



Software Partner Program

Become a Data Center Infrastructure Management (DCIM) specialist and deliver the software solutions your customers need today.

- Differentiate yourself in the marketplace
- Extend your solutions and services portfolio
- Increase your revenue and profitability

Schneider
Electric™

If you're looking to further your competencies and expand your sales in DCIM solutions, our new Software Partner Program is for you.

Schneider Electric is uniquely positioned as a market specialist in data center physical infrastructure with the ability to offer complete hardware and software solutions. With the growing importance of software to monitor the total data center, our goal is to deliver Data Center Infrastructure Management (DCIM) solutions to as many customers as possible.

To achieve this, local partners who are familiar with a customer's specific business and technical requirements are needed to plan, design, and configure DCIM solutions.

The Software Partner Program is designed to provide you with the training, support, and benefits needed for successful DCIM projects. Partnering with us and joining the program will give you an advantage over your competitors and help you expand your revenue and margins with new data center software sales opportunities.

FAQ

How is the program structured?

The Software Partner Program has two levels:

Software Specialist qualifies you to identify and size DCIM opportunities while leveraging Schneider Electric to configure, design, and sell solutions.

Advanced Software Specialist enables you to independently design, configure, and sell DCIM solutions. You'll also develop a business plan with agreed-upon revenue and performance targets.



Who can participate in the Software Partner Program?

The program is open to IT resellers, system integrators, and software firms that want to expand their data center solutions expertise through business opportunities in the DCIM space.

Current APC by Schneider Electric partners can participate in the Software Partner Program if all prerequisites and requirements are met. This does not change your partner status; it is an additional certification.

What are the program prerequisites and requirements?

> Software Specialist

- Requirements:
 - Partner profile completion
 - Online DCIM training

> Advanced Software Specialist

- Prerequisites:
 - Annual enterprise software turnover (any brand) of minimum US\$1 million
 - Minimum of three enterprise IT software sales personnel
 - Minimum of two technical sales personnel
- Requirements:
 - Partner profile completion
 - Online DCIM training
 - Instructor-led certification training
 - Annual Business Plan*

How does the certification training work?

To certify as a Software Specialist, at least two sales associates must complete online training and pass online tests.

To certify as an Advanced Software Specialist, at least two sales professionals and one technical consultant must complete both online and classroom training courses**.

*Annual Business Plan will be completed with local partner manager.

**Classroom training takes approximately five days and may require candidates to travel to the training location.



Benefits

Certified software partners are eligible for a number of benefits and profit opportunities based on their program level. These program perks have been developed to ensure that your relationship with Schneider Electric is profitable and well worth the commitment.

Benefit	Software Specialist	Advanced Software Specialist
Certification training on DCIM	X	X
Software partner logo and access to a dedicated partner personal page	X	X
Access to co-marketing assets	X	X
Reward on finding a valid opportunity*	X	
Reward on finding and/or designing a solution*		X
Partner-level pricing on software product lines*		X
The receipt of sales leads from Schneider Electric		X
Training and access to a Test License (Proof of Concept)		X
Training and access to Demo License		X
Access to internal technical information		X

> Co-marketing assets

Add your company details and logo to approved Schneider Electric assets such as print advertisements, event panels, and posters for easy marketing.

> Opportunity Registration Program

Get rewarded for identifying, developing, and winning new DCIM opportunities. Potential business deals that you find without the help of Schneider Electric can be registered for validation, and are eligible for special discounts once approved.*

> Internal technical information

Easily access DCIM-specific technical guides and tools through your partner page.

> Partner Opportunity Program

This program provides you with pre-qualified sales opportunities from Schneider Electric.**

> Proof of Concept License

Learn how to agree on evaluation goals and install and configure test licenses that allow your customers to evaluate product performance in a live environment before making a purchasing decision. This is a valuable sales tool, with 70 percent of all DCIM orders closing after a successful “proof of concept” product test.

> Demonstration License

Offline demo license downloads give you the opportunity to demonstrate product features to end users at any time. You’ll receive training for use of this license as part of your certification.

*Local rules and conditions apply. **Availability of the Partner Opportunity Program varies by country.

Learn more about how Schneider Electric
can help you succeed, and register for the
Software Partner Program today!

Online:

Visit <http://www.apc.com/personalpage> or
<http://reseller.apc.com>

Phone:

Priority Reseller Hotline
1-800-771-1APC

Email:

channel.programs@apc.com



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