



Vertiv™ Partner Program Designed for mutual success



[Apply Now](#)

[Partner Portal Log In](#)



World's Leading Critical Digital Infrastructure Provider

Architects of Continuity™

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®
AC Power and Thermal

Geist™
Rack PDU

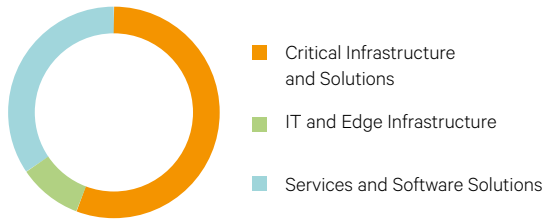
Avocent®
IT Management

Netsure™
DC Power

Cybox™
IT Management

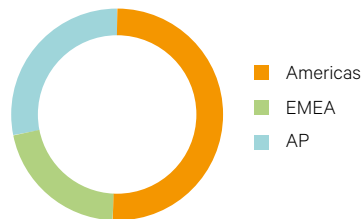
Architects of Continuity™

Offering



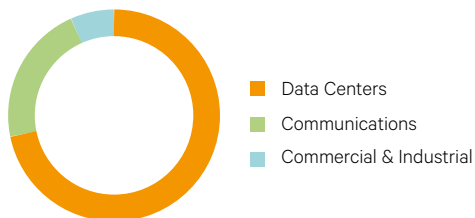
Broad range of power, thermal, and IT and edge infrastructure, solutions and services portfolio

Geography



Global, well-established footprint and supply-chain network

End Market



Customers who operate in some of the world's most critical industries

KEY FACTS



STATUS

Public (NYSE:VRT)



REVENUE

USD 5.0 billion
(fiscal 2021)



