

Channel Continuum :01

United Kingdom & Ireland Edition

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Issue #1
May, 2019





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“Love me or hate me, but don’t ignore me” was a piece of advice a boss I once had gave to me. When we decided to create a publication for our channel partners, we kept that thought front and centre. Welcome to the first edition of Channel Continuum.

This is my first letter to readers as editor of this publication, a publication to empower you with knowledge and insights to enable you uncover new opportunities.

Having recently attended Mobile World Congress in Barcelona, I witnessed the staggering \$160bn per year investment operators are making in deploying 5G. Much of this investment is in infrastructure which is wide-open for channel partners to take advantage of. Our first article covers it in more depth.

So now it’s over to you. Tell us what you like and what you’d like to see covered and we’ll do our best to deliver it in our forthcoming issues.

Simon Blake

Editor





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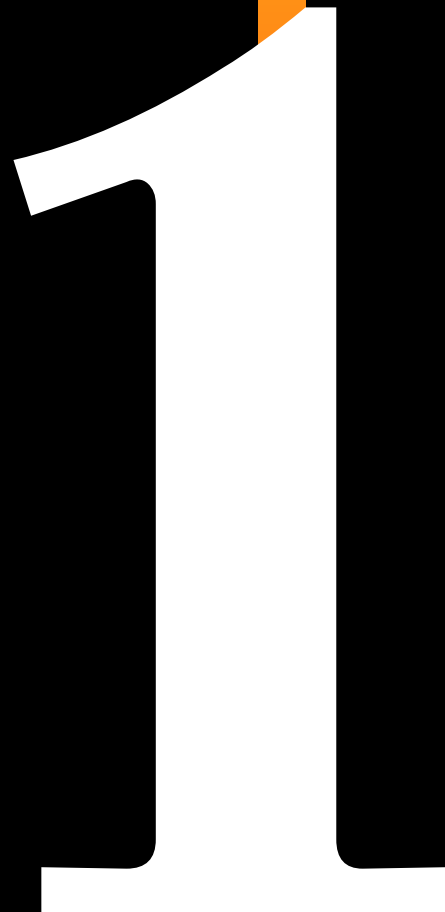
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MWC:
5G + Edge + IoT
= New channel
opportunities



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5G, edge and IoT put IT and physical infrastructure front and centre at the telecom world's annual trade show.

[Mobile World Congress](#), now known simply as MWC, may not have been on your radar if you're not directly involved in mobile or telecoms.

But it might be time to look at what all the fuss is about. The event attracts more than 100,000 attendees from across the telecoms world every year to Barcelona to network, find out what's new and spend a lot on exhibition space.

There has been a shift in focus for the event over the last few years. It used to be heavily inwardly looking for the telecoms operators and their suppliers. But more recently it's morphed into an almost consumer-focused event to rival [CES](#) in the US. Take the hoopla around Samsung and Huawei's foldable phones at this year's event together with numerous drones, robots, augmented reality demos and other eye-candy littered across MWC's eight enormous halls.

Another important shift, and one that got a lot of attention at this year's event, is the convergence between 5G, IoT and edge computing. Obviously, 5G is the biggest talking point for mobile operators and their ecosystem of suppliers right now. But 5G is also a critically important enabling technology for what could be considered the biggest technology trends in the IT and data center: edge computing and IoT.





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Mobile operators are under pressure to not only rollout 5G as quickly as possible to drive new consumer-focused services but also find new revenue streams beyond smart-phone connectivity.

Ideally, with 5G in place, operators should become the enablers for the billions of IoT devices that are predicted to be connected over the next few years: Cisco predicts more than 50 billion by 2020. Three years later, this prediction is probably conservative.

All those new devices, sensors, and connected equipment are going to produce mountains of data; that data in turn needs to be aggregated, processed and stored somewhere. Exactly where that's going to be done is still being hotly debated. Some of it will be pushed into the cloud for centralised processing but the bet is that a lot of new local, low-latency compute is going to be required and some of it will be housed in new types of data centers: potentially tens or hundreds of thousands of micro-data centers distributed around towns and cities from where most of the data will emanate.

Those new data centers, regardless of ownership will need power, cooling, remote management and enclosures if they are to be resilient.

