



Control Technologies

# 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 process automation systems have significant growth opportunities.

**Visibility and market recognition.** ABB is the number one supplier of process automation products globally. We have a footprint across a broad range of industry verticals, more than any other player in the industrial space. 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
- Market development funds
- Joint marketing and sales activities
- Open communication
- Yearly regional channel partner conference events

**Support and transfer of knowledge.** As an ABB authorized value provider, you are assured of having 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 ABB Control Technologies

# 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 117,000 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. The division is subdivided into three business units.

## 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 automation products and system at your disposal

ABB is the leading global supplier of industrial automation. Whatever sector your company serves, our automation solutions and products will help it run as efficiently and as profitably as possible.

## Compact Product Suite

Built with an open-architecture philosophy in mind, Compact Product Suite is a comprehensive array of individual control products that can be used together as a complete solution to achieve maximum benefits or as a stand-alone to complement an existing or customized solution, providing customers complete flexibility to pick and choose the required automation products without the need to upgrade an entire system. The product offerings include process and safety controllers, field interfaces, HMIs, and process recorders.

## Freelance

Freelance offers its customers a DCS system that is extremely easy to use, reliable, scalable and most of all — excellent value

for money. It offers a small footprint of a PLC, with power and reliability of a DCS. This integration simplifies the engineering, commissioning, maintenance and fieldbus management. At the same time, the intuitive and efficient operator interface allows easy operation and diagnosis of the entire system. Freelance is scalable from small to large system consisting of one or combination of several AC 700F, AC 800F and/or AC 900F controllers. It can be extended with fieldbuses and remote I/Os. In accordance with the concept of plug-and-produce Freelance allows integration of all major fieldbuses used in Process Automation.

## System 800xA

System 800xA provides users with a better way to achieve measurable productivity and profitability improvements. System 800xA extends the scope of traditional control systems to include all automation functions in a single operations and engineering environment; enabling plants to perform smarter and better at substantial cost savings.



# 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 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

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





# 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 automation solution 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
- Configuration clip arts
- System configuration tool (wizard)

## Add-on services

- Newsletters
- Partner events
- Access to the Technical Partner Portal [abb.com/MyABB](http://abb.com/MyABB)
- 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 control 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.

We have room for several categories:

- International leaders able to deliver complex projects
- National or regional firms with documented engineering capability
- Local providers with proven automation skills and domain expertise

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

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