Vertiv™ Partner Program
Designed for mutual success

Apply Now

Partner Portal Log In

World's Leading Critical Digital Infrastructure Provider

Vertiv ensures your digital infrastructure runs continuously and evolves as your business changes

Globally supporting customers with a portfolio of power, cooling and IT infrastructure solutions and services.
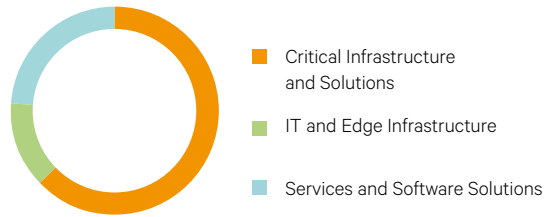
Liebert®	**Geist™**	**Avocent®**	**Netsure™**	**Cybex™**
AC Power and Thermal	Rack PDU	IT Management	DC Power	IT Management

Offering

- **Critical Infrastructure and Solutions**
- **IT and Edge Infrastructure**
- **Services and Software Solutions**

Broad range of power, thermal, and IT and edge infrastructure, solutions and services portfolio

Geography

- **Americas**
- **EMEA**
- **AP**
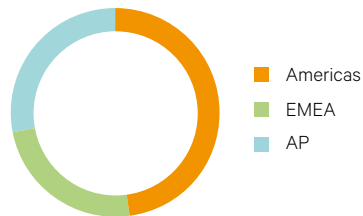
Global, well-established footprint and supply-chain network

End Market

- **Data Centers**
- **Communications**
- **Commercial & Industrial**
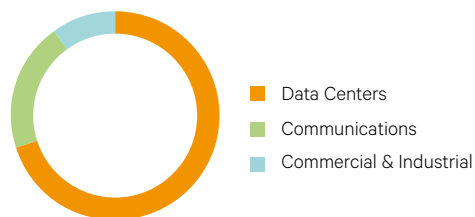
Customers who operate in some of the world's most critical industries

KEY FACTS

STATUS
Public (NYSE:VRT)

REVENUE
USD 5.7 billion
(fiscal 2022)

HEADQUARTERS
Global: Westerville, Ohio, USA
Regional: China, India, Philippines
and Italy
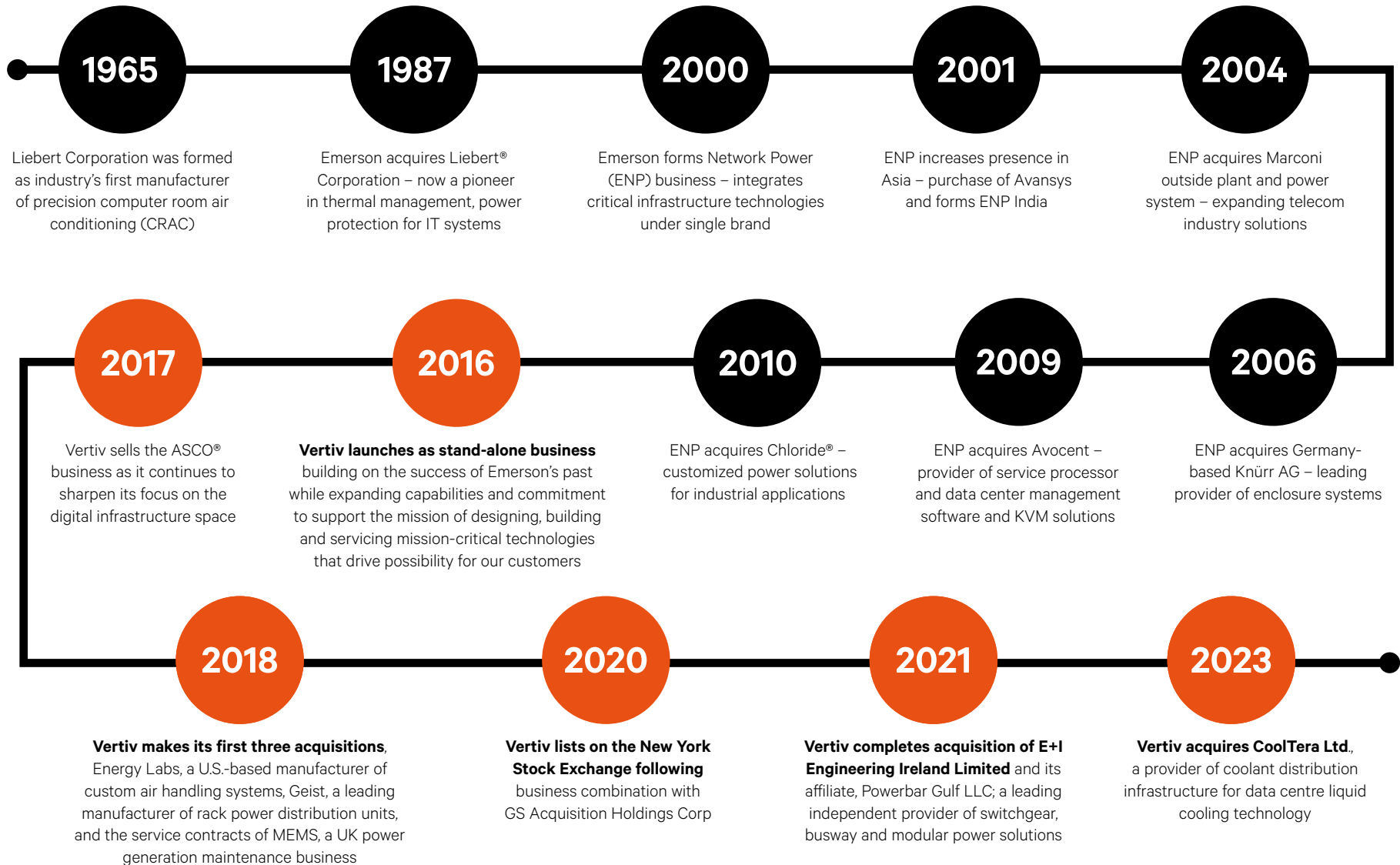
EMPLOYEES
~27,000 worldwide

