

## BENEFITS

As Vertiv Partner, you'll have access to:

### 1. Partner Portal

The Partner Portal is your principal gateway for accessing partner exclusive benefits like Deal Registration and our Rewards Program as well as support contacts, latest promotions and more.

### 2. Vertiv University

Designed to deliver comprehensive online sales and technical training as well as consolidate and track field and on-line training certifications in one location.

### 3. Incentive Platform

The Vertiv Rewards Program is available to all VPP Authorized and Silver partners with promotions and incentives that starts rewarding from day one.

### 4. Dedicated Sales Support

Our highly skilled representatives work alongside your team to identify and solve customer challenges and drive revenue for your business.

### 5. Sales Selectors & Configurators

Easy to use product selectors and configuration tools as well as brochures, competitive battle cards, case studies and much more

### 6. Marketing Resources

Whether you want to generate more leads and opportunities or promote your partnership with Vertiv, our marketing resources can help!

Provide More Solutions. Gain Unparalleled Support. Maximize Your Profits and own your Edge

	<b>AUTHORISED</b> SOLUTION PROVIDER	<b>SILVER</b> SOLUTION PROVIDER	<b>GOLD</b> SOLUTION PROVIDER	<b>PLATINUM</b> SOLUTION PROVIDER
<b>Benefits</b>				
Deal Registration Discounts	-	✓	✓	✓
Vertiv Incentive Program	✓	✓	-	-
Back End Rebates	-	-	✓	✓
<b>Demonstration Equipment</b>				
Not-For-Resale Demo Program	✓	✓	✓	✓
Marketing Funded Demo Program	-	-	Based on Agreed Plan & Technical Certification	Defined by Mktg. Plan
<b>Sales and Technical Training</b>				
Online Self-Paced	✓	✓	✓	✓
Face to Face Onsite or Webinar	-	✓	✓	✓
Vertiv Academy	-	-	Based on Agreed Plan & Technical Certification	Based on Agreed Plan & Technical Certification
<b>Specialist Partner Programs</b>				
Accelerator Program	By Invitation	By Invitation	By Invitation	-
Funded Head Program	-	-	-	Defined/ Agreed in Marketing Plan
<b>Marketing Support</b>				
Partner Portal Access	✓	✓	✓	✓
Training Platform Access	✓	✓	✓	✓
Content and Collateral	✓	✓	✓	✓
Solutions Configurator and Product Selectors	✓	✓	✓	✓
Marketing Development Funds	-	-	Plan Required	Defined/ Agreed in Marketing Plan
<b>Partner Support</b>				
Pre-sales Support	✓	✓	✓	✓
Technical Support	✓	✓	✓	✓
Dedicated Account Manager	-	-	✓	✓
On-site Project Assistance	-	-	✓	✓
Channel Specific Product Portfolio	✓	✓	✓	✓
Partner Welcome Pack	✓	✓	✓	✓

## Vertiv partner program minimum requirements

	Revenue Per Quarter Transacted Currency	Training / Certification	Recommended Discounts for Deal Registration
<b>AUTHORISED</b> SOLUTION PROVIDER	No Min Revenue	Registration	Deal Registration not available
<b>SILVER</b> SOLUTION PROVIDER	5K	Self-paced on line training courses	28% discount off CPL
<b>GOLD</b> SOLUTION PROVIDER	25K	Jointly defined advanced sales and technical training	29% discount off CPL
<b>PLATINUM</b> SOLUTION PROVIDER	100K	Bespoke sales and or technical training	31% discount off CPL

## Start your Journey with Vertiv!

Start working with one of only two global companies with the expertise and a full solution portfolio to address the \$2.4BN Datacentre and Edge infrastructure opportunity in EMEA.

At the same time 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 first engagement.

## BENEFITS

### 7. Project Registration

Starting at Silver, ensure your Vertiv product & solution opportunities are protected, your vendor support requirements met and your margins increased by registering your deal participation with Vertiv.

### 8. Rebates

Starting at Gold level, partners who complete a joint sales and marketing plan are eligible for back-end rebates paid against jointly agreed sales targets.

### 9. MDF

Starting at Gold level, partners can apply for marketing development funds for demonstration equipment based on jointly agreed business plan and product certification.

### 10. Bespoke Sales/Marketing Plan

Platinum and Accelerator Partners with a jointly agreed sales and marketing plan get access to marketing development funds for agreed activities such as lead generation programs as well as enhanced back-end rebates.

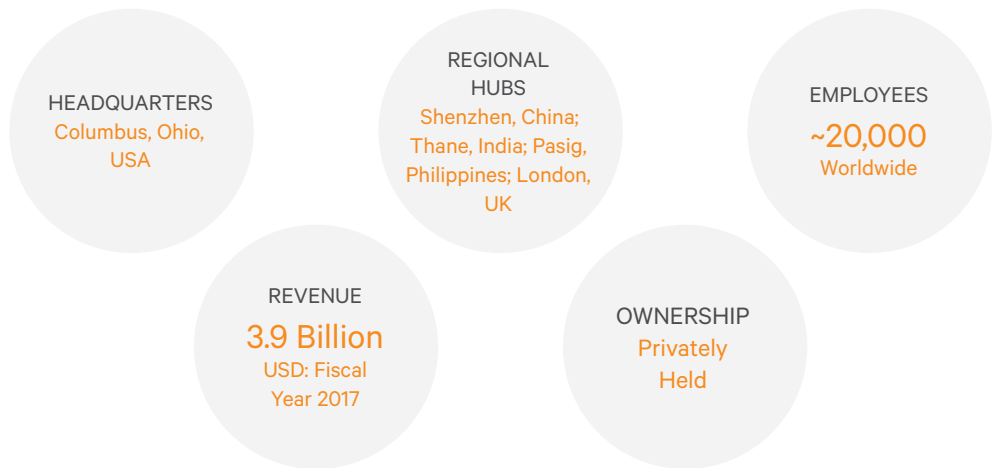
### Award-Winning Partner Program



## EMPOWERING THE WORLD

Vertiv designs, builds, and services critical infrastructure that enables vital applications. From data centers to communication networks to commercial facilities - we've got you covered.

We support today's growing mobile and cloud computing markets with power, thermal, and infrastructure management solutions.



### Be Part of a Winning Team

Power, Thermal Management, Infrastructure Access, Monitoring, Control and Management issues touch companies of all sizes, and so do our solutions.

As a partner, you can be confident that hundreds of sales and technical representatives are ready to work right alongside your team to identify, assess and solve customer challenges.

#### Customer Challenges:

- Capacity Planning
- Thermal & Power Management
- Consolidation
- Virtualization
- Asset Management
- Lights Out Access & Management

#### Products & Solutions:

- Racks and PDUs
- UPS Backup Power
- KVM & Serial Consoles
- Thermal Management
- Infrastructure Monitoring & Management
- Services