



APC By Schneider Electric Delivers With The Power Of Innovation, Partnership And Profitability

Q: APC by Schneider Electric recently took the win for Power Protection and Management in the CRN Annual Report Card. What does this mean for channel partners?

A: We're delighted that the channel ecosystem has recognized us in the CRN Annual Report Card because at the end of the day, it's their opinion that counts. They are on the front lines with customers and are our most powerful advocates. What this means for both existing and potential new partners is that APC can be a strategic, long-term ally that can help them build meaningful, lifecycle business relationships with their customers—ultimately adding more value and increasing their profitability.

Q: What do you offer to partners that can help them build more profitable businesses?

A: Differentiation is increasingly important for partners. One way to become more attractive to customers is by adding value—going beyond commodity hardware sales and offering high-value services. Two of our newest certifications, along with our innovative product portfolio, can help partners on this journey.



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— Katie Boeh, Director, Channel Marketing and Communications

Distributed IT environments (the “Edge” to some) are becoming more critical assets to companies. Partners who understand edge computing—and the challenges it can present—also can take advantage of its opportunities. The Edge Computing Certification helps them advance on this path. It also opens the door to expanded benefits including our Opportunity Registration Program, access to the Local Edge Configurator Tool and the potential to earn Edge IT discounts.

The Software and Digital Services certification educates partners on EcoStruxure IT Expert. It is a cloud-based, vendor-neutral software solution for monitoring and management, enabling partners to develop a lifecycle business versus one-off product sales. Upon completion, partners are eligible for a free node of EcoStruxure IT Expert. Every time a partner connects a new customer to the EcoStruxure IT Expert interface, they receive a 30-day free trial of the software in that customer's environment.

Q: What do you mean by a lifecycle business and why is this important?

A: It is a holistic approach to IT that incorporates three phases: design and plan; roll out and install; and operate and maintain. With the tools we have in place, from the certifications to the Local Edge Configurator to EcoStruxure IT, we have a platform for partners to achieve this and do it in a way that is profitable. It helps create a business model that increases partners' value to their customers.

Put the power of APC by Schneider Electric to work for you.
Go to apc.com/personalpage to get started.