MAJOR CUSTOMERS
Alibaba, Alstom, America Movil, AT&T, China Mobile, Equinix, Ericsson, Reliance, Siemens, Telefonica, Tencent, Verizon and Vodafone

Vertiv Timeline

Combining the entrepreneurial spirit of a startup with the resources and reach of an established leader.

1965
Liebert Corporation was formed as industry's first manufacturer of precision computer room air conditioning (CRAC)

1987
Emerson acquires Liebert® Corporation – now a pioneer in thermal management, power protection for IT systems

2000
Emerson forms Network Power (ENP) business – integrates critical infrastructure technologies under single brand

2001
ENP increases presence in Asia – purchase of Avansys and forms ENP India

2004
ENP acquires Marconi outside plant and power system – expanding telecom industry solutions

2006
ENP acquires Germany-based Knürr AG – leading provider of enclosure systems

2009
ENP acquires Avocent – provider of service processor and data center management software and KVM solutions

2010
ENP acquires Chloride® – customized power solutions for industrial applications

2016
Vertiv launches as stand-alone business building on the success of Emerson's past while expanding capabilities and commitment to support the mission of designing, building and servicing mission-critical technologies that drive possibility for our customers

2017
Vertiv sells the ASCO® business as it continues to sharpen its focus on the digital infrastructure space

2018
Vertiv makes its first three acquisitions, Energy Labs, a U.S.-based manufacturer of custom air handling systems, Geist, a leading manufacturer of rack power distribution units, and the service contracts of MEMS, a UK power generation maintenance business

2020
Vertiv lists on the New York Stock Exchange following business combination with GS Acquisition Holdings Corp

2021
Vertiv completes acquisition of E+I Engineering Ireland Limited and its affiliate, Powerbar Gulf LLC; a leading independent provider of switchgear, busway and modular power solutions

2023
Vertiv acquires CoolTera Ltd., a provider of coolant distribution infrastructure for data centre liquid cooling technology

Services
Full range of services for installation, maintenance and support

AC Power
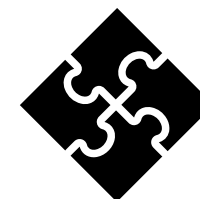Line-Interactive, Single And Three Phase Online UPS Systems

Thermal Management
Rack, row and room cooling with direct expansion or chilled water options

