



# Vertiv<sup>™</sup> Partner Program

Designed for Mutual Success

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**2020**

# Vertiv™ Partner Program

- Reinvented for Mutual Success -



Welcome to Vertiv award-winning Partner Program.

Like in any true partnership, we realize 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 the programs' entry level, but we also ensure that person to person lines of communication remain open throughout the program.

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.

Welcome Aboard and Happy Selling!

A handwritten signature in black ink that reads 'Brent Owens'.



**Brent Owens**

EMEA Director Channel Programs

# Helping You Succeed with These Partner Benefits



**VIP Program** - The Vertiv Incentive Program (VIP) is available to all Silver & Gold partners paying generous rebates on all Vertiv Products bought from Distribution.

**VIP<sup>+</sup> Program** - Is created for Platinum Partners, VIP<sup>+</sup> takes all the benefits of the standard VIP program, with the additional bonus of earning double points when you hit your pre-agreed quarterly sales target.

**Partner Portal** - Is your principal gateway for accessing partner exclusive benefits like: Deal Registration and our Rewards Program, as well as support contacts, latest promotions and more.

**Deal Registration** - Helps you protect your deal, receive up-front discounts, pre-sales and last-mile site and service support.

**Trade In** - Enables you to receive generous discounts when you replace your outdated competitor equipment with the latest Vertiv Technology.

**Demo Program**- Is here for you to greatly improve the chances of solving your customers' problems, while increasing their success by providing hands-on solutions demonstrations.

# Helping You Succeed with These Partner Benefits



**Dedicated Sales Support** - Our highly skilled representatives work alongside your team to identify and solve customer challenges and drive revenue for your business.

**Marketing Resources** - Generate more leads and opportunities and promote your partnership with Vertiv via our ready-to-use marketing campaigns & co-brand your own collaterals.

**Rebates** - Starting at Platinum level, partners who complete a joint sales and marketing plan are eligible for back-end rebates paid against jointly agreed sales targets.

**MDF** - Diamond partners can apply for marketing development funds (MDF), based on jointly agreed business plan and training certification.

**Sales Selectors & Configurators** - Easy to use product selectors and configurators, brochures, competitive battle cards, case studies and more, to help you grow your business.

**Online Partner Trainings** - fully accessible at all partner levels to meet your requirements and which can be accessed and taken in any order to meet individual needs.

**Content Syndication** - Simplifies the process of obtaining and maintaining detailed and accurate product data on your website.

### When you succeed, we succeed!

Vertiv can offer higher profitability by not having to compete with your peers for ever decreasing margins with over-distributed products.

Most importantly, we want to make your business successful while being consistent and easy to work with at every step, rewarding you from the very first engagement.

### New Partner Levels



SILVER



GOLD



PLATINUM



DIAMOND

### Revenue Per Quarter Transacted Currency

No Min Revenue



2nd purchase in the calendar year automatic



\$6K per Quarter  
Advance by EMEA Sales Director approval



\$25K per Quarter  
Advance by EMEA Sales Director approval





SILVER

### Description

As the newest member of Vertiv award-winning partner program, you can start earning money back on all your Vertiv purchases via distribution as soon as you complete your VIP registration. Once registered you simply: Sell. Earn. Repeat. And we do the rest.

Our comprehensive partner portal enables you with useful tools, marketing resources and self-paced online training courses, while our dedicated support team is only a call or email away standing by to support you. And that is not all. From day 1 as Silver Partner, you have access to Deal Registration, to protect your deals and secure additional discounts.

### Silver Level Benefits

Partner Portal

Deal Registration

Online Training

Trade In

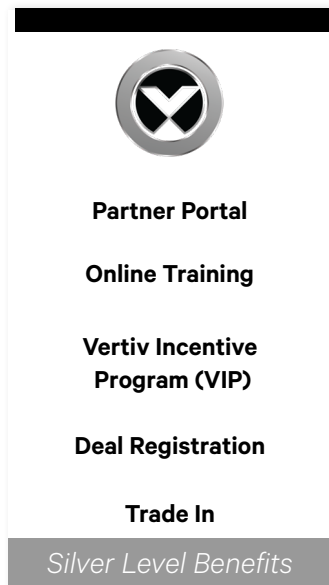
Vertiv Incentive Program (VIP)



**GOLD**

## Description

Once you have made your 2<sup>nd</sup> Vertiv Purchase in the Calendar Year we will automatically upgrade you to Gold level. Here, in addition to the benefits you are already enjoying at Silver, you will also receive additional VIP Bonus Points along with whatever pre-sales or site support. We can offer to make your project engagements with Vertiv both easy and profitable.



