

# The Vertiv Partner Program: Grow and Stand out from your Competition



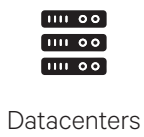
## Brands

**Avocent®**  
IT Management

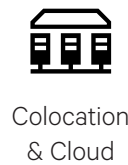
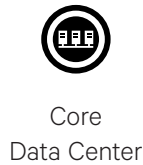
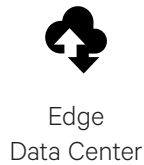
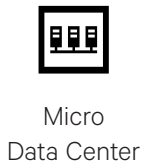
**Geist™**  
Rack PDU

**Liebert®**  
AC Power and Thermal

## Industry Expertise



## Locations



## Join our Partner Program

Our program is designed to reward joint commitment for business growth.

<p><b>Training</b></p>	<p><b>Marketing</b></p>	<p><b>Support</b></p>	<p><b>Profitability</b></p>
<p><b>Sales and Technical Training</b></p>	<p><b>Tools and Funding</b></p>	<p><b>Technical and Sales</b></p>	<p><b>Project Protection</b></p>
<p><b>Benefits</b> Understand the technology and how to pitch to your customers.</p>	<p><b>Benefits</b> Tools, resources, and marketing support to promote the solutions.</p>	<p><b>Benefits</b> Specialists that can help you through the pre sales and sales cycle.</p>	<p><b>Benefits</b> Protect your projects with deal registration.</p>

# The Vertiv Partner Program: Grow and Stand out from your Competition



## Vertiv Partner Program Benefits



SILVER PARTNER



GOLD PARTNER



PLATINUM PARTNER



DIAMOND PARTNER

Program	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER	DIAMOND PARTNER
<b>Program</b>				
Partner Portal Access	x	x	x	x
Partner Badges	x	x	x	x
Possibility of advancing in level of Partnership Program	x	x	x	x
Monthly Partner News On Demand	x	x	x	x
<b>Incentives</b>				
First Time Buy Incentive	x			
Deal Registration Program			x	x
Vertiv ONE Partner Rewards		x	x	x
Distribution and Partner Promotions	x	x	x	x
Rebate Program*			1.5%	2%
<b>Training</b>				
Technology Innovation	x	x	x	x
Demo Program			x	x
Trade In Program	x	x	x	x
Online Self Paced	x	x	x	x
Vertiv University	x	x	x	x
Instructor Led			x	x
Monthly Partner Webcasts	x	x	x	x
<b>Marketing Enablement</b>				
Partner Toolkits and/or Campaign in a Box	x	x	x	x
Website Content Syndication	x	x	x	x
Partner Marketing Automation Tool	x	x	x	x
Content and Collateral	x	x	x	x
Marketing Co-Op Funds Program*			0.5%	1%
Access Co-Branded Materials	x	x	x	x
Marketing & Event Support			x	x
Leads & Opportunity Sharing			x	x
<b>Sales Engagement</b>				
Inside Sales Team	x	x		
Technical Councils and Partner Councils Forums (upon invitation)			x	x
Dedicated Account Manager			x	x
Product Selector and Configuration Tool			x	x

\* Rebate Program: Rebate will only be due if Partner meets at least 100% of the annual goal.

\* Marketing Co-Op Funds Program will only be due if the Partner meets at least 80% (eighty per cent) of the Sales and/or Purchase Goals of eligible Standard, Specialized, and Negotiated Products

## Vertiv Partner Program Requirements



SILVER PARTNER



GOLD PARTNER



PLATINUM PARTNER



DIAMOND PARTNER

Program	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER	DIAMOND PARTNER
<b>Program</b>				
Revenue Attainment *	x	x	x	x
Signed Partner Program Agreement			Mandatory	Mandatory
Partner Application Completion	Mandatory	Mandatory	Mandatory	Mandatory
Management Approval	NA	NA	NA	Mandatory
Vertiv Partner Program Terms and Specific Conditions	Mandatory	Mandatory	Mandatory	Mandatory
<b>Sales Engagement</b>				
Account Plan	NA	NA	One Page	Full
Quarterly Business Reviews	NA	NA	NA	Yes

\* Revenue Attainment: According to Program Letter

## Application to join the Vertiv Partner Program (VPP)

Select your level



SILVER PARTNER



GOLD PARTNER



PLATINUM PARTNER



DIAMOND PARTNER

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(R05/21)