Our Offer

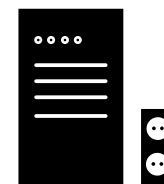**Infrastructure**
Monitoring solutions for facilities devices

Integrated Solutions
Unified Managed Infrastructure For Edge Applications
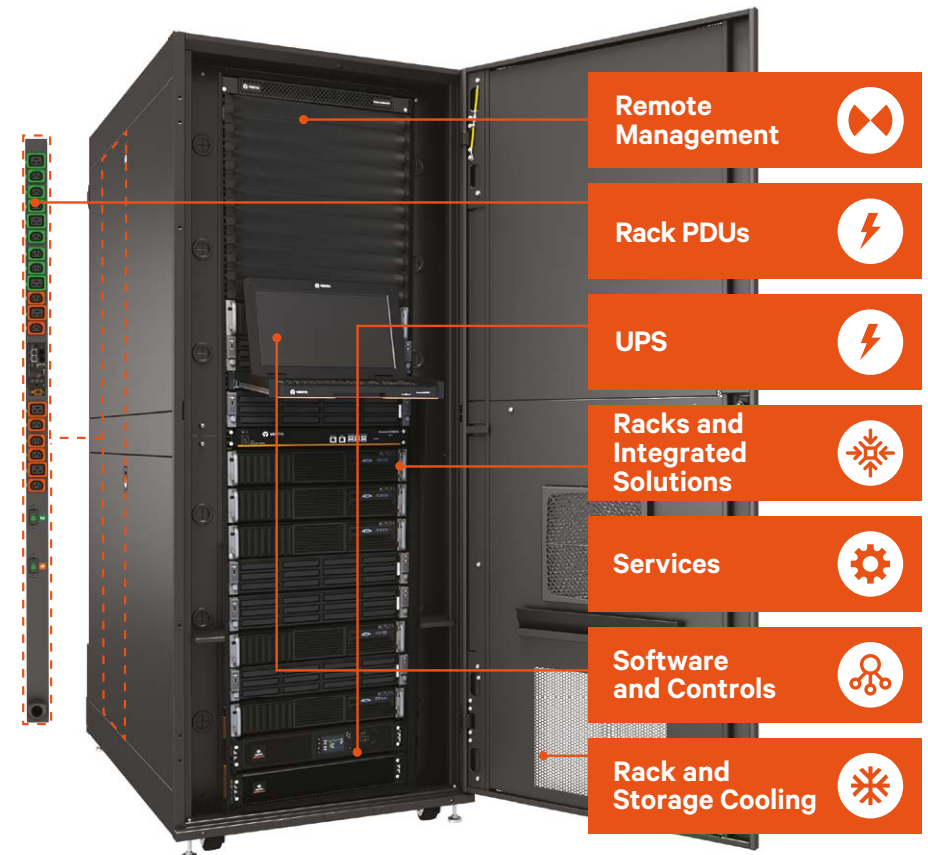
IT Management
Remote secure access to IT devices

Racks & Rack PDUs
Multiple rack dimensions and rack pdu capabilities

VERTIV

Be at the Forefront

Vertiv is a **global leader** in manufacturing and servicing critical IT infrastructures. Through hardware, software and analytics, Vertiv solves the most important challenges facing today's datacenters and edge locations, communication networks and commercial and industrial facilities.

- Complete, globally consistent and rapidly configurable infrastructure solutions.

- **#1 in 3-phase** UPS business in Western Europe (source IHS) We support **all major cloud players** in their datacentres.

- **80%** of new co-location datacentres deployed in 2018 deployed Vertiv critical infrastructure.

- In 2023, Vertiv emerged as the **fastest-growing vendor in single-phase UPS** in Europe.

Remote Management

Rack PDUs

UPS

Racks and Integrated Solutions

Services

Software and Controls

Rack and Storage Cooling

Our Partner Program

The Vertiv Partner Program is designed to empower distributors and resellers to meet the complex customer demands around edge computing, digitalization and other disruptive trends facing today's data center and wider IT landscape. These are the reasons to partner with us:
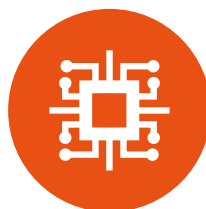
Not over-distributed

Greatly reducing the need to compete with your peers for the same business.