However, all that infrastructure to support 5G and edge isn't going to come for free. According to the GSMA, the trade group that hosts MWC, carriers will spend more than \$160bn on an annual basis to rollout 5G networks globally.

To help keep those costs in check, operators and the other owners of edge compute will need to make efficiency an even bigger priority. For example, remote monitoring and management will play an important role. An operator survey from 451 Research revealed that 55 percent of operators see data center infrastructure management (DCIM) as key to the successful rollout of 5G and MEC.

The disruption that 5G introduces to the telecoms industry is affecting how they will deploy IT to enable the transition. With so many new edge sites being created to facilitate 5G, all of which will need infrastructure support, there is immense opportunity for the resellers community to share in the \$160bn per year investment.



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2 You're going to need a bigger wallet.

Vertiv Incentive Program



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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.

[Join your peers and start getting rewarded instantly!](#)



Vertiv Incentive Program
Vertiv-VIP.com



Our Channel Partners are a cornerstone of Vertiv's success. Being their trusted partner in delivering on their customer needs, in a commercially attractive way, is our focus.

Giordano Albertazzi,
President, EMEA, Vertiv



Your channel team in United Kingdom and Ireland.

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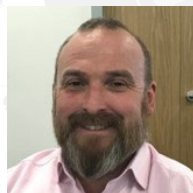
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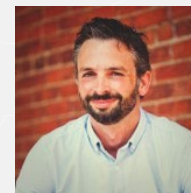
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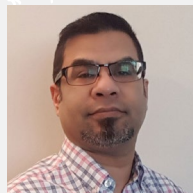
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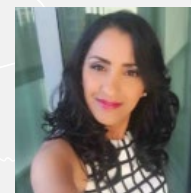
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*We're a skilled team.
We look forward to
supporting you.*



Training



Support



Incentives



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Hello Karsten, what interesting thing do most people not know about you?

When I was very young, I actually dreamed about being a professional singer, and at age 8 when I was offered a place at a prestigious school specializing in music, my father thought better and there the dream ended. Today I can't really sing so I suspect my father made the right call.

Tell us about your job.

It's a very exciting and also complex role. Exciting because I'm responsible for orchestrating more than 700 other sales colleagues to ensure our partners and customers enjoy working with Vertiv, and that Vertiv can achieve this goal profitably. The complexity arises from the size of the sales organisation, the regions, the product mix, operations, and project and service teams follow-through. The key focus is always - the satisfaction of our partners and customers.

What does the next five years hold for Vertiv in the channel?

Well, the channel is the inevitable and efficient go-to-market route to our end customers.

I am confident that we will grow our presence in the channel, from a very small player last year, to \$200m in 2020, which will be a market share in the channel of approx. 8-10%. What awaits us from 2020 onwards can actually be a lot more, if we put our feet right, and we will.

Most of our competitors, and other manufacturers in the industry, have already learned a long time ago, that there is a large market to be addressed through the channel – we are re-orientating Vertiv to also have that focus. All functions are supporting the effort, so I am certain we will be successful.





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What can Vertiv offer that their competitors cannot through the channel?

First off, given our current position, we are trying harder to win hearts and minds, and addressing the channel in a more humble manner. Secondly, a benefit of being less dominant is we see where there are gaps that are not being filled or where there is complacency. When you consider that a typical channel partner only spends only about 15-20% of their time on infrastructure, our value proposition to channel partners is

1. Simplicity — we save partners time by working with one vendor who offers the full infrastructure solution;
2. Differentiation — Vertiv unlike others, is not overdistributed so you are not in competition with all your peers for the same projects or flow business;
3. Margin — we offer richer margins than the dominant, over-distributed vendors.

In addition, with new reseller rebates for Platinum and Gold partners and a dedicated Incentive Program for Silver and Authorised partners, we have made the program even more attractive for partners to sign up and sell Vertiv.

How has Vertiv journey been since going private?

High-octane! We are on a transformative journey to grow our market position, the Channel being key to our continued growth and evolution. As margins become tighter for channel partners, we are working to make our product offerings more competitive from a price and value-added perspective. No function is excluded from improvement, to the benefit of all partners and customers of Vertiv.

We are literally documenting notable improvements daily, so I am inspired and enjoying the journey.

What makes you qualified for the role?