**VIP Bonus Points for advancement**

**Demo Product Program**

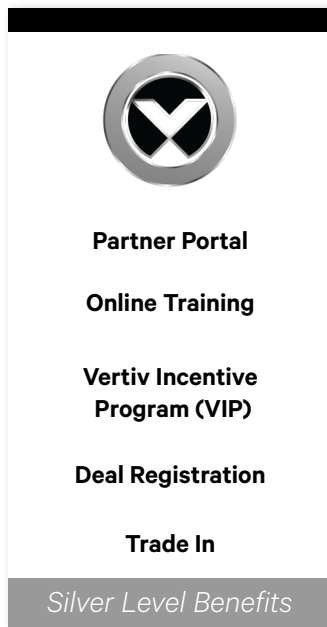



**PLATINUM**

## Description

Moving up to Platinum involves two things: maintaining a quarterly Vertiv revenue of \$6k or more and the desire to engage more comprehensively with a Vertiv dedicated account manager.

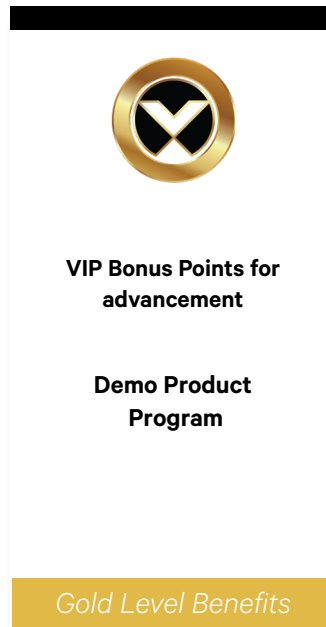
As this is a significant and positive step requiring focus and field resources on both sides, progression is not automatic. In addition to the benefits of Gold level, you now have the option of either carrying






- Partner Portal
- Online Training
- Vertiv Incentive Program (VIP)
- Deal Registration
- Trade In

*Silver Level Benefits*





- VIP Bonus Points for advancement
- Demo Product Program

*Gold Level Benefits*



- VIP+ Program**
- Tailored Local Training**
- Dedicated Account Manager**






**DIAMOND**

### Description

At the top tier of the Vertiv Partner Program, we will already have developed a great partnership having worked through the highs and lows of business together. Due to its bespoke nature, the Diamond level requires both a significant and consistent Vertiv revenue contribution as well as the willingness of both parties to engage more exclusively.

In addition to the benefits of Platinum, we will be working on a bespoke sales and marketing plan with increased rebates, market development funds and individual support needs as defined together.



**Partner Portal**


**Online Training**

**Vertiv Incentive Program (VIP)**

**Deal Registration**

**Trade In**


*Silver Level Benefits*



**VIP Bonus Points for advancement**

**Demo Product Program**

*Gold Level Benefits*



**VIP+ Program**

**Tailored Local Training**

**Dedicated Account Manager**

*Platinum Level Benefits*



**Move from VIP+ to rebate and MDF based on joint sales & marketing plan**

**Bespoke training plan**

# Vertiv™ Partner Program

- Qualifying Levels -



	SILVER	GOLD	PLATINUM	DIAMOND
<b>Benefits</b>				
Deal Registration Discounts	✓	✓	✓	✓
Vertiv Incentive Program & VIP+	✓	✓	✓	✗
Back End Rebates	✗	✗	✓	✓
Marketing Development Funds (MDF)	✗	✗	✗	✓
<b>Demonstration Equipment</b>				
Demo Product Program	✗	✓	✓	✓
<b>Sales and Technical Training</b>				
Online Self-Paced	✓	✓	✓	✓
Face-to-Face Onsite or Webinar	✗	✓	✓	✓
Vertiv Academy	✗	✗	✗	Based on Agreed Plan & Technical Certification
<b>Partner Portal/Partner Relationship Management</b>				
Partner Portal Access	✓	✓	✓	✓
Content and Collaterals	✓	✓	✓	✓
Product content, collaterals & co-branding	✓	✓	✓	✓
Pre-sales Support	✓	✓	✓	✓
Technical Support	✓	✓	✓	✓
Dedicated Account Manager	✗	✗	✓	✓
On-site Project Assistance	✗	✗	✓	✓
Channel Specific Product Portfolio	✓	✓	✓	✓
Partner Welcome Pack	✓	✓	✓	✓

