

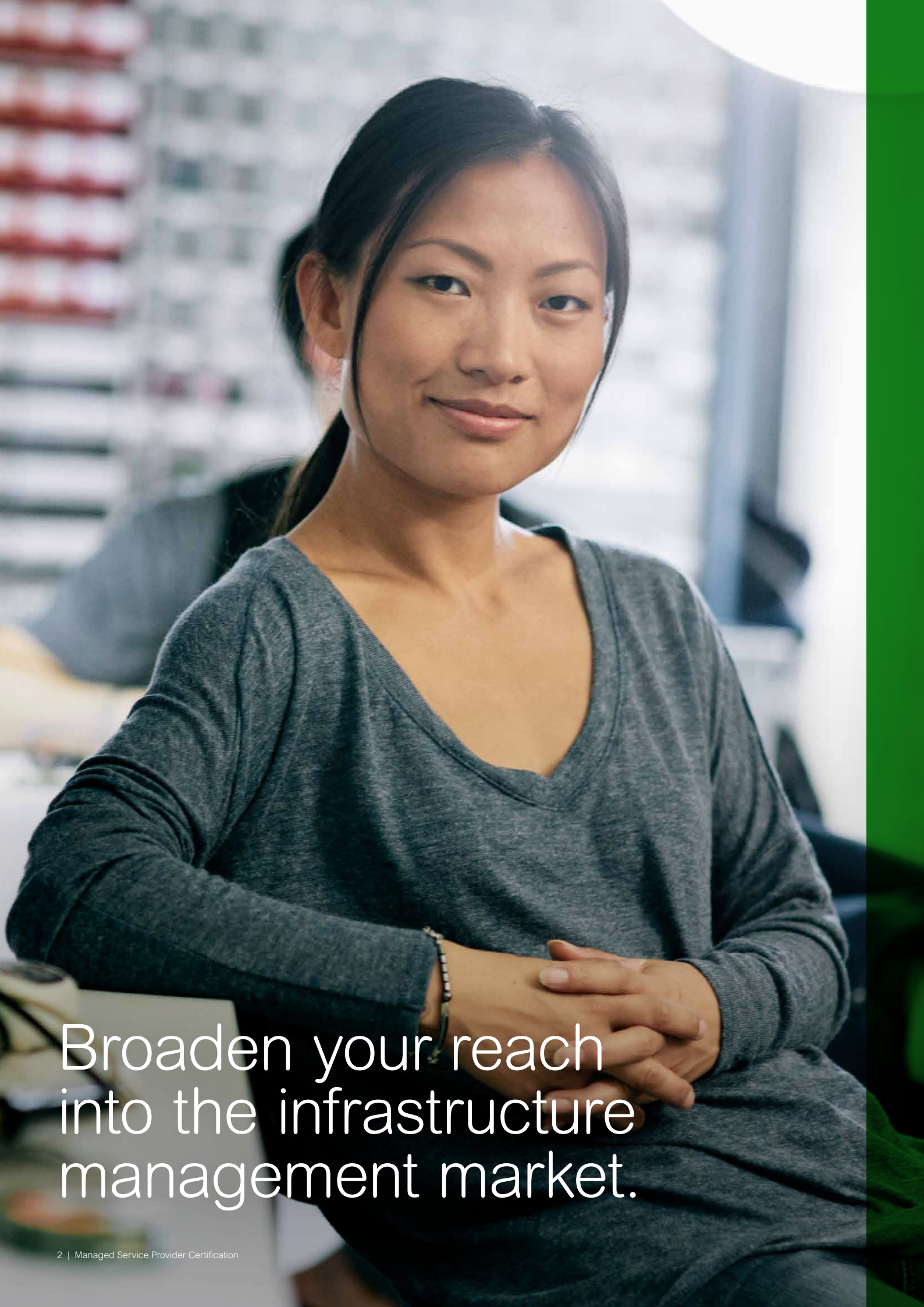
Power your managed services

APC Channel Partner Program
Managed Service Provider Certification

apc.com/msp

Life Is On





Broaden your reach
into the infrastructure
management market.

Partnering for success

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. The APC Managed Service Provider Program is a testament to our channel commitment, and it redefines the meaning of a program. Within the Managed Service Provider Program, APC is taking a holistic approach to better enhance several areas of the business to enable and grow recurring revenue streams for our Partners. This includes enhancements to product roadmaps, remote monitoring and management (RMM) and professional services automation (PSA) software integrations, technical support, partner programs, incentive programs, and pre- and postsales support.

As a result, the APC Managed Service Provider Program provides benefits centered around four key pillars of partnership:

- **Profitability:** Service Providers can boost recurring revenue by managing power along with decreasing margins by taking advantage of discount programs exclusively offered to Partners enrolled in the program.
- **Support:** APC provides fast, advanced pre- and postsales support specifically dedicated to Managed Service Providers. In turn, you will provide better support for your end users thanks to proactive monitoring and notification.
- **Enablement:** Integrations to key RMMs and PSAs provide seamless business enablement and growth opportunities. Additionally, Managed Service Providers can take advantage of training and education specifically focused on driving revenue via managing APC offers.
- **Partner Experience:** Removed the "red tape" commonly associated with partner programs by having no minimum requirements for enrollment and on-demand trainings.

Change for the better

When you integrate APC power and cooling into your managed services portfolio, you help your customers' systems change for the better. In doing so, you position yourself for future growth by seizing profitable opportunities in a fast-evolving market.

61%

of end users believe their IT management can be better.*

*CompTIA: State of Managed Services 2015

Learn to turn APC products into recurring revenue

Our Managed Services Certification gives you the foundation you need to develop and promote the integration of physical infrastructure management into your services portfolio, resulting in increased sales and recurring revenue.

