
CATEGORY TITLE

ABB Value Provider Program

New member to the ABB Value Provider Program in Italy

May 2020

The ABB Value Provider Program is a global program for channel partners and guarantees that the services the customer receives from the ABB Value Providers are on the same leading level as the quality of the ABB products, both globally and locally. Once authorized as an ABB Value Provider, our partners have in-depth knowledge of local markets and are conversant with the defined ABB products and processes.

ABB Value Providers empower their sales leads from joint actions with ABB's promotions, customer events and investments and gain priority sales support by having access to sales materials, demo units and more. In addition, they also have product line-specific ABB-certified expertise coupled with higher process knowledge and receive a collaborative business planning and reviews, ensuring maximum return on investment, alignment and focus in their defined go-to-market model.

Finally, they are entitled to use the ABB Value Provider brand to leverage customers to develop stronger confidence in their knowledge and recommendations. As a result, ABB Value Providers can serve their customers better, quicker and more efficiently.

In the middle of the COVID-19 crisis and in a very hard-hit country like Italy, we started this first quarter of the year with the celebration of a new ABB Value Provider partner in Italy: Sacchi Group joined the ABB Value Provider Program.



The preparations for this important step started last year. Amongst other things, ABB trained Sacchi's team on the authorized products (Medium-voltage products and systems and low-voltage switchgear) so that the employees are now well prepared to live up to the program's values of delivering high-level service to the customers. Furthermore, a business plan for the next 3 years was signed.

Sacchi Group is the largest electrical equipment distributor in Northern Italy. For over 60 years, Sacchi has been working to offer a high-quality service, providing the best products and solutions. 93 stores in Northern Italy, 2 megastores of consumer electronics, a Logistics Center and 1,330 people who work in synergy, with competence and professionalism, to respond efficiently and quickly to the needs of over 40,000 customers. In 2018, Sacchi became part of the Sonepar international group.

With this example of partnership, our new ABB Value Provider partner is confident in ABB's business capacity and sustainability. We are proud to have the Sacchi Group already published **on the ABB website**.

If you are interested in the ABB Value Provider Program, please contact your local sales person.