

# Partner Program Overview



## About Us

### Vertiv

Vertiv designs, builds and services critical infrastructure that enables vital applications for data centers, communication networks and commercial and industrial facilities. Vertiv supports today's growing mobile and cloud computing markets with a portfolio of power, thermal and infrastructure management solutions.

### By the numbers



**~ 19,700**  
employees



**\$4.3B USD**  
in sales



**19**  
global  
manufacturing  
facilities



**270+**  
service centers  
worldwide



**130+**  
countries  
reached



**Columbus,  
Ohio US**  
Headquarters



*Our edge-ready solutions matched with our unrivaled service capabilities make Vertiv the easy choice for IT professionals to manage, protect, and power their distributed IT environment.*

### Key Benefits



Dedicated  
Staff



70+ Field  
Offices



Trusted  
Global Brand



Complete  
Solution



Help Facilitating  
Complex Process

### Key Partner Programs & Tools



Deal Registration  
Program



Trade-In  
Program



Vertiv™ Incentive  
Program (VIP)



Vertiv™ Rack  
Configurator



Sales  
Attache

### Brands

**Avocent®**  
IT Management

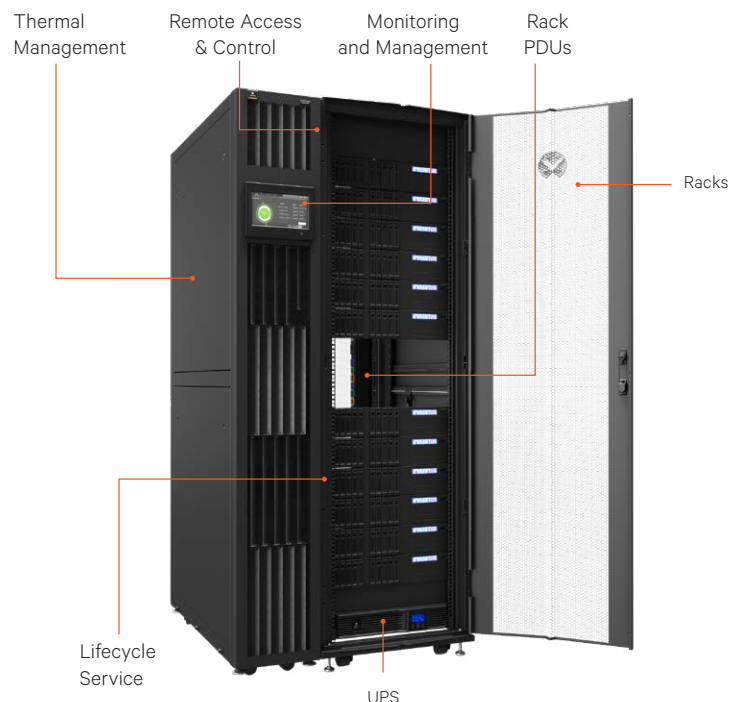
**Chloride®**  
Industrial Power

**Geist™**  
Rack PDU


**Liebert®**  
AC Power and Thermal

**Netsure™**  
DC Power

**Cybex™**  
Secure KVM



## Program Benefits

	 Silver	 Gold	 Platinum	 Diamond
<b>Partner Program</b>				
Partner Portal Access	X	X	X	X
Partner Badges	X	X	X	X
Quarterly Partner Webcast	X	X	X	X
<b>Incentives</b>				
Best-in-class Deal Registration Program*	X	X	X	X
Vertiv™ VIP Rewards	X	X	X	X
Distribution and Partner Promotions	X	X	X	X
Growth Rebates*			1%/2%	1%/2%
<b>Training</b>				
Access to Vertiv's training curriculum	X	X	X	X
Vertiv University	X	X	X	X
On-demand access for past webcasts	X	X	X	X
1:1 Training with Product Experts				X
<b>Marketing Support</b>				
Partner Marketing Automation		X	X	X
Content and Collateral	X	X	X	X
Co-Branded Materials		X	X	X
Marketing Co-op Funds			0.50%	0.50%
Listing on Vertiv.com				X
<b>Sales Engagement</b>				
Pre-Sales/Post-Sales Support	X	X	X	X
Local Sales Manager			X	X
Product Selector	X	X	X	X
Sales Attache	X	X	X	X
<b>Program Requirements</b>				
Revenue	\$0	\$5k	\$100k	\$500k
Partner Application	Mandatory	Mandatory	Mandatory	Mandatory
Agreed Terms and Conditions	Mandatory	Mandatory	Mandatory	Mandatory
Management Approval	N/A	N/A	Mandatory	Mandatory
<b>Training Requirements</b>				
Certification: Vertiv™ 101	Recommended	Recommended	2	2
Certification: Vertiv™ Partner Portal	Recommended	Recommended	2	2
Certification: Vertiv's Verticals	Recommended	Recommended	Recommended	Recommended

\*Deal Registration: On average, deal registration provides ~17% margin advantage to approved Partner

\*Rebate Program: Rebate will only be due if the Partner grows 15 or 25% in a given quarter versus the previous year's quarter.

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