

VAR PROGRAM

ABB critical power

Partners Plus

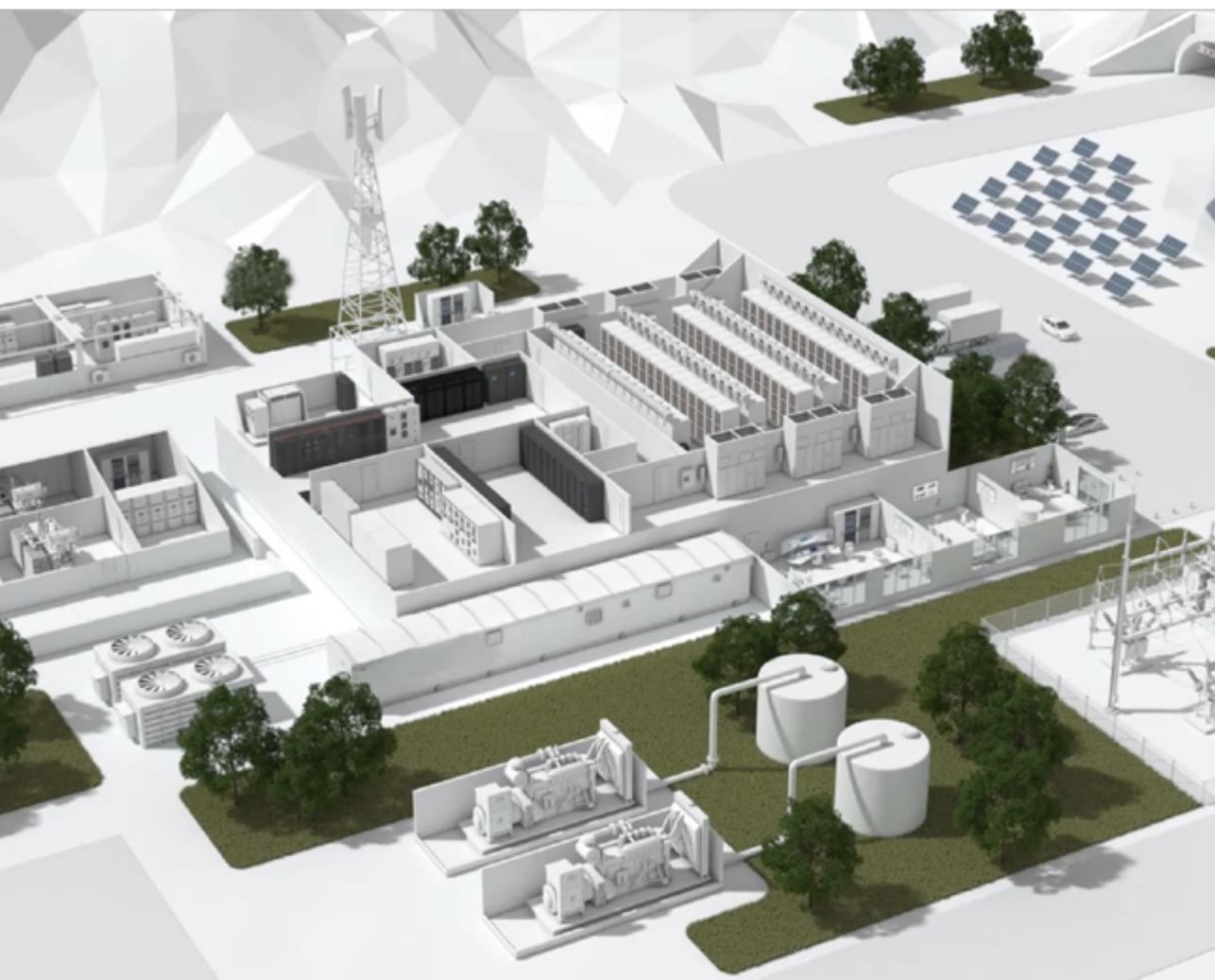


ABB critical power partner's plus program

Become an ABB critical power partner today! Empowering you with end-to-end solutions, industry-leading incentives, proven innovation and seamless support.

Smart. Safe. Sustainable.

