

# 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



# What do you need to succeed?

Attract new customers, lower business risk, and better target your opportunities

Trends show that traditional product sales are declining while managed services are increasing. New technology — virtualization, cloud computing, co-location — is changing what your customers need and creating new opportunities. And concerns about energy costs and efficiency are multiplying.

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.

## We've listened to you and made improvements to our Channel Partner Program

When our partners speak, we listen. APC by Schneider Electric works hard to ensure we offer the services and tools necessary for our partners to be more successful and ultimately more profitable. Our focus and improvements all come down to providing **profitability, enablement, support**, and an overall better **partner experience**.

We now offer a more flexible, better targeted program that includes new solutions and services not offered before. We are working to make the program easier to use through process and online changes. You will discover that you have an increased ability to move up through the program levels to access additional benefits. Working with APC by Schneider Electric will lower your business risk with proven quality and results — like saving your customers up to 30% on their energy costs.

So, if you're new to APC by Schneider Electric — check us out. And if you've been a partner for awhile — take another look. We are more committed than ever to helping you turn market challenges into new opportunities by offering innovative solutions that are easy to sell. This is **Partnership, evolved**.

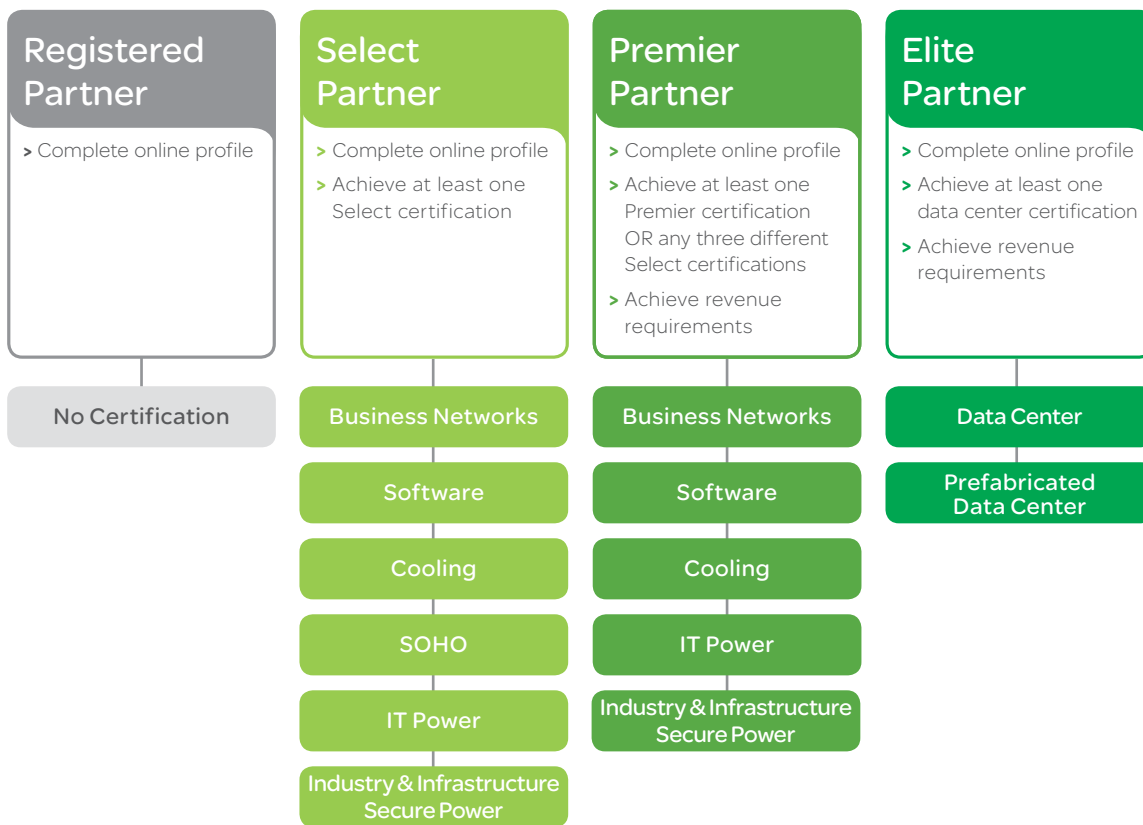


# More flexibility and increased opportunities

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 by Schneider Electric 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



