
ABB Value Provider Program

Join the best-in-class team



We are looking for best-in-class channel companies committed to developing business with ABB. We want to join forces with professionals who can help us grow our business while expanding their own.

ABB Value Provider Program

The ABB Value Provider Program is our industry-leading, market-oriented global channel program – and it's backed by ABB's reputation for quality and service. The number one objective is to meet the needs of customers within the target market by offering an ideal combination of optimized products and high-quality services.

Profile of an ABB authorized value provider

The members of the ABB Value Provider Program are committed to strong, revenue-driven relationships based on agreed strategies and objectives. A legally and financially sound business, demonstrated growth, plus documented technical capabilities are good starting points, as are ambition and determination.

ABB authorized value providers are fully trained, regularly audited and officially authorized to represent specified ABB products and services. The authorization is tailored per channel type, covering distributors, technical distributors, system integrators, service providers and panel builders. Their work guarantees that ABB products are backed by the same high standards of services and support all over the world.

ABB's expectations from ABB authorized value providers

A successful partnership requires a powerful commitment. In order to achieve the commonly agreed targets, we expect our ABB authorized value providers to meet the following requirements.

- Dedication to sell and promote ABB products
- Ambition for growth
- Active and well-trained sales personnel
- Meet or exceed the commonly agreed sales targets
- Execution of actions agreed in common business plan
- Established marketplace
- Product availability and inventory
- Value added by product packaging, assembly or integration
- Working according to ABB code of conduct

ABB channel types

Offering to customers

ABB authorized value providers have in-depth knowledge of local markets and are experienced with the defined ABB products and processes. ABB authorized value providers are distributors, technical distributors, system integrators, panel builders or service providers. Each of them brings its own set of skills and services, and collectively they can tackle all your diverse product and service needs and a lot more.

All ABB authorized value providers are authorized for specific ABB products and services. The offering is built from four individual elements: sales, support, service and engineering

Channel type	Focus of customer offering	ABB product authorization includes
Distributor	Availability	Sales Support (*)
Technical distributor	Product specialist	Sales Support Service (*) Engineering (*)
System integrator	Hardware and software integration	Sales Support Service (*) Engineering
Panel builder	Panel design	Engineering
Power products OEM	Hardware and software integration	Sales Support Service (*) Engineering
Service provider	Life cycle provider	Sales Support Engineering (*)

(*) Optional



— This label is a sign of consistent and quality services from the official members of the ABB Value Provider Program.

Benefits to ABB authorized value providers

Visibility

The program members can call themselves ABB authorized value providers. They are visible to customers on the www.abb.com site. Customers can search for members under criteria such as location, or product. The program members have the right to use the label for ABB authorized value providers, and they are also fully integrated with ABB's global and local marketing.

Knowledge

ABB provides ABB Value Provider Program members with access to extensive learning opportunities, both locally and globally. The training consists of courses covering products, tools and services, and processes. ABB authorized value providers have access via various databases to technical and commercial documentation and tools. ABB also provides extended backup support to ABB authorized value providers.

Business

Common business planning practices ensure a customer-driven market approach and structured support from ABB. Typically, business planning covers target industries and accounts, product portfolio, the use of references and sales leads, and scheduled joint sales and marketing events.

Long term planning

ABB follows a multi-channel strategy to compliment the wide product portfolio and to serve the various needs of the end customers. ABB authorized value providers not only take advantage of the processes, support mechanism, services, tools and products, but can also influence the future offerings of these. The ABB Value Provider Program strongly emphasizes the value of continuous joint development.

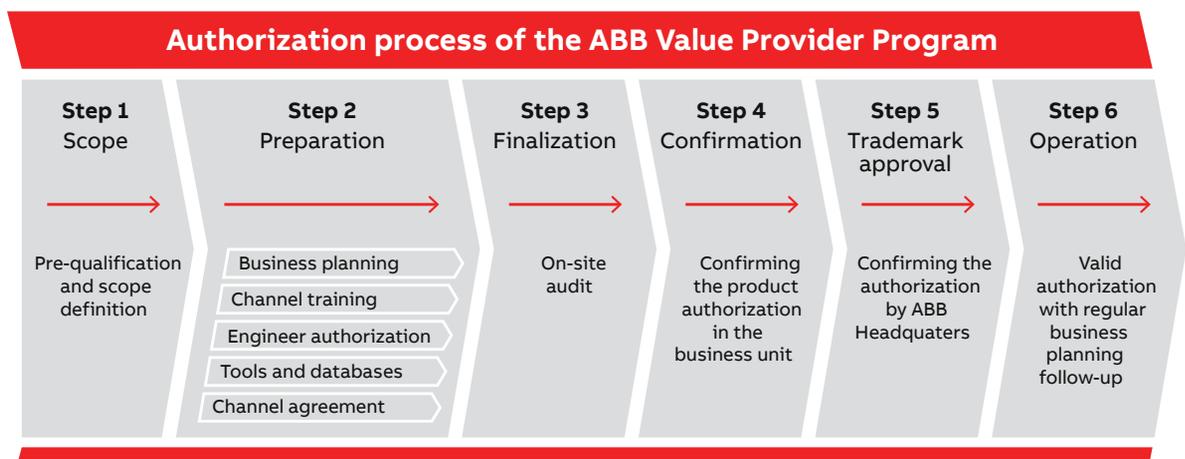
Benefits	Channel partner	ABB authorized value provider
Access to basic product training	•	•
On-line training webinars	•	•
Access to online web portal with extensive product Info and material	•	•
Link to ABB's extensive library	•	•
Access to basic sales tools	•	•
Official certificate of partnership		•
Joint business planning, close collaboration to develop business		•
Enhanced joint marketing and sales activities		•
Enhanced commercial conditions		•
Visibility on ABB's official webpage www.abb.com		•
Benefit from ABB's brand value and use of ABB Value provider program label		•
Advanced training courses (e.g. partner expert training days, sales skills training)		•
Set of marketing material and demo cases free of charge (product-specific)		•
Sales lead referrals		•
Promotion of ABB authorized value provider network		•
Invitation to global partner events		•
Participation in new product development		•
Support for stock optimization		•

Defined authorization process

Authorization process

Authorization covers the company's facilities and tools, and its employees' skills and competence. Authorization confirms that the set criteria have been met and that the quality of offering is globally consistent and fulfills customers' needs in the optimal way.

The authorization program is a procedure to guarantee that the services the customer receives from the ABB authorized value providers are at the same leading level as the quality of the ABB products, both globally and locally.



For more information, contact your local ABB representative or visit:

www.abb.com
www.abb.com/searchchannels

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