Our class-leading data center power solutions will help keep your operations running 24/7. They're space-saving, time-saving, energy-saving, cost-saving and infinitely scalable. But most importantly, each is perfectly suited to your business.

When it comes to supporting your clients' datacenter and critical power distribution needs, ABB Critical Power offers VARs an unparalleled product portfolio, backed with worldwide technical and sales support. ABB's innovations lead the market, and we're committed to continuous development to keep pace with the challenges of business continuity. ABB Critical Power systems are installed around the world, enabling commercial, utility and military customers to maintain mission-critical readiness, energy efficiency and uptime. All we need to complete our offerings is YOU! Here are just some of the reasons why you should become a ABB Critical Power Partner:

We're Committed to Your Success

We provide everything you need, from world-class leading products to training, marketing collateral, technical and sales resources and 24/7 support anywhere in the world. We make ABB's product innovation available to you and your customers with seamless, reliable solutions.

We're in Business with You.

When you succeed, we succeed. ABB Critical Power offers partners the training, support, incentives, and tools to explore your customers' needs, select optimum solutions, demonstrate product value to decision-makers and close the sale. After deployment, we'll be there for whatever your customer needs.

We've Only Just Begun

Our ABB Critical Power solutions have not yet saturated the market. There's plenty of upside potential for the right partner to experience dramatic growth in new market sectors and geographies. Now is the time to get in on a partnership deal that will provide the tools your customers need with proven reliability, world-class innovation and passionate people.



Partner with a proven innovator

The ABB critical power partnership approach ensures great return on your sales investment.

Partner program: select

Bronze	
Requirements	\$50,000 to \$100,000 annual orders to maintain status
Outline and benefits	Regular sales campaigns
	UPS empower quote e-tools
	Sell UPS service - performed by ABB
	Local sales rep support
	No marketing funds program attached
Pricing	Payment terms net 30
	Discounts to list price
Silver	
Requirements	\$100,000-\$250,000 annual orders to maintain status
Outline and benefits	Regular program benefits
	UPS empower quote e-tools
	Sell UPS service - performed by ABB
	Local sales rep support
	Marketing funds program – 1.5% of sales
Pricing	Payment terms net 30
	Discounts to list price
Gold	
Requirements	\$250,000+ annual orders to maintain status
Outline and benefits	Select program benefits
	Limited competitors to ABB UPS
	Access to ABB ATS/PSG products
	UPS + ATS empower quote e-tools
	Sell UPS service - performed by ABB
	Local sales rep support
	Marketing funds program 3.0% of sales
Pricing	Payment terms net 30
	Discounts to list
Platinum	
Requirements	\$500,000+ annual orders to maintain status
Outline and benefits	Select program benefits
	Limited competitors to ABB UPS
	Access to ABB ATS/PSG products
	UPS + ATS empower quote e-tools
	Sell UPS service - performed by ABB
	Local sales rep support
	Marketing funds program 4.0% of sales
Pricing	Payment terms net 45
	Discounts to list

Partner with a proven innovator

Benefit	Our unique approach
Business development	As an ABB partner, you'll have powerful tools available to generate leads and boost brand awareness, plus product testimonials and training on the latest innovations, to enable you to succeed in any geography or market.
Marketing support	We provide all of our partners with compelling, marketing collateral and web resources for you and your customers. You're also eligible for market development funding.
Growth programs	Our high margins and competitive discounting options allow you the flexibility to structure deals that benefit you and your customers. We reward your success with rebates and incentives that show you that we mean business.
Concierge marketing	For our top VAR partners, ABB Critical Power offers Concierge Level services that reflect the value that you bring to our business. You'll have access to dedicated ABB managers and customized marketing support and other rewards for your loyalty and proven ability to deliver.



Partner with a proven innovator committed to your success

Mission-critical processes need a power system that is cleaner and more reliable than what a typical utility can provide.

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01 UPS: Three-Phase / Single-Phase: Continuously cleaning utility power and bridging the gap between loss of utility power and generator availability.

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02 PDU-RPP: Providing critical power distribution to the busway system or critical load servers.