Margin Rich

High margins to ensure you maximise your profits and remain competitive in the market.

World's leading critical IT infrastructure Provider

Our portfolio gives you access to one of the largest incremental opportunities in IT from core brands including Avocent® Cybex™, Geist™ and Liebert®.

Decades of expertise within the industry

Has allowed us to build a strong portfolio and an effective team.

VERTIV™

Award-winning Vertiv Partner Program

Like in any true partnership, we realise that for it to be successful it needs to be mutually understood and meet the needs, objectives, and goals of both parties. Without this starting point, ours, or any other partnership will only last until something better comes along. Not only do we have a program with financial rewards that kick in from entry level, but we also ensure that person to person lines of communication remain open throughout the partnership.

To understand our partners, we want to hear from you. We will be reaching out by phone, email, social media, whatever it takes. But if we haven't been in touch with you lately, please do not hesitate to contact us.

Vertiv is a companion throughout our journey, offering unwavering support in channel sales, enablement, and especially marketing! The Vertiv™ Partner Program, with its comprehensive suite of sales tools, marketing resources, training modules, incentive programs, and other features, ensures that everything needed for success is just a click away.

Paul Gohil,
Director, Collaborate IT

LINK: Awards and Recognition (vertiv.com)

Partner Tier levels

The Vertiv Partner Program consists of five reseller membership tiers. Your rewards grow along with the growth of your Vertiv business. Gain benefits and rewards as you develop advanced sales expertise, engage joint business planning and proactively market Vertiv solutions.

SILVER **PARTNER**

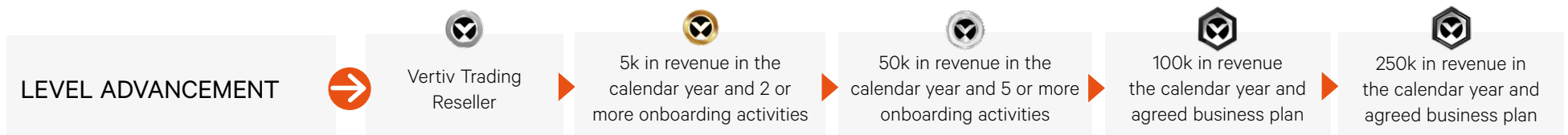GOLD **PARTNER**

PLATINUM **PARTNER**

DIAMOND **PARTNER**

DIAMOND ELITE **PARTNER**

Benefits and Requirements

VERTIV™

Vertiv Partner Program Benefits

	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER	DIAMOND PARTNER	DIAMOND ELITE PARTNER
Discounts					
Deal Registration	✓	✓	✓	✓	✓
Solution Discounts		✓	✓	✓	✓
Demo Program			✓	✓	✓
Incentives					
Vertiv Incentive Program (VIP)	✓	✓	✓	✓	✓
Platinum Rebates			✓		
Diamond Rebates				✓	
Diamond Elite Rebates					✓
Marketing					
Cooperative Funds					✓
Marketing Development Funds				✓	✓
Lead Dashboard	✓	✓	✓	✓	✓
Co-Branded Assets	✓	✓	✓	✓	✓
Asset Library	✓	✓	✓	✓	✓
Partner Enablement					
Partner Portal	✓	✓	✓	✓	✓
Vertiv Learning	✓	✓	✓	✓	✓
Webinar Library	✓	✓	✓	✓	✓
Partner Locator Access		✓	✓	✓	✓
e-Commerce Partner Program	✓	✓	✓	✓	✓
Solution Designer Tool		✓	✓	✓	✓
Pre-sales and technical support	✓	✓	✓	✓	✓
Vertiv™ XR App - Virtual and Augmented reality tools	✓	✓	✓	✓	✓
On-Site Project Assistance			✓	✓	✓
Dedicated Account Manager				✓	✓
Channel Product Catalogue	✓	✓	✓	✓	✓

LEVEL ADVANCEMENT → Vertiv Trading Reseller ▶ 5k in revenue in the calendar year and 2 or more onboarding activities ▶ 50k in revenue in the calendar year and 5 or more onboarding activities ▶ 100k in revenue the calendar year and agreed business plan ▶ 250k in revenue in the calendar year and agreed business plan

* On-boarding Activities: Approved Deal Registrations, Partner Locator Profile Completion, Training Certificates, Solution Design Quote Submissions, Accepting/Rejecting Leads, Demo Requests, eCommerce Program Registration, Surveys Completion.

