastructure and software. With a wide array of products that provide reliable power and availability solutions for IT and communications technologies, APC delivers Certainty in a Connected World.

With the largest community of partners tailoring solutions for home and business networks, APC protects critical information and data for individuals and businesses. For more information, go to www.APC.com. APC is a brand of Schneider Electric, the global specialist in energy management and automation. With revenues of ~27b euros in FY2015, Schneider Electric helps customers in over 100 countries to manage their energy and process in ways that are safe, reliable, efficient, and sustainable.

Certainty in a Connected World

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