HEADQUARTERS

Global: Columbus, Ohio, USA
Regional: China, India, Philippines and Italy



EMPLOYEES

~24,000 worldwide



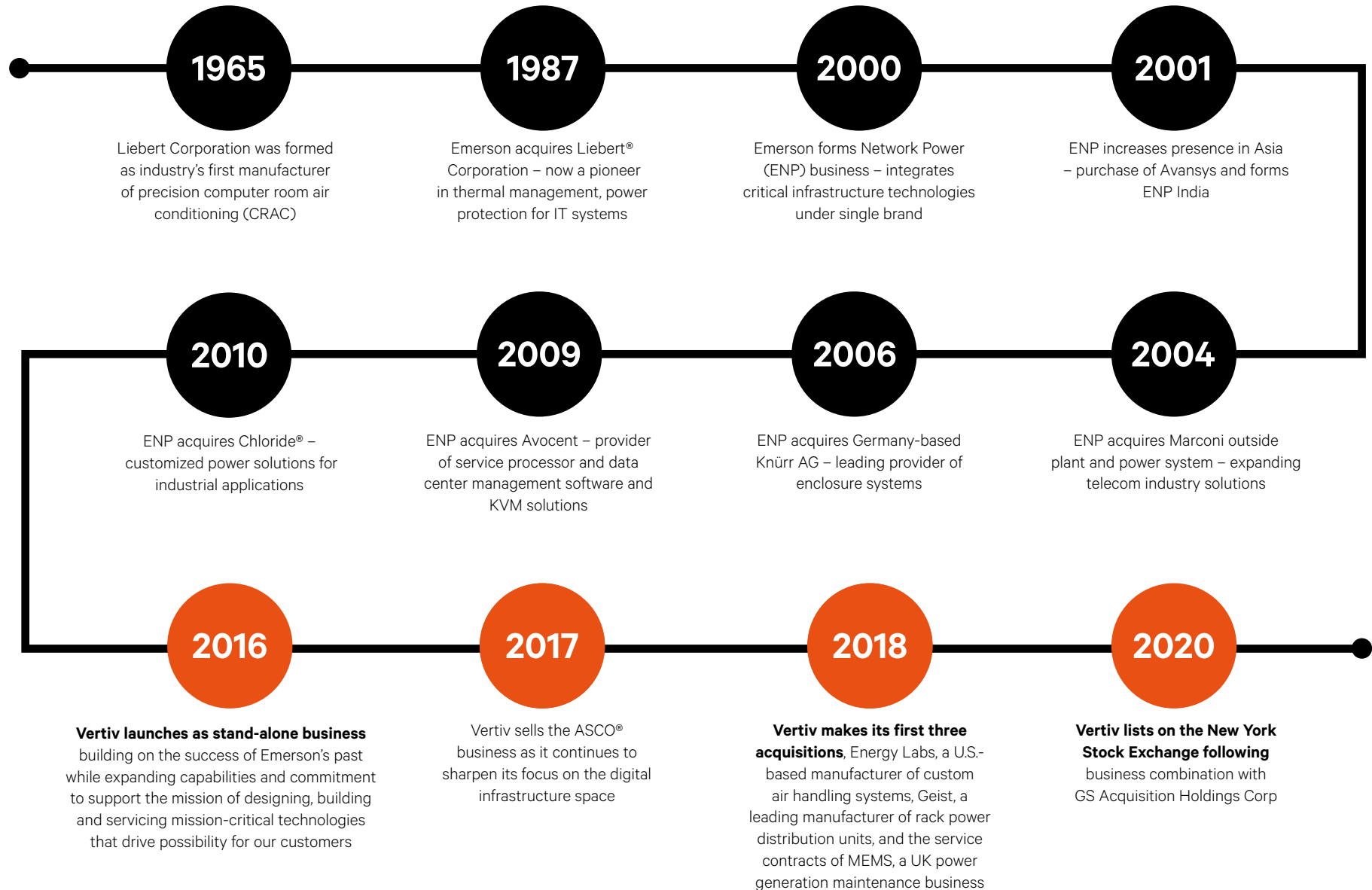
MAJOR CUSTOMERS

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.





Services

Full range of services for installation, maintenance and support



AC Power

Line-Interactive, Single And Three Phase Online UPS Systems



Thermal Management

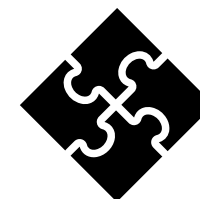
Rack, row and room cooling with direct expansion or chilled water options

Our Offer



Infrastructure Management

Monitoring solutions for facilities devices



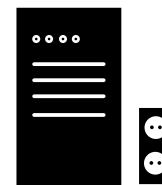
Integrated Solutions

Unified Managed Infrastructure For Edge Applications



IT Management

Remote secure access to IT devices



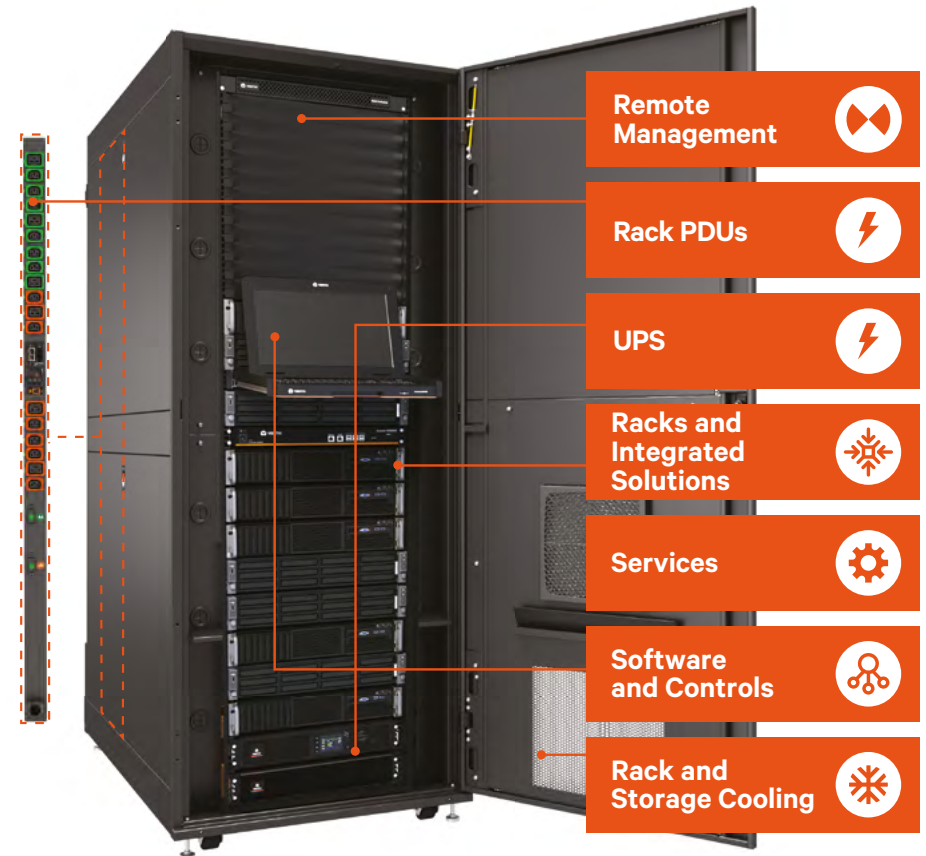
Racks & Rack PDUs

Multiple rack dimensions and rack pdu capabilities

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.
- We are number 1 in **3 phase UPS business** across Western Europe (source IHS).
- We support **all major Cloud players** in their datacentres.
- **80% of new Colocation datacentres** deployed Vertiv critical infrastructure in Western Europe in 2018.



