

CRN WOMEN *of the* CHANNEL

APC Focuses on Growing Partners' Recurring Revenue



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Shannon Sbar

Vice President, North America Channels & Partner Sales

Q. How is APC positioning partners to establish and grow their managed services businesses?

A. After launching a new partner program, increasing partner support and creating a global IT channels organization, 2015 proved to be a noteworthy year that elevated the definition of partnership with APC. Building on the foundation set last year, we are taking another step to continuously evolve and enable growth for APC partners. Moving into 2016, APC by Schneider Electric is focused on enabling recurring services revenue for our partners.

As the modern IT partner is rapidly evolving and shifting focus from hardware sales to a more concentrated emphasis on service-oriented, recurring revenue streams, it is critical that we alter our approach. Therefore, we have just launched the industry's first dedicated power and cooling managed services program.

Q. What does APC's new managed services program entail?

A. 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. Specifically, APC's industry-leading SmartUPS will integrate into the top RMM and PSA platforms, including Kaseya, N-Able and many more. As a result, partners are able to manage power and increase their opportunity for recurring services, which will drive revenue, decrease operational costs and increase customer satisfaction.

Partners are also provided a managed services dedicated technical support line, discount incentive programs, MSP-specific training certifications and marketing development funds. The program benefits and integrations will continue to evolve as part of an ongoing road map of enhancements. APC's Managed Services Program is a testament to our channel commitment, and it redefines the meaning of a program.



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Leslie Vitrano

Director, Channel Marketing & Communications

Q. How are you accelerating digitization efforts for all partners and are they paying dividends?

A. We implemented programs and initiatives that improved our digital content—delivering a consistent message channelwide. We introduced new tools that allow our partners to get closer to the end users, improving customer satisfaction. Improved customer content consumption yielded significant year-over-year results and manifested in revenue growth for ecommerce channels. Our partners can look forward to a number of initiatives that are specifically aligned to elevate customer engagement through digitization.

Our goals are to improve content utilization, expand our syndication network, and scale proven and effective efforts that drive revenue and customer sentiment.



Dawn Rundell

Director, Ecommerce



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