

Channel Chief View

Certainty for Customers. Simplicity and Profitability for Partners.

Q. What are some of your strategic imperatives for 2020?

A. Our mission is to continue to help our partners grow their businesses and maximize their profitability. My goal is to cut the red tape and make it simple to do business with APC by Schneider Electric. Together, we are all about delivering Certainty in a Connected World. That means offering products and services that enable partners to deliver datacentric-like reliability and resiliency, on premise or at the edge. It means supporting partners with no-hassle programs and business-building tools that help them speed time-to-market while protecting their margins. We are committed to supporting our partner relationships and we are undertaking a concerted effort to clear out barriers that impede healthy margins, particularly in the e-commerce realm.

Q. Where do you see the greatest potential for partner growth?

A. We believe in a lifecycle approach starting with the EcoStruxure™ Micro Data Center, which is a complete IT infrastructure within a stand-alone, secure enclosure for protection of critical business applications, including power distribution, UPS and environmental monitoring. It enables a faster, easier and more economical way to build and deploy micro DCs at the network edge.

We also see continued growth potential with software and digital services—an area where partners made real strides in 2019. EcoStruxure™ IT for Partners gives partners access to valuable monitoring and management capabilities that contribute to higher margins. These services allow partners to share valuable insights with customers and provide them with certainty and confidence.

Q. What programs does APC have in place that support your channel strategy for this year?

A. We continually evolve as we see markets emerging and partners—and customers—transitioning. Our digital tools, like the local edge configurator, are gaining traction. We've upgraded this tool to integrate new features and click-to ship fully assembled solutions. Our certifications help educate partners about software and digital services offerings and, upon attaining certification, they reach Select partner status, which offers greater profitability potential.



Shannon Sbar
Vice President of Channels

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