Sell.  
Earn.  
Repeat.

## How will you spend yours?


Rewards. Belohnung. Récompenses.  
Ödüller. Recompensas. Nagrody.  
Награды. Ricompense.


Around the world, Vertiv resellers say it differently. But no matter where you're located, one thing remains the same: the VIP gives you more of it. VIP — The Vertiv Incentive Program — rewards your sales performance through great incentive offers. Every time you sell a product, you'll earn points that are redeemable for cash.

Free sign up. No minimum thresholds. Automated system.

Your only job: Sell ▶ Earn ▶ Repeat

 **Sell**  
Vertiv products.


 **Earn**  
Bonus Points for every sale  
and redeem as money via  
credit card.

 **Repeat**  
and keep getting  
rewarded.



As a member of VIP, you are rewarded with Bonus Points for all your sales.

Here's one straightforward example of configuration we did recently for one of the most trafficked employment websites in the United Kingdom, looking to enhance their IT resilience for mainly virtualized machines across 6 racks.



Remote Management Technology	5 Units = <b>41 VIP Bonus Points</b>
Power Distribution Units	10 Units = <b>90 VIP Bonus Points</b>
AC Power	5 Units = <b>117 VIP Bonus Points</b>
Racks & Integrated Solutions	5 Units = <b>86 VIP Bonus Points</b>
Services	
Software & Controls	
Row/Rack Cooling	5 Units = <b>23 VIP Bonus Points</b>

**TOTAL BONUS POINTS (1BP=1€/£) = 356**

*This is an example of product purchases taking into account the start incentive, frequency, cross-sell and Spotlight incentive.*

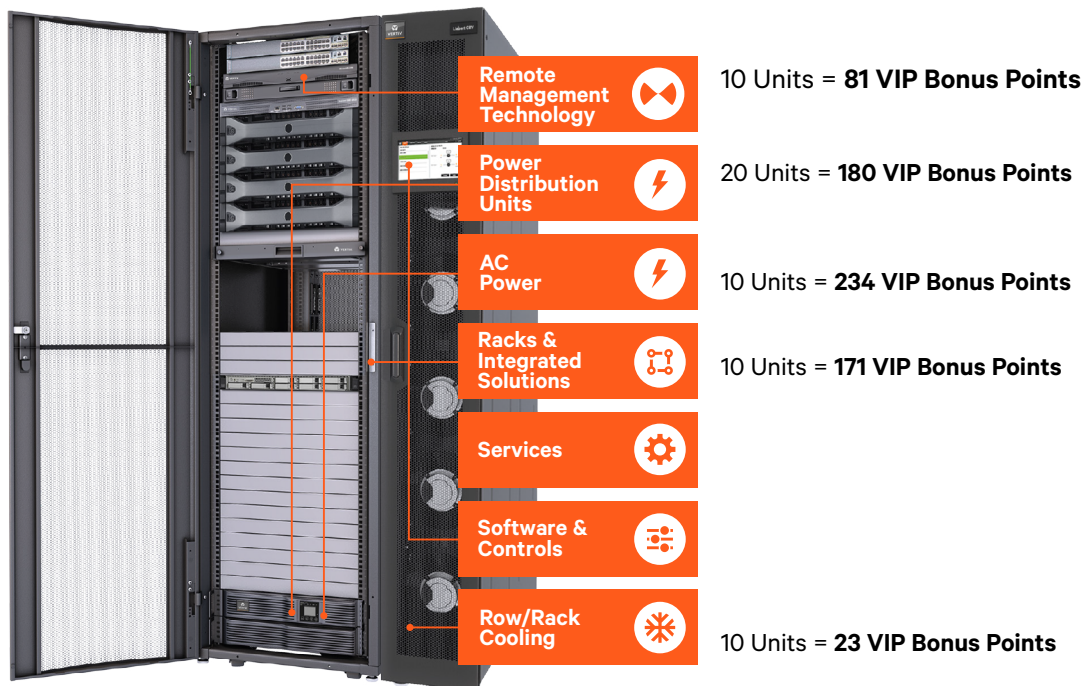
## Accelerate your Business with the VIP+

The Vertiv VIP+ Program rewards Platinum level partners for their sales target achievement.