In my entire work life within technology I have worked for or with the channel so I am acutely aware of how it operates and what its needs are. In my early career I worked both for a Corporate reseller and a Value Added Distributor.

Since then I've held varied positions in sales leadership, account management and project management with both local EMEA and global responsibility.

Most recently I was responsible for global sales for Cobham SATCOM. Before that I worked at NEC in a similar role plus I headed up a number of transformations for them — in fact very similar to the transformation here in Vertiv. Prior to that I was 13 years in Epson, where I completed an “industry tailor-made” MBA in ESADE Business & Law School in Barcelona.

How has Vertiv journey been since going private?

A book written by a Danish author Villy Soerensen called “Formynderfortaellinger”, since he is playing very intelligently with the Danish language in the 8-10 short stories in this book.

Of course, I also love “Good to Great” by Jim Collins, but that is obvious, right?

Best or worst advice you've ever given or got?

Best advice I ever got was, to always hire smarter people than yourself and always treat people with humility.



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What's keeping technology leaders in retail awake?

Data Centre Dynamics
& Vertiv Survey Results
Vertical Focus: Retail





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The global retail industry is undergoing digital transformation (DX) as new business strategies, processes and technologies are adopted to support a more consistent and rewarding customer experience across channels. Much has been written about the deployment of discrete technology applications for physical or onsite stores, online stores and distribution centres.

However, little analysis has been given to the integration of technologies between these categories and the resulting impact on physical infrastructure requirements. To investigate this subject, Data Center Dynamics, a global events and media company, partnered with Vertiv, a leader in critical infrastructure that enables vital applications. As part of the inquiry, we conducted 50 one-on-one interviews with executives representing major retailers, who were asked about their approach to digital transformation.

The research focused on the impact of such initiatives on the digital infrastructure supporting retail companies across four areas of operation — corporate, physical stores, distribution/logistics and online retail.

Key findings include:

1. Major retailers are at different stages of progression in digital transformation and can be grouped into three distinct evolutionary phases: Nascent, Emerging, and Developed. Retailers in each group have similar customer strategies, operational focus and technology use.
2. Several trends are evident as retailers progress through the stages of DX:
 - Integration of siloed operations that support physical stores, distribution centres and online retail.
 - Aggregation and analysis of data found within these previously siloed operations to help drive a customer-directed transformation of the organization. Holistic collection of data via IoT and subsequent analysis to help identify gaps in the customer experience and reveal opportunities for using existing and new technologies.
 - A shift from using technology primarily to cut costs, automate processes and exercise greater command over the supply chain towards enhancing a well-defined customer experience.
3. As technology integration takes place, retailers are able to find and utilize the wealth of data within their organization more quickly, with the objective of continually working towards refining their customer experience.
4. As retailers evolve towards a more customer-directed business model, the technologies they choose will become increasingly critical to business goals, and power densities across all of their IT spaces will increase.



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5. The focus on customer experience requires speed and agility across the organization, especially in the application of new technologies. The new business drivers for acquiring physical infrastructure are cost, speed of deployment, and future flexibility. Retailers will turn away from infrastructure that is not easily integrated, scalable or modular.

6. Retail distribution centres are the unsung heroes of successful DX. As retailers evolve, they invest heavily in distribution — the amount of investment is expected to grow by 25% over the next two years.

7. The adoption of colocation and cloud hosting will increase. Today, companies are using different digital infrastructure strategies for physical stores, distribution, and online retail. Physical retail currently favours the use of in-house facilities, supported by colocation, external hosting and private/hybrid cloud systems. In contrast, logistics operations are mostly supported by distributed data centres.

[Download the full report:](#)
(English Language)



8. While the principles of using a hybrid mix of in-house, colocation and cloud (private and public) have been established in the pre-DX era, plans for the future development of infrastructure show no set patterns, as retailers are progressing to a large extent without precedent through a step-change process. In this, they are looking for assistance from technology and business partners.
9. Retailers in each stage of DX face different imperatives for progressing along the transformation curve:
- **Nascent:** quickly embrace the idea of creating a customer-directed organization, integrate siloed operations across distribution centres, physical stores and online stores, and begin aggregating and analysing the customer-related data to define a desired customer experience.
 - **Emerging:** apply technology for the sake of improving the customer experience, further transform distribution and logistics to better address customer demand and product acquisition, and move toward an integrated multi- or omni-channel experience.
 - **Developed:** move the organization and its use of technology beyond selling products and services, extend its brands through the use of experiential technologies, and deploy tools that can rapidly find and analyse data in order to support a more engaging customer experience in real-time.



