



# Vertiv™ Partner Program

Designed for Mutual Success

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**2020**

# Program Overview



## Welcome to the 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.

**Welcome Aboard and Happy Selling!**

*Brent Owens*

**Brent Owens**  
EMEA Director Channel Programs



**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** - Created for Platinum Partners, VIP<sup>+</sup> takes all the benefits of our 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 our Rewards Program, Deal Registration, our latest promotions, support contacts, training and much more.

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

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

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

**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 and can be accessed and taken in any order to meet your 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

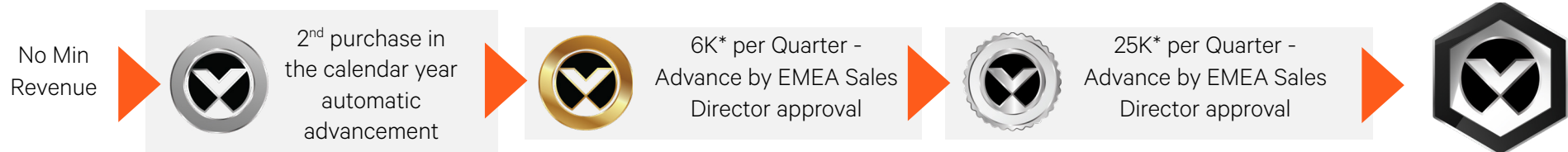


PLATINUM



DIAMOND

Revenue Per Quarter (\**Transacted Currency*)





SILVER

## Description

As the newest member of the award-winning Vertiv Partner Program, you can start earning money back on all your Vertiv purchases via distribution through the Vertiv Incentive Program (VIP). Once registered to the VIP you simply: **Sell. Earn. Repeat.** And we do the rest.

Our comprehensive partner portal equips you with useful tools, marketing resources and self-paced online training courses, and our dedicated support team is only a call or email away standing by to support you. Additionally, from the get-go as a Silver Partner, you have access to Deal Registration to protect your deals, secure additional deals and deliver peace of mind.



SILVER

Benefits

Partner Portal

Vertiv Incentive  
Program (VIP)

Online Training

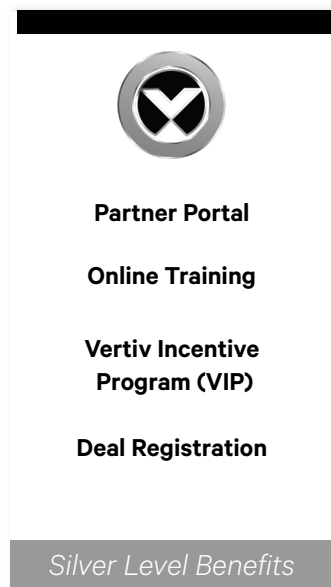
Deal Registration



**GOLD**

## Description

Once you have made your 2<sup>nd</sup> Vertiv purchase in the calendar year, we will automatically upgrade you to Gold Partner status. Here, in addition to the benefits you are already enjoying at Silver, you will also receive additional VIP Bonus Points, alongside pre-sales and site support to suit your requirements. Together we make your project engagements with Vertiv both easy and profitable.



A vertical card representing Silver Level Benefits. It features the Vertiv logo at the top, followed by a list of benefits: Partner Portal, Online Training, Vertiv Incentive Program (VIP), and Deal Registration. The card has a grey footer with the text "Silver Level Benefits".