1. Receive a higher percentage of revenue back, so we can help you grow your business even faster with Vertiv.
2. When you meet your quarterly target you can get more than in the VIP. **1 Bonus Point = 1 EUR/GBP.**

If you do not hit your quarterly target, you will still earn your standard VIP Bonus Points including the Spotlight Incentive.

**So, either way you cannot lose!**



TOTAL BONUS POINTS (1BP=1€/£) = **689**

 **DOUBLE BONUS POINTS FOR VIP<sup>+</sup> = 1378**

Our philosophy when it comes to partner training is to ensure you can access what you need when you need it without barriers and in any order you choose. As a Vertiv partner, you have access to marketing resources and tools to help you generate Vertiv leads and opportunities for your organization combined with incentives to improve profitability and reward Vertiv sales.

This platform hosts online, instructor-led style training, Power Point and PDF content regularly updated to meet your training requirements and provide you with a ready to access technical and commercial library to enable and equip you to better engage with your customers.

After completing a Vertiv training you will be able to:

- Identify new opportunities in the market.
- Diagnose customer problems and provide state-of-the-art Vertiv solutions.
- Get fully trained on Vertiv solutions to facilitate selling.



Check out our on-demand training courses online via the Vertiv Partner Portal.



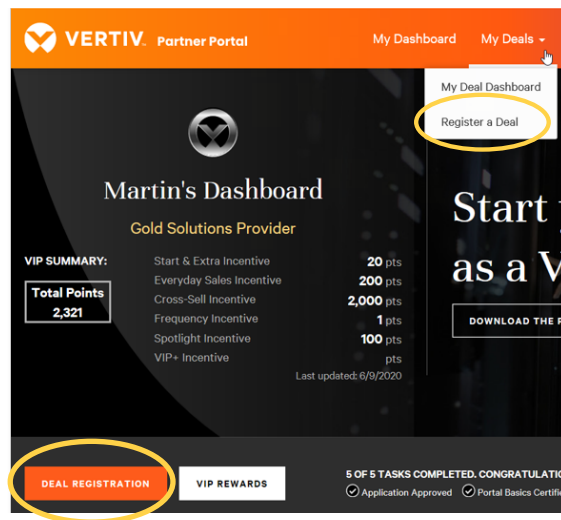
For tailored training requests, please contact us at [emea.partnermarketing@vertiv.com](mailto:emea.partnermarketing@vertiv.com) to register.


**THE MORE YOU KNOW, THE MORE YOU SELL!**

## PROTECT YOUR OPPORTUNITY. MAXIMISE YOUR MARGIN RETENTION.


Project Registration rewards partners for specifying and selling Vertiv products, while protecting their investment in finding and developing an opportunity.

### STEP 1. CLICK THE DEAL REGISTRATION/REGISTER A DEAL BUTTON



 Easy and accessible

### STEP 2. FILL IN THE FORM

 Streamlined form, simple to complete.  
Only captures data required to create Deal record

**The Vertiv Demo Product Program** is a great way for Gold, Platinum and Diamond partners to provide hands-on solutions demonstrations, greatly improving the chances of solving customers' problems while increasing their success.

The intent of the Vertiv Demo Product Program is to provide VPP partners with products for use in their labs, technical support and/or demonstration rooms to enhance customer experience and speed up the sales cycle.