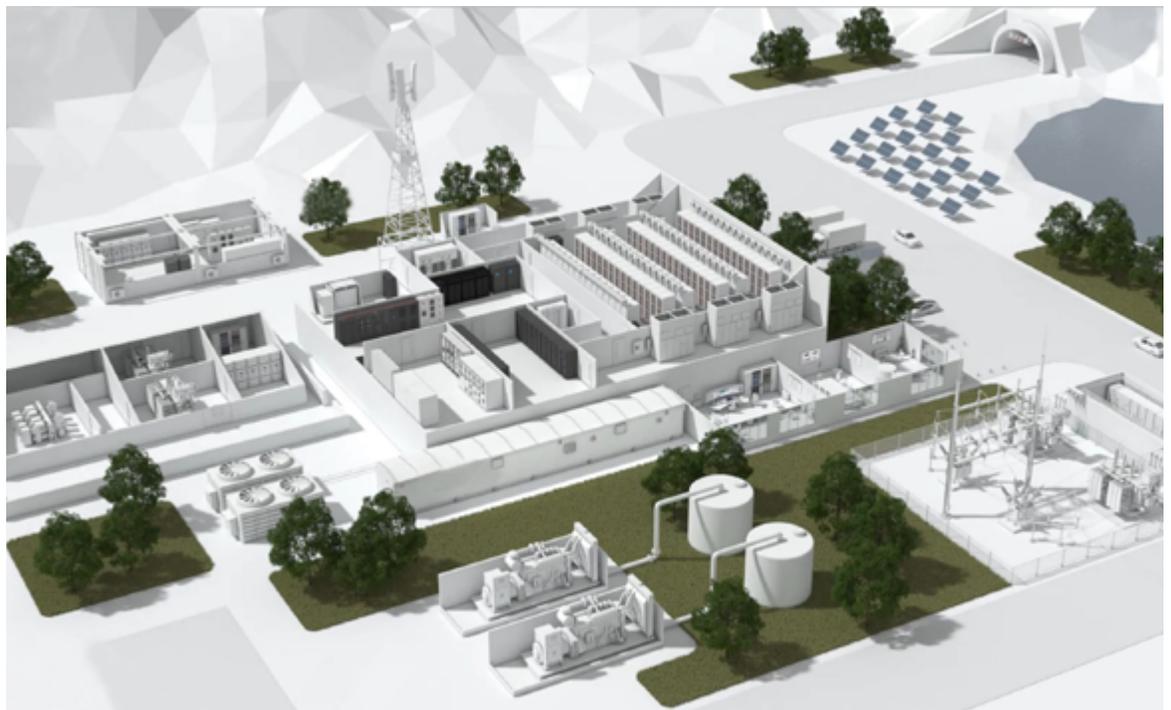
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03 STS: Transfers critical loads between two independent AC power sources without interruption or with a transfer time of less than a cycle (20ms).

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04 ATS: Transfers critical loads to the most stable power source, ensuring sustainable uptime.

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05 SPD: Protects computers, servers, etc. from power surges from utility and generator feeds.

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06 Critical Power Service: Includes site surveys, power quality support, training, equipment installation, startup and commissioning, remote monitoring, service contracts, preventative maintenance, spare parts and repairs, on-site and emergency services, and technical support.

ABB's Critical Power products achieve power availability of up to 99.9999%, the equivalent of just seconds of downtime per year, by providing immediate UPS backup power and power switching solutions, while reducing disturbances on the system.



Your customers face complex and evolving challenges that require real innovation and dependable solutions. As an ABB Critical Power partner, you'll be their portal to end-to-end, cutting edge products that have proven their value and reliability in installations across geographies in countless market sectors— on land, in the air and under the sea.

We back our world-class products with industry-leading customer support from initial customer contact through system specification, sale, deployment, testing, operation, maintenance and expansion.

When you represent ABB Critical Power, you have the weight of our 130 years of innovation behind you...and we're still leading the way with tomorrow's innovation. Nothing's more vital to your customers than business continuity and uptime.

As an ABB Critical Power partner, you can over your customer everything they need, from Power Switching to Uninterruptible Power Supply, and Embedded Power.



If you're ready to explore the ABB Critical Power partner experience, contact the Power Partner team at: ABBUPS.VAR@us.abb.com





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