



Medium Voltage Drives

# ABB Value Provider Program

## Partnership for growth and profit

# Partnership for growth and profit

As a company with international reach, we are committed globally and locally, to extend our expertise and resources into key target markets, where medium voltage drives have significant growth opportunities.

## Visibility and market recognition

ABB is the number one supplier of variable speed drives globally. We offer the complete portfolio of variable speed drives to a wide range of industries. As an ABB authorized value provider, you get to benefit from that.

- Access to a market leading product portfolio
- Visibility and promotion as an ABB authorized value provider in [www.abb.com](http://www.abb.com) as well as in local and global marketing campaigns
- Use of the ABB Value Provider Program label

## Long-term relationship as a foundation for growth

ABB is purposeful — we nominate ABB value providers under a rigorous selection process. We employ this selection process because we treat ABB value providers as partners and equals by engaging in:

- Joint business planning
- Joint marketing and sales activities
- Open communication
- Yearly regional channel partner conferences

## Support and transfer of knowledge

ABB authorized value providers have access to the most current and relevant information on ABB products and solutions. That is why we certify your engineers and sales people as part of our authorization process. The following channels and platforms will be extended to you:

- Access to local and global support network
- Access to high quality, channel focused product training
- Access to sales and quotation tools
- Access to ABB Technical Partner Portal as the one-stop shop for information on ABB medium voltage drives

# ABB Group



As one of the world's leading engineering companies, we help our customers to use electrical power effectively and to increase industrial productivity in a sustainable way. ABB ([www.abb.com](http://www.abb.com)) is a leader in power and automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. The ABB Group of companies operates in around 100 countries and employs about 145,000 people.

ABB division structure:

## **Power Products**

Power Products are the key components to transmit and distribute electricity. The division incorporates ABB's manufacturing network for transformers, switchgear, circuit breakers, cables and associated equipment. It also offers all the services needed to ensure products' performance and extend their life-span.

## **Power Systems**

Power Systems offers turnkey systems and services for power transmission and distribution grids, and for power plants. Substations and substation automation systems are key areas. Additional highlights include flexible alternating current transmission systems (FACTS), high-voltage direct current (HVDC) systems and network.

## **Discrete Automation and Motion**

This division provides products, solutions and related services that increase industrial productivity and energy efficiency. Its motors, generators, drives, programmable logic controllers (PLCs), power electronics and robotics provide power, motion and control for a wide range of automation applications. The leading position in wind generators and a growing offering in solar complement the industrial focus, leveraging joint technology, channels and operations platforms.

## **Low Voltage Products**

The Low Voltage Products division manufactures low-voltage circuit breakers, switches, control products, wiring accessories, enclosures and cable systems to protect people, installations and electronic equipment from electrical overload. The division further makes KNX systems that integrate and automate a building's electrical installations, ventilation systems, and security and data communication networks.

## **Process Automation**

The main focus of this ABB business is to provide customers with products and solutions for instrumentation, automation and optimization of industrial processes. The industries served include oil and gas, power, chemicals and pharmaceuticals, pulp and paper, metals and minerals, marine and turbocharging. Key customer benefits include improved asset productivity and energy savings.

# World-leading medium voltage drives at your disposal

ABB is a leading global supplier of variable speed drives. Below is an overview of ABB's medium voltage drives.

## **ACS 1000 (315 kW - 5 MW, up to 4.16 kV)**

The ACS 1000 is suitable for retrofit applications and new standard induction motors. Due to its unique output sine filter, bearing currents and voltage reflections at the motor are eliminated. The ACS 1000 is available with an integrated transformer or for connection to an external transformer.

## **ACS 2000 (250 kW - 2.6 MW, 4.0 - 6.9 kV)**

The ACS 2000 is suitable for retrofit applications and new standard induction motors. It can be used without an input isolation transformer, thereby allowing a direct connection to the line supply (direct-to-line), with an integrated transformer, or for connection to an external input isolation transformer. The ACS 2000 is also available for four-quadrant operation for energy regeneration and reactive power compensation.