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

*Silver Level Benefits*



**VIP Bonus Points for  
Gold Advancement**

**Demo Product Program**



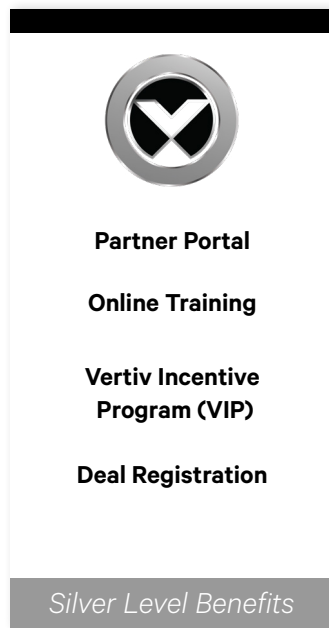



**PLATINUM**

## 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.

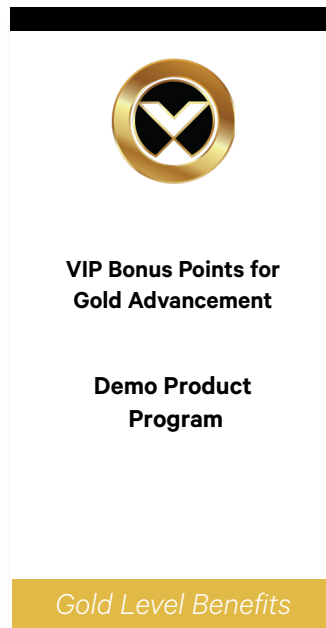
As this is a significant and positive step requiring focus and field resources on both sides, progression is not automatic. In addition to the benefits of Gold level status, you now have the option of either carrying on with the VIP program with additional VIP<sup>+</sup> benefits or opting for direct rebates.






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

*Silver Level Benefits*





- VIP Bonus Points for Gold Advancement
- Demo Product Program

*Gold Level Benefits*



- VIP<sup>+</sup> Program or Rebate**
- Tailored Local Training**
- Dedicated Account Manager**



**DIAMOND**

## Description

At the top tier of the Vertiv Partner Program, we will have already 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 work with you on a bespoke sales and marketing plan with increased rebates, market development funds and individual support needs as defined together.



	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	✓	✓	✓	✓
Co-branding of marketing and sales collateral	✓	✓	✓	✓
Pre-sales Support	✓	✓	✓	✓
Technical Support	✓	✓	✓	✓
Dedicated Account Manager	✗	✗	✓	✓
On-site Project Assistance	✓	✓	✓	✓
Channel-specific Product Portfolio	✓	✓	✓	✓

Sell.  
Earn.  
Repeat.

Available at:

## 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.

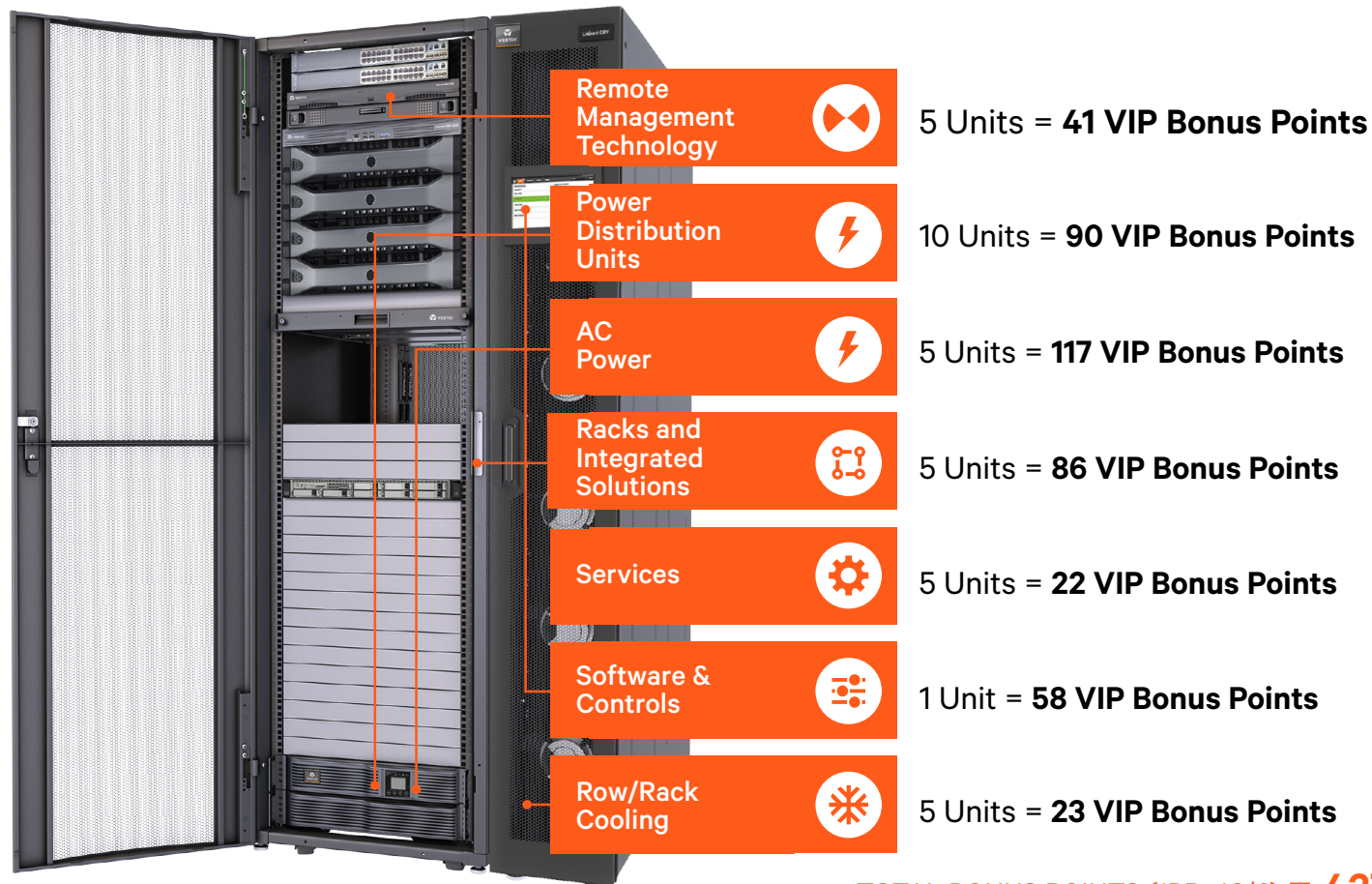
 **Earn**  
Bonus Points for every sale  
and redeem as money via  
credit card.