Programs available to enrich your experience as a Vertiv Partner

Partner Portal

The Vertiv Partner Portal is your one-stop shop for all things Vertiv. From here you will have access to:

- Deal Registration
- Latest Offers
- Sales Tools
- Leads Dashboard
- Incentive Programs
- Demo Product Program
- Trainings & Certifications
- Product Information
- Contacts, Service & Support

Deal Registration Program

The Vertiv Deal Registration Program rewards partners for specifying and selling Vertiv solutions, while protecting your investment in finding and developing projects.

Vertiv Incentive Program (VIP)*

The VIP Program recognizes and rewards individual members for their Vertiv sales through authorized Distributors and their engagement in portal activities. The program specifically targets four main incentives: Vertiv Sales, Portal Activities, Program Promotions and Quarterly Spotlight Incentive. This program is designed to offer direct incentives to its individual members.

- Approved Deal Registrations
- Partner Locator Profile Completion
- Acquiring Training Certificates
- Solution Design Quote Submissions
- Leads Management (Accepting/Rejecting)
- Demo Program Requests
- eCommerce Program Registration
- Completion of Surveys

Participating in these activities not only enhances the members' success but also contributes to the accumulation of VIP bonus points. These points can be redeemed for a wide range of exciting items, vouchers, or gift cards available in the rewards store.

*Availability of the VIP program may vary from country to country.

Partner Enablement Programs

Rebate Program

The Vertiv rebate program enables Platinum, Diamond and Diamond Elite partners to earn uncapped financial rewards for selling Vertiv and hitting quarterly sales targets.

Co-Branded Assets

The co-branding function allows you to co-brand documents like brochures, certificates, catalogues, data sheets, application briefs. Co-branded collateral is meant to help you with marketing campaigns and events.

Marketing Co-Op/MDF Funds

Ability to access accrued marketing funds based on your Vertiv revenue on all channel products, enabling reinvestment in mutually beneficial demand generation activities. Available for Diamond and Diamond Elite partners.

Partner Locator Tool

The new Partner Locator connects customers with the right Vertiv partner in their country/area. Listing your company on the locator allows you to receive inquiries from buyers looking to purchase Vertiv products. All the leads coming from Partner Locator can be accessed and reviewed in the Lead Dashboard.

Leads Dashboard

The Lead Dashboard tool centralizes all the leads coming from different sources, be it partner locator or directly from Vertiv. All your leads are captured and stored in a personalized lead dashboard, in the partner portal.

Solution Designer & Product Selector Tool

Tools that permit rapid configuration and easy quoting of globally consistent and validated IT Infrastructure solutions tailored to a customer's specific application using Vertiv infrastructure products, enabling you to quickly and easily find the best solution for your customer.

Solution Discounts

Take advantage of solution discounts available to available to Gold partner tier and above. Submit an approved deal registration with your Vertiv solution designer quote request to distribution to request your recommended discount.

Training & Certification Courses

The Vertiv Learning Platform supports your online and instructor-led training needs to ensure you are comfortable applying Vertiv technologies as part of your IT sale. It helps you track your own professional development while helping your company improve its profitability and competitiveness.

Webinar Library

The Vertiv Webinar Library is a dedicated portal where you can access dozens of webinars covering a variety of topics, such as products updates, promotions, portal tools, programs launches and much more.

Demo Product Program

The Vertiv Demo Product provides partners with products for use in their labs, technical support and/or demonstration rooms to enhance customer experience and speed up the sales cycle. This program is a great way to solve your customers' problems and accelerate success by providing hands-on solution demonstrations.

Vertiv eCommerce Program

Integrate our world-class product listings directly on your eCommerce website and have peace-of-mind they are always up to date. Register for free with one of our content syndication providers (GFK, ICECAT or 1Worldsync) to get real time product information feeds with SEO and UX optimised listings.

IT Channel Catalogue

Provides an in-depth overview of the Vertiv channel portfolio with key benefits, applications, part number, dimensions and much more.

