Faced with a bewildering array of legislation, regulations, directives, engineering tools, advanced product technology, and life cycle services, customers are increasingly looking for outsourcing and packaged solutions.

In response, ABB is building a new supplier network that improves end customer access to quality ABB products and services. The ABB Authorized Value Provider (AVP) network is raising the bar in sales, support and services.

It presents premium ABB suppliers under one ABB brand identity, and delivers single-source solutions through accredited ABB product and service solution providers.

**AVP symbol of quality**

AVP companies have agreed to stock and distribute ABB products and systems, and provide local value-added support. They are authorized to use the ABB AVP logo in this channel to market, creating value for ABB, channel partners and end customers. As for example, YEO is an ABB Authorized Value Provider of control technologies, low-voltage AC/DC drives and substation automation, based in Tuzla, Istanbul, Turkey.

YEO’s 65 experienced personnel deliver engineering, procurement and construction (EPC) works, upgrades, rehabilitation and modernization of existing electrical and automation systems. The company provides turnkey electrical and automation system designs, services and solutions for the process, manufacturing, utility and service industries.

Mr. Tolunay Yildiz, the owner and general manager of YEO

The ABB AVP program supports YEO’s success in automation markets by enabling it to deliver ABB-authorized sales, support, service and engineering. “It gives us an edge to be able to bring products and services straight to the front door, especially when combined with our in-depth knowledge of local markets and defined ABB products and processes,” said Tolunay Yildiz, the owner and general manager of YEO.
Access to ABB tools and information

AVP membership gives YEO access to ABB’s vast product experience and engineering competence, and authorizes extensive use of ABB tools and information, including:

− ABB Technical Partner Portal
− ABB documentation, guides and configurators
− ABB internal support line and technical FAQ
− ABB sales tools

ABB also provides AVPs with common business planning and secure structured support; an optimized product portfolio; and customized training according to project portfolios. These long-term partnerships are sealed with a certificate of authenticity from ABB, and are included as authorized suppliers on www.abb.com.

For YEO, AVP membership delivers valuable sales, technical and product support. It also provides value-added services such as certifications, authorizations, as well as access to other ABB-authorized members and partners, and the entire portfolio of ABB products. The ABB AVP logo gives YEO additional visibility and promotional opportunities in all documentation and presentations.

Providing local access and expertise

“As a company with multinational reach, we are committed to extending our expertise and resources in our key target markets, where process automation systems have significant growth opportunities,” said Mr. Yildiz. “Our association with ABB is helping us do just that.”

The AVP logo is ABB’s assurance to customers that a local supplier is able to provide products and services competently, consistently and professionally. The logo unites product and service availability and technical expertise under one recognizable, local branch structure.

Regularly trained, audited and authorized AVP members can consistently deliver the highest standards of ABB quality and service.

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