



## Start Your Journey with the Vertiv™ Partner Program

*“Working in partnership with Vertiv was already a no brainer due to their world-class market position and global end-to-end product set. This has been enhanced significantly by the Vertiv Partner Program with a range of benefits which has allowed us to take even greater advantage of what Vertiv can offer.”*

*- Murtaza Loka Head of Finance and Purchasing at BurhanTec*

## About Us

### Ensuring the continuity of today's and tomorrow's vital applications.

As industry experts and Architects of Continuity, we collaborate with our customers to envision and build future-ready infrastructures. We leverage our portfolio of hardware, software, analytics and services, to ensure our customers' vital applications run continuously, perform optimally, and scale with business needs.

- **Datacentres:** Hyperscale, Enterprise, Distributed IT/Edge, Colocation and Cloud
- **Communication Networks:** Macro Site, Central Office, Small Cell and Datacentre
- **Commercial and Industrial:** Healthcare, Manufacturing, Rail/Mass Transit, Power Generation and Oil and Gas.

### Vertiv KEY FACTS:



**STATUS:**  
Public (NYSE:VRT)



**REVENUE:**  
USD 4.4 billion (fiscal 2019)



**EMPLOYEES:**  
~20,000 worldwide

## Reasons to partner-up with us:

### Convenience

With everything from our local sales support to our deal registration and marketing automation platforms.

### Cutting-Edge Innovation





We've utilised our extensive experience to develop a complete, globally available IT Infrastructure portfolio, from core brands including Avocent®, Geist™ and Liebert®.

### Competitive Profitability Programs

Our partners take advantage of a margin rich IT infrastructure portfolio and benefit from our incentive rewards program, regular promotions and volume discounts.

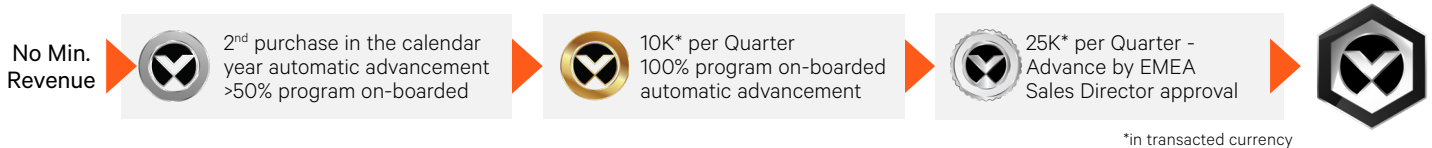
# Vertiv™ Partner Program

## - Qualifying Levels -

|   | SILVER  | GOLD   | PLATINUM  | DIAMOND   |
|---|---|--|---|---|
| <b>Benefits</b>                                       |  |  |  |  |
| Deal Registration Discounts                           | ✓   | ✓  | ✓   | ✓   |
| Vertiv Incentive Program & eVIP <sup>+</sup>          | ✓   | ✓  | ✓   | ✗   |
| Back-End Rebates                                      | ✗   | ✗  | ✗   | ✓   |
| Marketing Development Funds (MDF) and Co-Op           | ✗   | ✗  | ✗   | ✓   |
| <b>Demonstration Equipment</b>                        |   |  |   |   |
| Demo Product Program                                  | ✗   | ✓  | ✓   | ✓   |
| <b>Sales and Technical Training</b>                   |   |  |   |   |
| Online Self-Paced                                     | ✓   | ✓  | ✓   | ✓   |
| Face-to-Face Onsite or Webinar                        | ✓   | ✓  | ✓   | ✓   |
| Vertiv Academy  | ✗   | ✗  | ✗   | Based on agreed Plan & Technical Certification                                      |
| <b>Partner Portal/Partner Relationship Management</b> |   |  |   |   |
| Partner Portal Access                                 | ✓   | ✓  | ✓   | ✓   |
| Content and Collaterals                               | ✓   | ✓  | ✓   | ✓   |
| Vertiv Solution Designer                              | ✓   | ✓  | ✓   | ✓   |
| Partner Locator and Leads Dashboard                   | ✓   | ✓  | ✓   | ✓   |
| Co-branding of marketing and sales collateral         | ✓   | ✓  | ✓   | ✓   |
| Pre-sales Support                                     | ✓   | ✓  | ✓   | ✓   |
| Technical Support                                     | ✓   | ✓  | ✓   | ✓   |
| Dedicated Account Manager                             | ✗   | ✗  | ✓   | ✓   |
| On-site Project Assistance                            | ✓   | ✓  | ✓   | ✓   |
| Channel-specific Product Portfolio                    | ✓   | ✓  | ✓   | ✓   |

We want to make your business successful while being consistent and easy to work with at every step. That's why we reward you from our very first engagement.

Revenue Per Quarter (*Transacted Currency*)



## Tools to Help You Grow Your Business

-  **Dedicated Sales Support**
-  **Sales Selectors and Configurators**
-  **Marketing Resources**
-  **Brand-new Partner Portal**
-  **Vertiv University online trainings**
-  **Deal Registration & Incentive Program**

## Join the Award-Winning Partner Program