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:



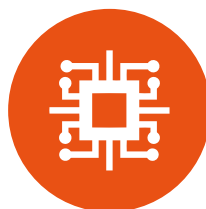
Not over-distributed

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.

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.

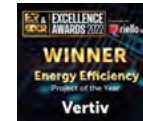
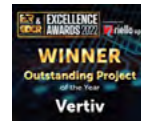
To understand our partners, we want to hear from you. We will be reaching out by phone, email, social media, whatever it takes. But if we haven't been in touch with you lately, please do not hesitate to contact us.



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.

Murtaza Loka

Head of Finance and Purchasing at Burhan Tec



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**

Vertiv Partner Program Benefits

	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER	DIAMOND PARTNER	DIAMOND ELITE PARTNER
Discounts					
Deal Registration	x	x	x	x	x
Solution Discounts		x	x	x	x
Demo Program		x	x	x	x
Incentives					
Vertiv Incentive Program (VIP)	x	x			
Vertiv Incentive Program+ (VIP+)			x		
e-VIP Program		x	x		
Vertiv Individual Incentive Program (i-VIP)	x	x	x	x	x
Rebates			x	x	x
Marketing					
Co-op/MDF				x	x
Marketing Center	x	x	x	x	x
Lead Dashboard	x	x	x	x	x
Co-Branded Assets	x	x	x	x	x
Asset Library	x	x	x	x	x
Partner Enablement					
Partner Portal	x	x	x	x	x
Vertiv Learning	x	x	x	x	x
Webinar Library	x	x	x	x	x
Partner Locator Tool	x	x	x	x	x
e-Commerce Partner Program		x	x	x	x
Solution Designer Tool	x	x	x	x	x
Pre-sales and technical support	x	x	x	x	x
Vertiv™ XR App - Virtual and Augmented reality tools	x	x	x	x	x
On-Site Project Assistance	x	x	x	x	x
Dedicated Account Manager			x	x	x
Channel-specific Product Catalogue	x	x	x	x	

LEVEL ADVANCEMENT



Vertiv Trading Reseller

5k in revenue in the calendar year and 50% onboarded

50k in revenue in the calendar year and 100% onboarded

100k in revenue the calendar year

250k in revenue in the calendar year

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
- Marketing & 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 Programs*

The VIP Incentive programs rewards you for all your hard work. When you buy eligible Vertiv products from our Authorized Distribution Partners and you sign up for the VIP program, you will be rewarded with bonus points for every 100 Euro/GBP in sales. Every time you sell a product, you'll earn points that are redeemable for a wide range of rewards. **1 Bonus Point = 1 EUR**

- **VIP+**

The VIP+ Program rewards Platinum level partners for achieving a minimum quarterly revenue and can get twice as much as the standard VIP.

- **e-VIP**

Earn more with e-Commerce Incentive Program when you achieve a minimum quarterly revenue in Vertiv eCommerce product range.

- **i-VIP**

New ability to collect individual points and spend them in the rewards store. Individuals get rewarded for their activity on the partner portal.

**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.

Marketing Automation Tools

The Marketing Center enables you to get easy access to marketing content and tools to create awareness in the market and maximize your demand generation and create leads. The Marketing Automation platform provides partners with ready-to-use co-branded email assets, social media posts, Google Ads and showcase pages.

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.

Vertiv 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, marketing center or directly from Vertiv. All your leads are captured and stored in a personalized lead dashboard, in the partner portal.

Vertiv 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 all partner levels besides Silver. Submit an approved deal registration with your Vertiv solution designer quote request to distribution to request your recommended discount.

**for Platinum partners rebates are agreed on a case by case basis and cannot be combined with VIP+ which is the default benefit*

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.

IT Channel Catalogue

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

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. On top of that, you get access to enhanced VIP benefits.

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)

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

Single-Phase UPS

Vertiv™ Liebert® GXE 6-10kVA UPS
Vertiv™ Liebert® PSA Line-Interactive 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™ SmartCabinet™
Vertiv™ Avocent® ADX

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

Vertiv™ 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



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**

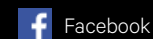
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