



# TOP 100 Executives

## Partnership, and More, Evolves at APC

Focus on partner success drives innovative thinking



by **Schneider Electric**

### Top 25 Sales Leader



**Rob McKernan**  
President,  
North America Region

“APC’s Managed Services Program is a testament to our channel commitment and positions our partners for success in a changing business climate.”

### Q. **CRN:** What is your mission for APC’s IT Channels organization and how is it playing out?

**A. Rob McKernan:** Having been a member of the channel for two decades—it’s obvious to me that the mission of any channel organization needs to be partner-centric. Focusing on the success of partners requires us to execute strategies encompassing product innovation and supporting programs, complemented by a differentiated experience with APC’s people. This is what we mean by ‘Partnership, evolved.’ It’s about continually looking ahead to position our offerings and our partners for the next wave of change.

### Q. **CRN:** How does APC’s new Managed Services Program fit into your partner-centric mission?

**A. RM:** APC by Schneider Electric’s Managed Services Program is a testament to our channel commitment and represents our partner-centric innovation that positions our partners for success in a changing business climate.

Within the Managed Services Program, APC is taking a holistic approach to better enhance several areas of the business to enable and grow recurring revenue streams for our partners, including technical enhancements, dedicated support, enablement, profitability incentives and an overall improved partner experience.

‘Partnership, evolved’ can be seen in strategic implementations including the development of a new global IT Channels organization fully focused on our partners; the refresh of our APC Channel Partner Program; and the concerted focus on driving key technology integrations with Global Alliances that benefit partners and end customers alike.

### Q. **CRN:** What excites you about where IT industry trends and the channel are headed?

**A. RM:** This is arguably the most disruptive decade for business technology. The rate of innovation—and the appetite for it—are at a fever pitch. Virtualization, IoT, IT convergence, edge computing and devices are all trends that are impacting channel partners’ business models. Storage and server hardware is increasingly commoditized and putting margin pressures on partners. At the same time, businesses are struggling with tightening budgets and an IT skills shortage, while the demand for specialized services is on the rise.

In response, partners are moving to more diverse managed services-based business models to maintain profitability and, in turn, are expecting more from their vendors. APC by Schneider Electric is evolving to become a more strategic business partner and provide the enhanced profitability, support, enablement and technology benefits that our partners need. Our role as a vendor is to help partners make the shift to a more concentrated emphasis on service-oriented, recurring revenue streams, decrease their operational costs and increase customer satisfaction.



We are committed to helping you evolve. Learn how you can grow your managed services business with APC by Schneider Electric. [www.apc.com/msp](http://www.apc.com/msp)