# Top 5 reasons to join the APC by Schneider Electric Channel Partner Program

The program will constantly evolve to meet your changing needs

Be part of an elite team and gain an advantage over your competitors by being part of the APC by Schneider Electric Channel Partner Program. Here are the top 5 ways the partner program can benefit you:

- 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 by Schneider Electric IT products and some non-IT products available today, you gain increased business opportunities and easier access to new customers.

| How the program is evolving  |  |  |
|--|--|--|
| Additional Certifications  | Updated Trainings  | Additional Products  |
| <ul style="list-style-type: none"> <li>&gt; Software</li> <li>&gt; Cooling</li> <li>&gt; Industry &amp; Infrastructure</li> <li>Secure Power</li> <li>&gt; Prefabricated Data Center</li> <li>&gt; SOHO</li> <li>&gt; Business Networks</li> </ul> | <ul style="list-style-type: none"> <li>&gt; Data Center</li> <li>&gt; IT Power</li> <li>&gt; Software</li> </ul> | <ul style="list-style-type: none"> <li>&gt; Cooling</li> <li>&gt; StruxureWare for Data Centers</li> </ul> |

# Benefits you can count on

Simpler and easier access to what you need to do more business

The benefits of joining the Partner Program range from best in class education and diverse **enablement**, to dedicated **support**, to **profitability** focused on driving your business, all with the aim of improving your overall **partner experience**. Below is a breakdown of what the partner program offers to you.

APC joined the Schneider Electric family in 2007 and took on the name APC by Schneider Electric but you will still see some places that refer to APC only, such as the APC iRewards Program and the APC website. Schneider Electric is committed to continuing the same great quality products and services that APC has always provided.

|  | Offer   | Description   | What's New   |
|--|---|---|--|
| <b>Enhancing your Partner Experience</b>     | APC Personal Page   | An individualized web page for each partner with content geared toward your business, and access to the various incentive programs.                                 | Content and navigation is improved.                                |
|  | Training and Enablement                                       | Free technical and strategy education through classroom learning and live or self-paced webinars.   | New and updated trainings.   |
| <b>Improving partner specific Support</b>    | Preferred Partner Support Line                                | A dedicated line just for partners for quick access to our Customer Care Center.  | Newly updated menu selection.                                      |
|  | Dedicated Partner Development Team                            | A team of highly specialized Partner Development Representatives dedicated to supporting APC resellers.   | Increased coverage for all of North America.                       |
| <b>Providing more diverse Enablement</b>     | Value-Added Alliances   | Our solutions are integrated with key alliance partners such as Cisco®, Microsoft®, VMWare®, and IBM®.  | Constantly growing partnerships.                                   |
|  | Online Marketing Center                                       | Provides support for executing marketing campaigns including customizable marketing materials.  | New interactive portal.  |
|  | Sales Tools   | Access to sales tools and other research such as expert White Papers and industry leading blogs to follow.  | Easier-to-access tools tailored for the user profile and activity. |
|  | APC Digital Marketing Solutions                               | Resource for enhancing your digital presence with customers through customized, industry relevant website development, lead-generating email campaigns, and more.   | Updated assets and expanded functionality.                         |
|  | Market Development Funds (MDF)                                | Best-fit model for marketing funds for partners based on level and growth with APC.   | Provides strong demand generation with strategic alignment.        |
|  | Partner Locator   | A tool that allows customers to locate partners.  | Improved search logic and results.                                 |
|  | <b>Profitability focused on driving business for partners</b> | Opportunity Registration Program (ORP)  | Rewards you for identifying, developing, and winning new business. |
| Partner Opportunity Program (POP)            |   | Rewards you with new business based on strong partnership and engagement.<br><i>*Eligibility pending requirements.</i>  |  |
| APC iRewards Program                         |   | Points that can be redeemed for prizes, distribution credit, or MDF.  | New ways to accrue and spend points.                               |
| Programs built around our Industry Alliances |   | We have several additional programs focused on rewarding partners for solution-selling, especially when in conjunction with selling other leading industry vendors. | Newly expanded Attach programs.                                    |

