ABB Value Provider Program
Support program for system integrators within substation automation protection and control and communication networks
Partnership for growth and profit
Join us in partnership

As a company with international reach, we are committed globally and locally, to extend our expertise and resources into key target markets, where ABB substation automation, protection and communication networks products have significant growth opportunities.

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
- Annual channel partner conferences

Support and transfer of knowledge
ABB authorized value providers have access to all 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 accessible to you:
- Local and global support network
- High quality, channel focused product integration training
- Sales and quotation tools
- ABB Technical Partner Portal as the one-stop shop for information on ABB substation automation, protection and control and communication networks products

Visibility and market recognition
As an ABB authorized value provider, you benefit from ABB’s strong brand name and reputation and thus gain more visibility and market recognition.
- Access to a market leading product portfolio
- Visibility and promotion as an ABB authorized value provider on www.abb.com as well as in local and global marketing campaigns
- Use of the ABB Value Provider Program label solution

We are looking to find best-in-class substation automation system integrators dedicated to developing business with ABB.

We want professional solution providers to add more strength and profit together for even greater success, to join us in a partnership for growth and profit.

A legally and financially-sound business, demonstrated growth, plus documented engineering capabilities are good starting points. As is ambition and determination. If you would like to join us in growth, start by getting in touch with us. You could soon enjoy the privilege of introducing yourself as a member of the ABB authorized Value Provider Program.

The program has three levels of partnership
- Registered third party channel company
- Authorized third party channel company
- ABB Authorized Value Provider

The targeted level will be defined in common discussions together with your ABB contact person.

Registered third party channel company
- Confidential agreement signed
- Business plan discussed
- Register the company into the ABB channel register

Authorized third party channel company
- Business plan finalized
- Agreement signed
- Agreed training completed
- Onsite audit approved
- Authorization confirmed

ABB Authorized Value Provider
- Trademark license signed

Authorized value provider

As a system integrator, you are faced with the challenge of combining complex technologies in a rapidly changing business environment. To bridge the gap between the variety of products and technologies and the complexity of integration needs, ABB is constantly developing new ways to serve its customers and partners.

Our Value Provider Program enables you to achieve countable benefits while sharpening your competitive edge by using ABB substation automation, protection and control and communication networks products. As a result, you can serve your customers better, quicker and more efficiently.

The ABB Value Provider Program is a global ABB wide channel program. The members of the ABB Value Provider Program are authorized according to global consistent performance criteria and for specific ABB products. System integrators are an integral part of ABB's network and they are fully supported by the ABB Value Provider Program.

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Smooth integration with products for reliable protection and control automation and communication

ABB is a market leader in the supply of substation automation products. We offer the complete portfolio of products and services for protection, control, communication and monitoring across the whole energy value chain. Our products enable utilities and industries to design smart systems to increase operating performance, grid reliability and productivity.

MicroSCADA Pro – when real-time process information, state-of-the-art monitoring and control capabilities are crucial. MicroSCADA Pro provides complete functionality from substation automation to network control and distribution management applications.

RTU500 series – the flexible and modular Remote Terminal Units (RTU), with an integrated web-technology based HMI, provide a complete solution for the remote monitoring and control of substations for various applications from distribution to transmission.

The Relion® product family offers a complete range of products for protection, control, measurement and supervision of power systems, from generation and interconnected transmission grids to secondary distribution kiosks. The product portfolio includes solutions both for generation, transmission and subtransmission applications.

COMBIFLEX® and COMBITEST – proven and reliable complementary products for the Relion family IEDs for protection and testing.

Communication Networks - ABB offers a full range of wired and wireless communications solutions. These solutions fulfill the highest demands with respect to safety, reliability, and real-time response. ABB has the expertise to support customers willing to expand their telecommunication network for utility applications, using state-of-the-art technology in broadband communication utilizing private networks.

Tools - ABB’s substation automation tools is a suite of software solutions that enables simple and intuitive configuration, integration, testing and management of your multi-vendor IEC 61850-based substation automation systems.

Added value for system integrators

<table>
<thead>
<tr>
<th>Benefits for system integrators</th>
<th>Registered third party channel company</th>
<th>Authorized third party channel company</th>
<th>ABB Authorized Value Provider</th>
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</thead>
<tbody>
<tr>
<td>Access to channel focused product sales and integration training</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Access to online web portal(s) with extensive product information and material</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Link to ABBs extensive library</td>
<td>X</td>
<td>X</td>
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<td>Application and product integration support during the First projects</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Invitation to global partner seminars</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Experience sustainable partnership and safety of investment due to long term co-operation agreement</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Official certificate of partnership</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Appointed support team and defined support model</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Joint business planning</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Joint marketing and sales activities</td>
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<td>Favorable offer of test and demo system package including support</td>
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<td>Direct access to support line and FAQ</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>Access to training material</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>One to one webinars according to your needs</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Visibility on ABB’s official webpage <a href="http://www.abb.com">www.abb.com</a></td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Benefit from ABB’s brand value and use of the ABB Value Provider Program label</td>
<td>X</td>
<td>X</td>
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Expectations on system integrators

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<tr>
<td>Your company upholds common business ethics and moral</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Regular update of technical software tools</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Maintenance of skills and knowledge in authorized segments</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Validation engineering capabilities and experience through annual audits</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Regular review of joint marketing and business plan</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Regular trademark license renewal</td>
<td>X</td>
<td>X</td>
<td>X</td>
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