Virtual and Augmented reality tools

The Vertiv™ XR App brings you up close and personal with our digital infrastructure solutions. Evaluating and making complex decisions on critical infrastructure can be a challenge. Vertiv™ XR is a free augmented reality-powered mobile app that offers an immersive research experience into critical digital infrastructure.

Vertiv™ Virtual Showroom

The Vertiv™ Virtual Showroom offers an immersive mobile or virtual reality experience of photo-realistic 3D models, enriched with engaging animations that reveal functioning principles and key underlying benefits that were invisible to the naked eye, until now. You can get to know Vertiv better, wander into a 1,000 sqm data center, and learn how we help retailers solve their most pressing challenges either in our virtual data center or in our virtual customer experience center.

Partner Communications

We'll keep you informed with the latest and greatest through news posts on the portal, a bi-weekly or monthly newsletter (depending on your preferences), quarterly webcasts and our annual partner summit.

Channel Products Portfolio

Standard Products (One to Many)		Specialized Products (One to Few)		Negotiated Products (One to One)	

Standard Products (One to Many)

Racks

Vertiv™ VR Rack

Vertiv™ Geist™ SwitchAir®

Rack PDUs

Vertiv™ Geist™ Rack PDU

Vertiv™ Geist™ Rack ATS

IT Management

Vertiv™ Avocent® ACS Serial Console

Vertiv™ Avocent® AutoView KVM Switch

Vertiv™ Avocent® MergePoint

Unity KVM Switch

Vertiv™ Avocent® LRA

LCD Console

Vertiv™ Avocent® SwitchView KVM

Vertiv™ Cybex™ Secure KVM

Single-Phase UPS

Vertiv™ Liebert® GXE UPS

Vertiv™ Liebert® itON Line-Interactive UPS

Vertiv™ Edge Line-Interactive UPS

Vertiv™ Liebert® GXT-MT+/ RT+ Online UPS

Vertiv™ Liebert® GXT5 Online UPS

Vertiv™ Liebert® APS Online UPS

Infrastructure Monitoring

Vertiv™ Geist™

Environmental Monitors

Vertiv™ Intelligence Director Software

Vertiv™ Power Insight

Vertiv™ Environet

Alert Software

Integrated Solutions

Vertiv™ VRC-S Edge-Ready Micro Data Center System

Specialized Products (One to Few)

IT Management

Vertiv™ Avocent® DSView Software

Integrated Solutions

Vertiv™ Smart Cabinet ID

Vertiv™ Avocent® DSView™ Solution

Three-Phase UPS

Vertiv™ Liebert® ITA UPS

Vertiv™ Liebert® ITA2 UPS

Vertiv™ Liebert® EXS UPS

Vertiv™ Liebert® EXM2 UPS

Vertiv™ Liebert® APM UPS

Thermal Management

Vertiv™ VRC IT Rack Cooling

Vertiv™ Liebert® CRV Row Based Cooling (DX Models)

Infrastructure Monitoring

Vertiv™ Environet Software

Negotiated Products (One to One)

Integrated Solutions

Vertiv™ SmartRow™

Vertiv™ SmartAisle™

Vertiv™ SmartMod™

Three-Phase UPS

Liebert® EXL S1 UPS

Vertiv™ Liebert® NXC UPS

Vertiv™ Liebert® APM

Vertiv™ Liebert® Trinergy

Cube UPS

Thermal Management

Vertiv™ Liebert® CRV Row Based Cooling (CW Models)

Vertiv™ Liebert® PDX Perimeter Cooling (> 30kW)

Vertiv™ Liebert® PCW Perimeter Cooling

Vertiv™ Liebert® DSE Perimeter Cooling

Vertiv™ Liebert® HPC Room Cooling

Vertiv™ Liebert® AFC

Room Cooling

Other Products

Energy Storage

DC Power

Industrial UPS

Hybrid Solutions

![VERTIV]

Join our award-winning Partner Program today.

Once you join the Vertiv Partner Program, don't forget to sign up for the VIP Program and start receiving rewards from Day 1.

ⓘ If you already have a Vertiv Partner Portal account, log in to see the latest news!
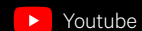
Apply Now	Partner Portal Log In

Discover your next data center infrastructure with **Vertiv™ XR App**

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✉ EMEA.VertivPartnerProgram@vertiv.com