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The complete infrastructure solution for your customer demands.

The Vertiv Channel Portfolio



Save yourself time and make more margin with the Vendor who tries harder.

One Vendor. Complete Infrastructure Solution. Margin Rich.

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Racks and Enclosures

Network Closets

- Light Loads

Server Rooms

- Heavy loads



Uninterruptible Power Supply (UPS)

Single Phase UPS

- Applications
300VA – 2000kVA

Three Phase UPS

- Applications
10-60kVA

**Vertiv is #1 in 3 phase UPS
sales in Western Europe**
(source IHS)



KVM and serial console IT management

Data Center

- Console Servers
- Enterprise KVM
- High Performance
KVM for A/V
- Consolidation Software

Desktop & Server Room

- LCD trays
- Desktop KVM
- Secure KVM

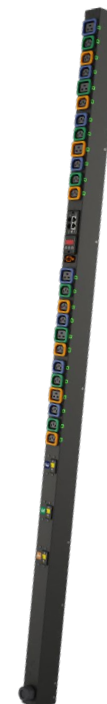


Rack PDUs

Basic

Monitored

Switched



Software & Services

Consolidation Software

DCIM Software

Professional Services

Start-up services





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At Vertiv, we don't just tell you what you can sell, we show you how to sell, with people more intelligent than any AI.



Scott Harrison
Director Offering Management
IT & Edge Infrastructure

Solve it with Scott

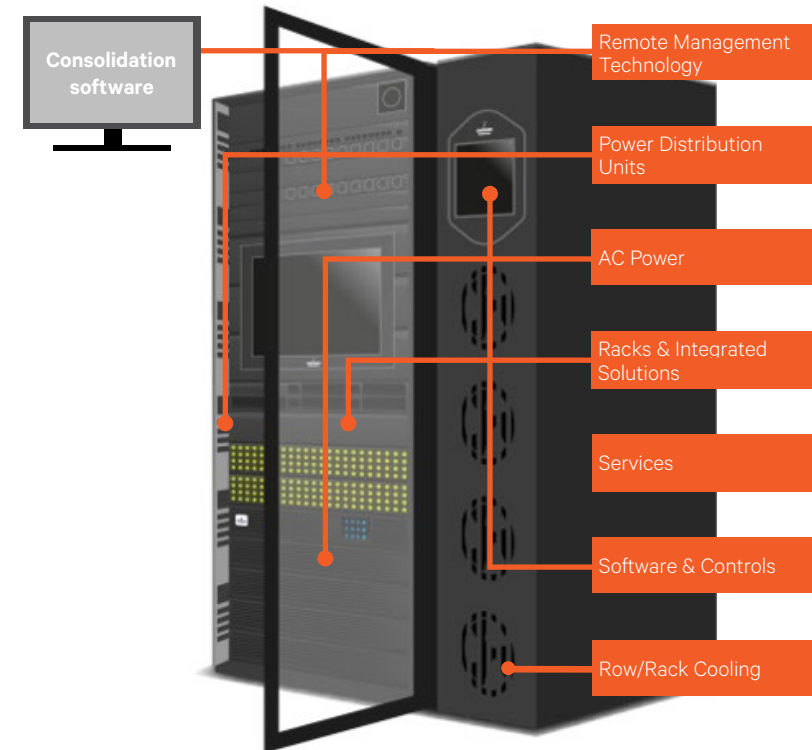
Let me show you a straightforward configuration we did recently for a retail chain customer looking to enhance their in-store IT capabilities, encompassing our channel portfolio across 10 of their stores.

Customer:
Food Chain Store – EMEA

Challenge:
Upgrading and increasing IT in all stores to allow for better multi channel customer experience.

Vertiv Edge Solution:
Standardised scalable infrastructure to match standardised scalable IT.

If you need help with any configuration, contact your channel team highlighted in the publication.



