GRID AUTOMATION PRODUCTS

Value Provider Program (VPP)
Sales, support and engineering partnerships for growth and profit
Content

1. ABB Channel Management
2. Grow your business together with ABB
3. Why become an ABB authorized value provider?
4. Authorization process of the ABB Value Provider Program
5. ABB Value Provider Program – Your benefits
6. End-customer benefits of the ABB Value Provider Program
7. Grasp the chance to join the Value Provider Program
ABB Channel Management

Business flow from ABB to end customer

ABB Grid Automation Products

ABB integrators

External sales channels (e.g. system integrators, distributors, panel builders, etc.)

End users

Power Grids division
The Power Grids division is a global leader in pioneering technologies that help balance the growing need for electricity while reducing environmental impact as a partner of choice for enabling a stronger, smarter and greener grid. The division serves utility, industry, transportation and infrastructure customers and is focused on addressing key areas such as the integration of renewable energies, growing network complexity and grid automation.
Grow your business together with ABB

ABB partnership promise is based on:
• the strength of the global ABB brand
• our ability to create market pull
• a vast and continually developing product range
• outstanding product quality
• first class engineering and technical support
• flexibility to adapt products to specific market or customer needs
• extensive training as required (on-site, online or factory-based)
• our desire to be easy to do business with

Let's grow, improve our performance continuously and serve our common customers better - together.
Why become an ABB Authorized Value Provider?

Serve your customers better, quicker and more efficiently

Long-term relationship as a foundation for growth
- Joint business planning
- Joint marketing and sales activities

Support and transfer of knowledge
- Access to local and global support network
- Access to high quality, channel focused product integration training
- Access to sales and quotation tools
- Access to [ABB Channel Partners portal](#) as the one-stop shop for information

Visibility and market recognition
- Access to a market leading product portfolio
- Visibility and promotion as an ABB Authorized Value Provider in local and global marketing campaigns
- Use of the [ABB Value Provider Program](#) label
### Authorization process of the ABB Value Provider Program

<table>
<thead>
<tr>
<th>Step 1 Scope</th>
<th>Step 2 Preparation</th>
<th>Step 3 Finalization</th>
<th>Step 4 Confirmation</th>
<th>Step 5 Trademark approval</th>
<th>Step 6 Operation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-qualification and scope definition</td>
<td>Business planning</td>
<td>On-site audit</td>
<td>Confirming the product authorization at BU Channel Management</td>
<td>Confirming the authorization at ABB, Zurich</td>
<td>Valid authorization with regular business planning follow-up</td>
</tr>
<tr>
<td>Channel training</td>
<td>Engineer authorization</td>
<td>Tools and databases</td>
<td>Channel agreement</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Registered third party channel company**

**Authorized Value Provider**
Step 1: pre-qualification and scope

Win-win situation between ABB and channel company

Scope definition of PG2877 product families

- Protection and Control IEDs
- Modular Relays & Accessories
- MicroSCADA Pro
- Remote Terminal Units
- Wireless Communication
- AFX family
- XMC20 family

Channel types:

- System integrator
- Panel builder
- (Technical) distributor
- Wholesalers
- Installers, etc.
Step 2: Business planning phase

Business planning
- Define key figures for common business growth

Channel training
- Class-room training: fulfillment of different requirements of each respective product family according to their product training
- Practice phase: after classroom training complete at least 1 project including PGGA products (with ABB support and help)

Tools and databases
- Access to all relevant tools and databases which are needed to perform according to ABB guidelines

Channel agreement
- Rules and regulations between ABB and partner (specify responsibilities and benefits), references to business plan (scope)
Step 3: Training, practice and validation phase

- **Training:** Is typically gained by participating in formal ABB training programs structured according to the requirements for the product and channel type.

- **Practice:** Applying the gained knowledge in projects is needed to ensure a deeper and wider understanding of how to efficiently engineer protection and control systems incl. relevant ABB products.

- **Validation:** By passing the on-site audit the company formally demonstrates a proven range of capabilities and fulfill requirements for authorization.
Step 4: Authorization phase

- Business plan set
- Training/practice completed
- Channel agreement signed
- On-site audit passed
- Certificate issued - valid for max. 36 months

Authorization process of the ABB Value Provider Program

<table>
<thead>
<tr>
<th>Step 1: Scope</th>
<th>Step 2: Preparation</th>
<th>Step 3: Finalization</th>
<th>Step 4: Confirmation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-qualification and scope definition</td>
<td>Business planning</td>
<td>On-site audit</td>
<td>Confirming the product authorization at BU Channel Management</td>
</tr>
<tr>
<td>Channel training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineer authorization</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tools and databases</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Channel agreement</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Trademark approval | Valid authorization | Operation

Valid authorization with regular business planning follow-up
Step 5: Authorization phase

Trademark license signed

+ With the trademark license the channel partner becomes a partner promoted by www.abb.com

+ The trademark license includes the right to use the ABB Value Provider brand
Step 6: The pursuit of continuous quality improvements

Faster response to rapid market changes due to annual updated business plan

Easily to add new competences or update existing ones at any time

Validity of agreements:
- Third party channel agreement to be renewed every 2\textsuperscript{nd} year
- Trademark license is linked to the agreement
- Certificate is valid for 36 months
ABB Value Provider Program – Your benefits

Knowledge transfer and full support for your business
- Systematic competence development on ABB product utilization
- On the job training for the first project(s) (application, configuration and integration support/ Pre-FAT/FAT assistance
- Minimized engineering costs

Extensive use of ABB tools and information
- Access to Technical Partner Portal and ABB’s library of documentation guides and configurators
- Direct link to our internal support line and FAQ
- Opportunity to utilize our sales tools

Common planning for structured support
- Common business planning to ensure payback of your investments
- Secure structured support from ABB
- Optimize product portfolio and customized training according to your project portfolio
- Ensure a long term profitable partnership

Joint marketing together with ABB
- Certificate to prove partnership with ABB as an authorized channel of our products
- Visibility on http://new.abb.com/channel-partners/search as an Authorized Value Provider and use of the ABB Authorized Value Provider labeling
End-customer benefits of the ABB Value Provider Program

ABB and ABB Authorized Value Providers are seen as premium suppliers by end customers globally!

Easy selection and local access to ABB offering

Availability and continuity of services

Regularly trained, audited and authorized program members deliver consistency in competence, quality and support

...more satisfied end-customers!
Grasp the chance to join the Value Provider Program

Read the brochure regarding the ABB Value Provider Program within Grid Automation Products

For more information for yourself and your colleagues visit us on:

http://new.abb.com/substation-automation/products/channel-partners
ABB Value Provider Program – Your benefits

Reasons to join the Value Provider Program

- Long-term and profitable relationship
- In-depth transfer of knowledge
- Extended support
- Minimized engineering costs
- Access to Technical Partner Portal
- Visibility on ABB’s official webpage
- Use of the ABB Authorized Value Provider labeling
- Improved customer satisfaction
- An experienced partner on your side
- Well known and established brand