# 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 out partners' profitability.

See chart below for extended breakout of which levels receive which benefits.

|   | Registered | Select | Premier | Elite |
|---|------------|--------|---------|-------|
| <b>Business Enablement</b>                          |            |        |         |       |
| Personal Page with free online resources & training | ✓          | ✓      | ✓       | ✓     |
| Partner Locator Listing                             | ✓          | ✓      | ✓       | ✓     |
| Partner Opportunity Program (POP)                   |            | ✓*     | ✓*      |       |
| <b>Profitability Programs</b>                       |            |        |         |       |
| Single Phase Reseller TradeUPS Program              | ✓          | ✓      | ✓       | ✓     |
| APC iRewards Program                                | ✓**        | ✓**    | ✓**     |       |
| Opportunity Registration Program (ORP)              |            | ✓      | ✓       | ✓     |
| <i>Identify, receive discount</i>                   |            | ✓      | ✓       | ✓     |
| <i>Design, receive configuration discount</i>       |            |        |         | ✓     |
| Partner Portal content                              |            |        |         | ✓     |
| Attach Incentive Program (AIP)                      | ✓          | ✓      | ✓       | ✓     |
| Edge IT   |            | ✓      | ✓       | ✓     |
| Data Center Incentive Program                       |            |        |         | ✓     |
| Data Center Demo Program                            |            |        | ✓       | ✓     |
| <b>Marketing Enablement</b>                         |            |        |         |       |
| APC Online Marketing Center                         | ✓          | ✓      | ✓       | ✓     |
| APC Digital Marketing Solutions                     | ✓          | ✓      | ✓       | ✓     |
| Market Development Funds                            |            |        | ✓***    | ✓***  |

\*POP program may have additional requirements. Contact APC for more information at [channel.programs@apc.com](mailto:channel.programs@apc.com)

\*\*Some partners are ineligible for this program (for example: IT or Electrical Distributors, National Accounts, etc.)

\*\*\*Premier partners may request MDF, while Elite Data Center partners accrue MDF via the Data Center Incentive Program

# Now is the best time to get actively involved in the APC Channel Partner Program

Get started today!

## Current partners

Go to your APC Personal Page and revisit the tools and benefits now available to you. Contact us at [channel.programs@apc.com](mailto:channel.programs@apc.com) and you will be connected to your dedicated Partner Development Representative.

## Not yet a partner?

Go to [www.apc.com/personalpage](http://www.apc.com/personalpage) and register your business by creating a Personal Page and creating a Channel Partner Profile under "My Account." Once you have registered, you will be able to explore the program through your APC Personal Page.





# Secure your place in the APC Channel Partner Program

APC by Schneider Electric is the pioneer of innovative cooling technology, modular data center physical infrastructure, and products for home and business networks. As an associated brand of Schneider Electric, APC is an integral part of a comprehensive portfolio of solutions, software, and services that enable energy management and efficiency across all industries.

## Make the most of your energy<sup>SM</sup>



**Schneider Electric USA, Inc.**

Boston ONE Campus  
800 Federal Street  
Andover, MA 01810

Preferred Partner Support Line: 800-771-1272  
[www.apc.com](http://www.apc.com)  
[www.schneider-electric.com](http://www.schneider-electric.com)