Partnering with APC for managed services opens a quick, easy path into a fast-growing market.

Incremental revenue

Service fees you charge customers are 100% incremental revenue.

Reduced operational costs

Remotely troubleshooting and rebooting units reduces site visits. That means far fewer truck rolls and trouble tickets. In addition, predictive maintenance allows you to be proactive and plan site visits.

Faster problem resolution

Remote maintenance accelerates problem resolution, significantly reducing downtime potential.

IT trusted advisor

When customers rely on you to manage their IT environments, you are their trusted, strategic partner, which can lead to future business opportunities.



Two certification tracks to suit your time and business needs

Managed Service Provider Sales Associate

This entry-level track can be completed solely through online certification training. This track typically appeals to Partners who would like to offer more expertise in power and cooling managed services. Your customers will look to you for basic advice and proven products and solutions in this space.

Managed Service Provider Sales Professional*

This more advanced track requires additional training hours. Completion of this track makes you a highly competent and independent Partner who is able to design power and cooling managed services solutions from start to finish. You also can provide value-added, presales services. Your customers will look to you as a trusted power and cooling managed services expert.

Enroll today!

In order to have access to certification training, you will need to have achieved at least a registered status within the current Partner Program. Do this by:

1. Creating a Personal Page at www.apc.com/personalpage
2. Completing a Partner Profile

Have a Personal Page already? It's tailored to you based on your current program level. Look for the Managed Service Provider Certification Program information on your Personal Page; this is your starting point.



Certification training requirements

Training for this program includes a mixture of delivery types, with online and individual learning paths being the primary methods. You can access the Managed Service Provider training from your Personal Page.

Managed Service Provider Sales Associate

- Online training only

Managed Service Provider Sales Professional*

- Online training
- Required to achieve the Premier level Managed Service Provider certification

Managed Service Provider Certification is available to:

- Partners already enrolled in the APC Partner Program
- New Partners

Revenue requirements

Your local Channel Program Team will notify you of business revenue requirements and achievements.

Managed Service Provider Select Level

- There are no revenue requirements for this path

Managed Service Provider Premier Level*

- Revenue requirement — verified by Local APC Partner Manager
- Minimum of two certified sales professionals on staff — verified by Local APC Partner Manager

Ask your local Partner Manager if these prerequisites can be adjusted to meet your unique, local needs.

*Available end of 2016. Country-dependent, check with your local Partner manager.

Managed Service Provider Partner benefits*

Managed Service Providers consistently face the challenge of growing their business in a dynamic IT industry while balancing OpEx and CapEx constraints. So APC has developed benefits that are specifically focused on those needs. We provide diverse benefits to our Managed Service Provider Partners, from business development to marketing enablement, to discounting and financing options. By working with your Channel Account Manager and Channel Marketing Team, you can identify the benefits that best fit your needs.

Opportunity Registration Program

You can leverage the Opportunity Registration Program (ORP) for unique discounts for Managed Service Provider Partners. The decision of the level of ORP discount is a local one. Continue to work with your local Partner Manager to agree on an appropriate level.

Partner Opportunity Program*

The Partner Opportunity Program (POP) allows you to benefit from receiving prequalified sales opportunities from Schneider Electric. Managed Service Provider opportunities will be included in the list of opportunities you receive.

APC Rewards Program

The APC Rewards Program awards points to Partners who sell APC products. Points can be redeemed for more than a million different prizes, distribution credit, or market development funds. Additional points may be given every quarter with a proof of devices under management — check with your local Partner Manager for more information.

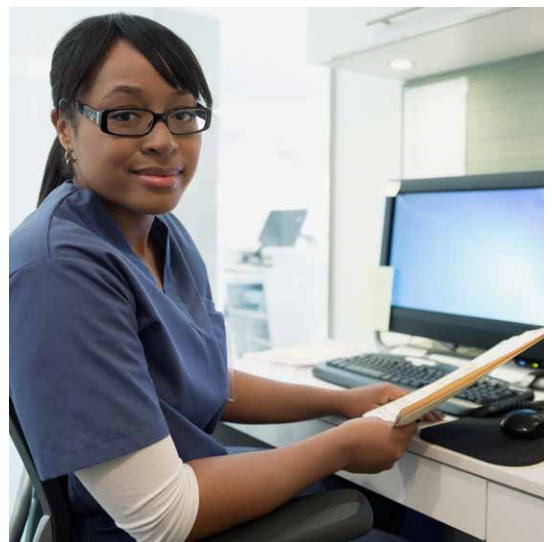
Dedicated support for Managed Service Providers

The Managed Services Certification track is geared to help you learn to sell power and cooling managed services. We will also provide pre- and postsales tools and support to assist you in your sales process. In addition, financial incentives specifically relevant to managed services business may be available, check with your local Partner Manager.

Partner locator

You will be listed as a certified Managed Service Provider Partner on APC and Schneider Electric websites.

*Additional eligibility requirements may apply, check with your local Partner Manager.



FAQ

How can I become a Select or Premier Partner as a Managed Service Provider Partner?

To become a Select Partner, one individual in your organization must complete the Sales Associate Managed Service Provider path. To become a Premier Partner,* one individual needs to complete the Sales Associate Managed Service Provider path and two individuals must complete the Sales Professional Managed Service Provider path.

You will need to:

- Go to www.apc.com/personalpage
- Create a personal page
- Complete your Partner profile
- Complete the required Managed Service Provider training path

Build your expertise and profits today!

Ready to start growing managed service provider sales?

Register or log in to your APC Partner page at
www.apc.com/personalpage

*Available end of 2016. Country-dependent, check with your local Partner Manager.

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APC 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.

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