 **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 a configuration we did recently for one of the most trafficked employment websites in the United Kingdom, looking to enhance their IT resilience for mainly virtualised machines across 6 racks.



**TOTAL BONUS POINTS (1BP=1€/£) = 437**

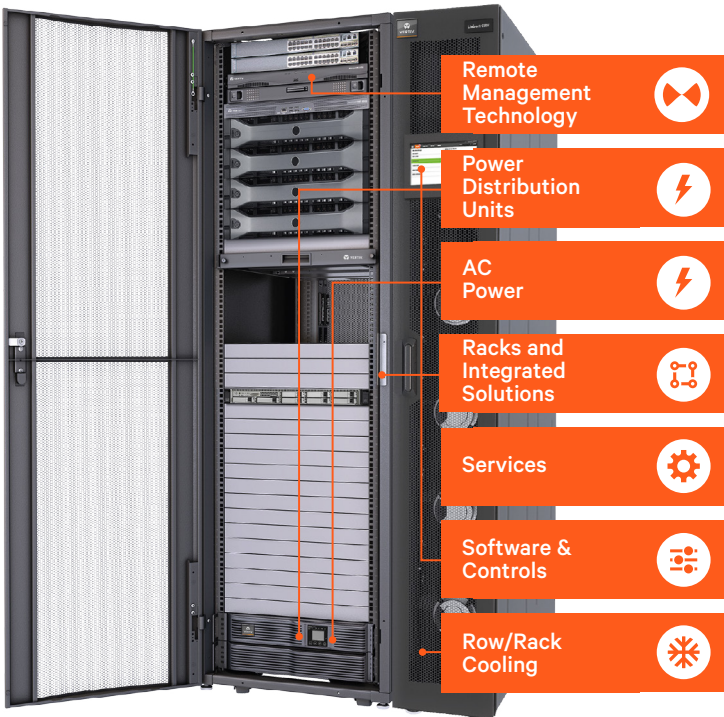
*This is an example of product purchases taking into account the start incentive, frequency, cross-sell and spotlight incentive.*

# Accelerate your Business with the VIP<sup>+</sup>


The Vertiv VIP<sup>+</sup> 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 achieve your quarterly minimum revenue, you can get twice the kick-back of our standard VIP.
- And remember: **1 Bonus Point = 1 EUR/GBP.**

If you do not hit your quarterly minimum revenue, you will still earn your standard VIP Bonus Points including the Spotlight Incentive. **So, either way you cannot lose!**