## **ACS 5000 (2 - 32 MW, 6.0 - 6.9 kV)**

The ACS 5000 can be applied to standard industrial motors (induction, synchronous and permanent magnet). It is available with integrated transformer or for connection to an external transformer.

## **ACS 6000 (3 - 27 MW, up to 3.3 kV)**

ABB's ACS 6000 is a modular drive designed for single or multi-motor applications for synchronous, permanent magnet and induction motors. It can be equipped with an Active Front End which enables four-quadrant operation for energy regeneration and reactive power compensation.

## **MEGADRIVE-LCI (2 - 100 MW)**

ABB's MEGADRIVE-LCI is an optimal solution for high voltage and high power applications. Standard designs are available for ratings up to 72 MW; engineered designs for more than 100 MW. The MEGADRIVE-LCI is available as variable speed drive or soft starter.



# When partner choice is critical

The ABB Value Provider Program (VPP) is an ABB-wide global third party channel program. Authorized members of this program are called ABB authorized value providers. The network of the ABB authorized value providers is a combination of distributors, technical distributors, system integrators, panel builders and service providers.

The members of the ABB Value Provider Program deliver authorized offering of sales, support, service and engineering in seamless cooperation with ABB. They bring ABB's products and services straight to your front door. The ABB authorized value providers have in-depth knowledge of local markets and are conversant with the defined ABB products and processes. Each of them brings its own set of skills and services and collectively they can tackle the entire diverse ABB product portfolio and service customer needs.

ABB authorized value providers are authorized according to a global program. They provide a quality of services that are world-class and globally consistent. All ABB authorized value providers are authorized for specific ABB products as well for specific channel type offering covering sales, support, service and/or engineering. All ABB authorized value providers are regularly trained, audited and authorized. Together ABB and the ABB authorized value providers pursue continuous quality improvement.

## Application know-how and high quality services

The ABB authorized value providers are fully conversant with defined ABB products, processes and many have thorough application knowledge as well. They can help with all kinds of product related issues and offer support wherever and whenever it is needed.

## Authorized offering per channel type

An ABB authorized value provider is carrying an ABB authorized value provider label as a sign of the consistent and global quality of the ABB products and of their authorized services.

The minimum set of authorized services per channel type and per ABB product:

- Distributor: authorized for sales
- Technical distributor: authorized for sales and support
- System integrator: authorized for sales, support and engineering
- Service provider: authorized for service





# Our support knows almost no bounds

Focused sales and marketing, strong technical support and competitive product training are core ingredients in the package we have put together to help you win and implement ABB medium voltage drives orders. It's a major commitment that includes the following elements.

## Sales support

- Lead generation
- Marketing material
- Marketing activities
- Success stories and case references
- Joint selling
- Demo systems
- Sales and configuration tools

## Technical support

- Support-line (technical support by phone or e-mail)
- Technical sales support
- Expert workshops and technical coaching

## Product support

- Product training at ABB Universities worldwide
- Engineering system support
- User certification
- E-learning
- Standard library
- System configuration tool (DriveSmart)

## Add-on services

- Newsletter
- Partner events
- Access to the Technical Partner Portal:  
[www.abb.com/MyABB/Partners](http://www.abb.com/MyABB/Partners)
- Visibility for authorized partners on [www.abb.com](http://www.abb.com)

Authorized  
value  
provider



# Join us in partnership

We are looking to find best-in-class automation providers dedicated to developing business with ABB. We want professional solution providers to add more strength and bring even greater success to our medium voltage drives products and systems, to join us in a partnership for growth and profit.

To ensure we succeed, we have taken our long-standing business reputation and added an industry-leading, market-oriented third party channel partner program committed to strong, revenue-driven relationships based on agreed strategies and objectives. It's a serious undertaking that lays the foundations for many mutually successful business ventures.

A legally and financially-sound business, demonstrated growth, plus documented engineering capabilities are good starting points. As is ambition and determination. If you fit the bill, start by getting in touch with us. You could soon enjoy the privilege of introducing yourself as an ABB authorized value provider.



# Contact us

For more information please visit:

**[www.abb.com/MyABB/Partners](http://www.abb.com/MyABB/Partners)**  
(extranet for members)

**[www.abb.com/drives](http://www.abb.com/drives)**