Configuration across 10 stores

VIP Bonus Points

Power Protection with Liebert GXT4 UPS	90 Points
Remote power cycling and monitoring with Geist PDU	70 Points
Vertiv VR rack to house server, PDU and UPS & KVM devices	140 Points
Remote IT management with Avocent MPU KVM Switch	110 Points
Total 410 points = £410	410 Points

**Illustrative points earned by VIP resellers. Find out more.*



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6 Marketing and sales tips for resellers with minimal investment.

You Should Know This



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**Say
Yes.**

**A big part of marketing
is trust — when people
trust you they are more
likely to want to say yes.**

**One of the first steps
of gaining trust is to
demonstrate your ability
and skills.**

**People typically TRUST
credible, knowledgeable
experts, such as partners
like you.**

**It's important to signal to
others up front that you
have this expertise,
but how can you do
this credibly?**

Read our marketing tips.

3 simple zero cost marketing tips

1. Have all diplomas, certifications and accreditations for your business and staff in public areas of your office. That way, customers and prospects can easily see your skills and qualifications.
2. Have your telephone staff introduce sales colleagues by stating a relevant fact about their expertise. For example, *"Let me connect you with Andrew, who has over 15 years of experience in connectivity."*
3. Get a customer or third-party vendor to endorse you publicly. You can use this endorsement on your website and marketing material.

The above tips are ethical and cost almost nothing to implement. What's more, research indicates that they can **increase closure rates by up to 15%.**

Sales Tip:

Building relationships digitally

Social media has become the go-to channel for salespeople to find new prospects and reach sales targets. In fact, **90% of top-performing salespeople now use social media*** as part of their sales strategy. Going further, 64% of sales representatives who invest in social media hit their team quota, compared to 49% of representatives who don't use social media.

Consider social selling as a softer sales approach. It's a long-term strategy that's similar to a marathon, rather than the traditional sales process that acts like a sprint. The biggest difference is that traditional sales techniques focus mainly on short-term results, while social selling prioritizes the creation of long-lasting relationships. Start exploring effective tools — such as the LinkedIn Sales Navigator — and discover the many digital ways to build relationships and turn prospects into customers.

Final thoughts

Today, 67% of the buyer's journey is done digitally and decision-makers consume at least five pieces of content before engaging with a salesperson. Although the methods of sales has changed, it's still the goal to close the sale. So go ahead and make yourself more visible with the tips above and start supporting the customer without trying to sell to them up front.

**Source: SuperOffice CRM*



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How Amadeus ensures you never get a 404.

Technology Applied:
Real World Scenarios
Customer Challenges Solved
with Vertiv



Technology Applied.

The digital disruption that creates opportunities for channel partners.

[More technology applied scenarios here.](#)



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Don't forget your toothbrush.

Most travel bookings are made online today. Travellers want maximum flexibility and, above all, the cheapest and most up-to-date prices. Therefore, the constant accessibility and reliability of information for providers of such services is critical.

For Amadeus, a leading provider of IT solutions for the travel industry, the availability of information needs to be guaranteed around the clock, 365 days a year. It has high data volume with over 700 airlines, almost 90,000 hotels, as well as a variety of rental car companies, cruise lines and train companies to deal with.

One billion transactions a day — how to ensure the operation without downtime.

Customers trust that they can always get up-to-the-minute information about all providers and make their bookings reliably and securely. Incidents must therefore be recognized as quickly as possible and eliminated without any data loss. Amadeus invested in a powerful and centralised Vertiv remote IT management solution for secure remote access.

Time savings and cost savings.

Vertiv gives Amadeus' IT team secure administration and easy access for troubleshooting to any IT device from any remote location.



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Contact me if you would like to understand more about this case study.



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1975

Oil hits \$3 a barrel.

Sony launches Betamax.

JAWS is released.

If you enjoyed your past, you're really going to love your future!

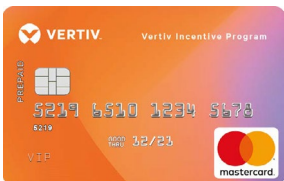
"1975". If you see this number on your Vertiv Incentive Program account, it's not a year, it's local currency.

Join your peers and become a Vertiv reseller and collect points every time you sell Vertiv products.

Points are converted to local currency and loaded on a credit card for you to spend as you wish.

"You're going to need a bigger wallet."

Vertiv-VIP.com



Vertiv Incentive Program
Sell. Earn. Repeat.

* Terms & conditions apply.

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