Remote Management Technology	10 Units = <b>81 VIP Bonus Points</b>
Power Distribution Units	20 Units = <b>180 VIP Bonus Points</b>
AC Power	10 Units = <b>234 VIP Bonus Points</b>
Racks and Integrated Solutions	10 Units = <b>171 VIP Bonus Points</b>
Services	10 Units = <b>44 VIP Bonus Points</b>
Software & Controls	1 Unit = <b>58 VIP Bonus Points</b>
Row/Rack Cooling	10 Units = <b>23 VIP Bonus Points</b>

 *Bigger fish to fry? Let's discuss a rebate incentive program instead of VIP<sup>+</sup> based on your individual business plan and targets. Contact your Vertiv Channel Manager for more details.*

**TOTAL BONUS POINTS (1BP=1€/£) = 791**

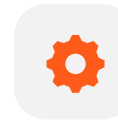
 **DOUBLE BONUS POINTS FOR VIP<sup>+</sup> = 1582**

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.

Our training offers pre-recorded on-demand or instructor-led online trainings, based on your individual requirements. On-top, you find in our asset library on the partner portal further sales and technical tools to equip you to successfully 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.
- Facilitate sales with a sound understanding of our portfolio.



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



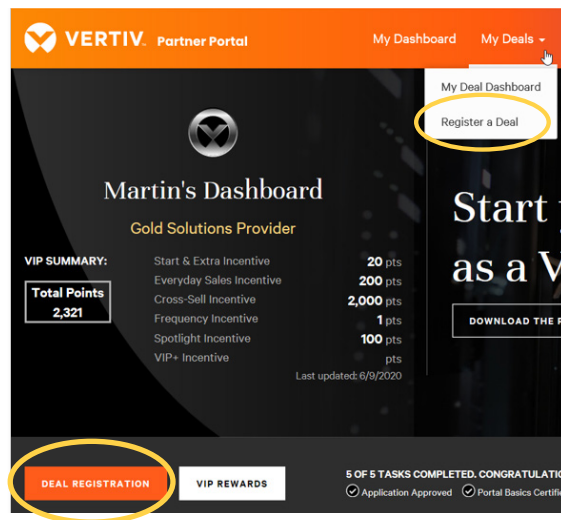
For tailored training requests, please contact us at [emea.partnermarketing@vertiv.com](mailto:emea.partnermarketing@vertiv.com) to register.


**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 to access, also via mobile devices

### STEP 2. FILL IN THE FORM

A screenshot of the 'Register a New Deal' form. The form is titled 'Register a New Deal' and includes a note: 'Complete all details below. Fields marked with an \* are mandatory. NOTE: Deal registrations under \$50,000 in NET price may be rejected.' The form is divided into three sections: 'End-User Contact Details' with fields for \*First Name and \*Last Name; 'End-User Company Details' with fields for \*Company Name, \*Installation Address 1, \*Installation Country (a dropdown menu), \*Installation City, and \*Installation Postal Code; and 'Deal Information' with a field for \*Project Name. There is also a section for 'Additional Information or Comments'.

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



**The Vertiv Demo Product Program** is a great way for Gold, Platinum and Diamond partners to solve their customers' problems and accelerate success by providing hands-on solution demonstrations.

The Vertiv Demo Product Program intends 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:**

Email your request directly to  
[EMEA.PartnerMarketing@vertiv.com](mailto:EMEA.PartnerMarketing@vertiv.com)

1

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

2

Vertiv will contact  
you to facilitate  
the transaction

3

**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>st</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 HERE](#) 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 sales opportunities to deliver services to their clients 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. Contact your preferred Distributor to check whether 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.*

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

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***Find Support for Products or Services:***

With content syndication you can select your specific product for the latest user manuals, system application guides, data sheets, warranties, software downloads and more.

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 realise 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)*

**QUICKLY INTEGRATE AND EASILY MAINTAIN VERTIV PRODUCT  
INFORMATION ON YOUR WEBSITE OR WEBSHOP**

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

**N**early 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.


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

**Communication Networks:** Macro Site, Central Office, Small Cell and Datacentres.

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

## Follow us on:

 LinkedIn Page

 Youtube Channel

 Facebook Page

 Twitter Page

## VERTIV KEY FACTS:

 VRT  
LISTED  
NYSE

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



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



**EMPLOYEES:** ~20,000 worldwide



**REGIONAL HUBS:** Shenzhen, China; Thane, India. Pasig, Philippines; Padua, Italy.

## Reasons to partner-up with us:

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

“

*“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>