## How it works:

Go into the Partner Portal and click on the link of Demo Product Program

**1**

Click on the email link

**2**

List the product part number you are looking for and your preferred distributor

**3**

Vertiv will contact you to facilitate the transaction

**4**

## **Program Rules:**

- One unit from each hardware product family line per partner, per year.
- Demo products may be purchased during one-year period beginning January 1<sup>st</sup> and ending December 31<sup>th</sup>.
- No stacking incentives, promotions or discounts.
- All demo products must be shipped to partner's office/warehouse.
- Standard and expedited freight charges are the responsibility of the partner. Freight terms and charges for demo products ordered through distribution are based upon the distributor's policies.
- Software products are not eligible.

[CONTACT US](#) TO REQUEST A DEMONSTRATION PRODUCT!



The Vertiv Service Partner Program was created to engage, equip and reward partners of all levels and capabilities, opening them up to a broader offering and opportunity in selling and or delivering service to their clients and on behalf of Vertiv.

## SELLING RACK PDU, UPS AND THERMAL MANAGEMENT SERVICES

Service programs are available in a selection of EMEA countries (see \* note below) and can be sold by Vertiv enabled Distributors only. Check with your reference Distributor if they belong to the enabled Distributor group.



### DOWNLOAD SINGLE-PHASE UPS AND RACK PDU SERVICE PROGRAMS\*

*\*Subject to country availability. Single-phase UPS and Rack PDU are currently available in Austria, Belgium, France, Germany, Ireland, Italy, Luxembourg, Portugal, Spain, Sweden, Switzerland, The Netherlands and United Kingdom.*



### DOWNLOAD THREE-PHASE UPS SERVICE PROGRAMS\*

*\*Subject to country availability. Three-phase UPS are currently available in UK, Ireland, Benelux, Spain, Portugal, Germany, and France.*

**Content syndication simplifies the process of obtaining and maintaining detailed and accurate product data on your website.**

We've developed several guidelines to help you promote and communicate Vertiv solutions to your customers. It is important that you follow these guidelines consistently in your advertising, websites, signage, communications, and other forms of co-marketing with Vertiv.

@ *We realize that every situation may be unique, so if you have any questions or concerns about how to adopt these guidelines please email: [emea.partnermarketing@vertiv.com](mailto:emea.partnermarketing@vertiv.com).*



**Find Support for Products or Services**

Locate your specific product for the latest user manuals, system application guides, data sheets, warranties, software downloads and more.

**QUICKLY AND EASILY CONFIGURE AND QUOTE VERTIV SOLUTIONS  
TO YOUR CUSTOMER.**



## Ensuring the continuity of today's and tomorrow's vital applications

Nearly all aspects of our lives involve the use of technology. It is how we work and play and do anything in between. This connectivity or use of data is built into the very fabric of our society. It is vital to human progress. Vertiv believes there is a better way to meet this accelerating demand for data — one driven by passion and innovation.

As industry experts and Architects of Continuity, we collaborate with our customers to envision and build future-ready infrastructures. We leverage our portfolio of hardware, software, analytics, and services, to ensure our customers' vital applications run continuously, perform optimally, and scale with business needs.


**Data Centers:** Hyperscale, Enterprise, Distributed IT/Edge, Colocation and Cloud

**Communication Networks:** Macro Site, Central Office, Small Cell and Data Center

**Commercial and Industrial:** Healthcare, Manufacturing, Rail/Mass Transit, Power Generation and Oil and Gas.

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### VERTIV KEY FACTS:



**STATUS:** Public (NYSE:VRT)



**REVENUE:** USD 4.4 billion (fiscal 2019)



**EMPLOYEES:** ~20,000 worldwide



**REGIONAL HUBS:** Shenzhen, China; Thane, India; Pasig, Philippines; London, UK

## Reasons to partner-up with Vertiv

- 1) Complete IT Infrastructure portfolio available globally.
- 2) Margin-rich.
- 3) Not over-distributed.
- 4) Decades of experience with brands such as Avocent®, Chloride®, Geist™, Knürr and Liebert®.

“

*“Working in partnership with Vertiv was already a no brainer due to their world class market position and global end to end product set. This has been enhanced significantly by the Vertiv Partner Program with a range of benefits which has allowed us to take even greater advantage of what Vertiv can offer”*



**Vertiv Partner**

**Murtaza Loka**

Head of Finance and Purchasing  
at BurhanTec

**APPLY NOW**

**LOGIN**



Architects of Continuity<sup>TM</sup>