



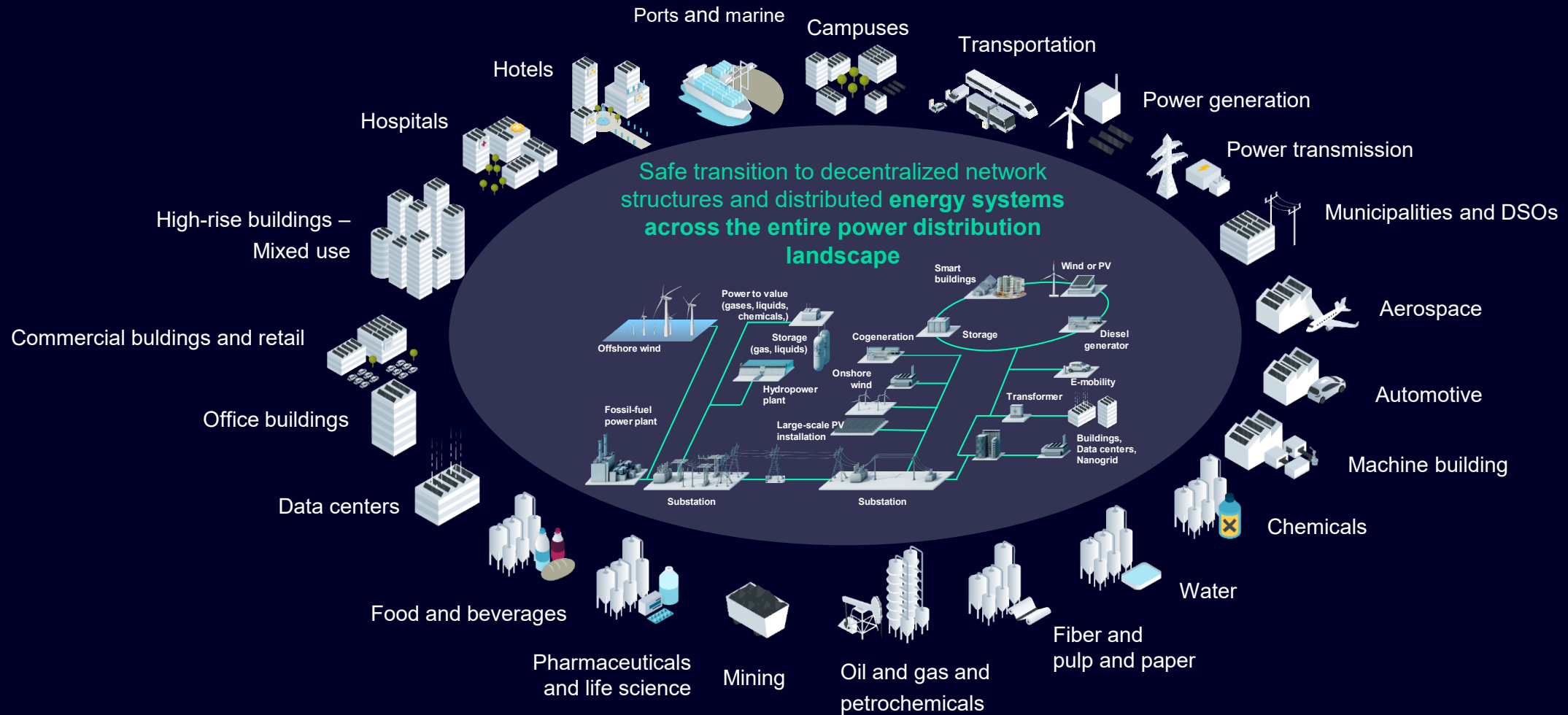
# Partner Program Opportunities Building the Future, Now

Edward Strasser, Head of Channel Partners CEE

VAR Partner Day 2022 | September 12 -14 | Zagreb, Croatia

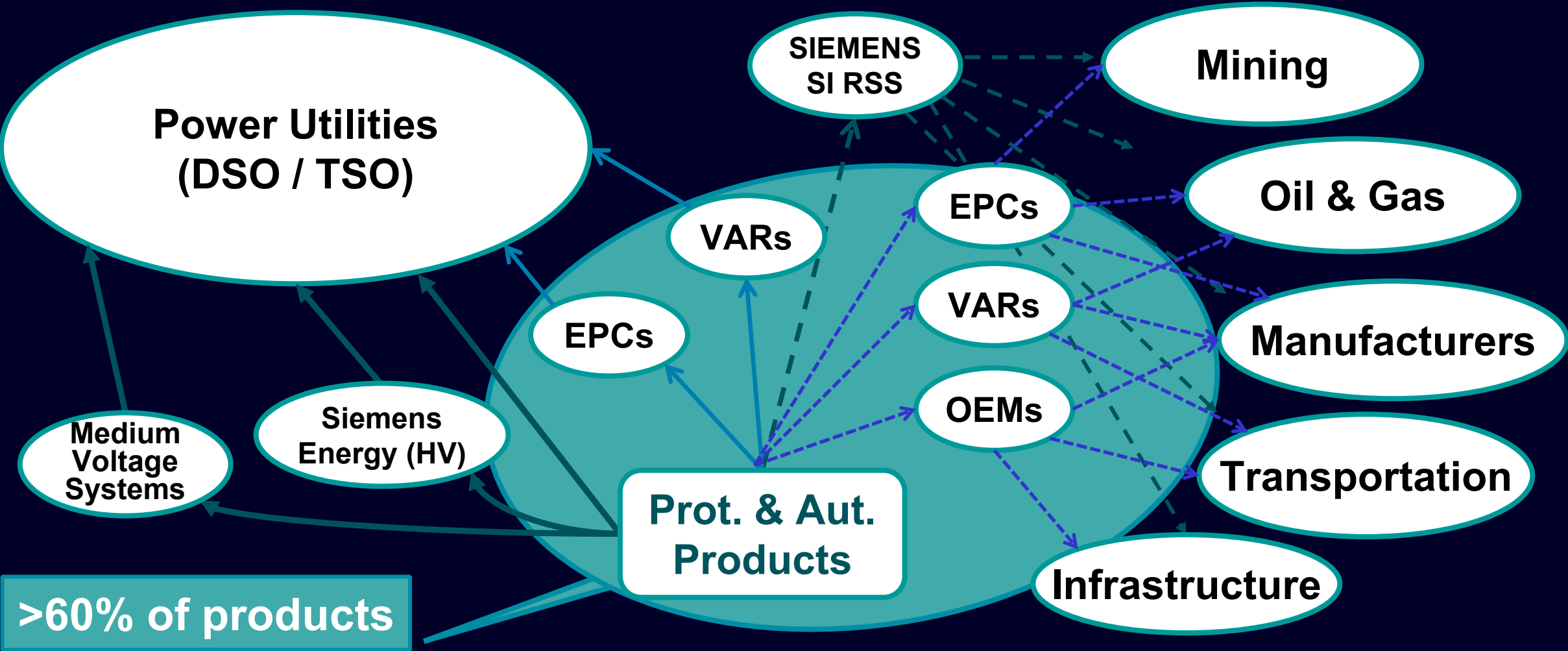
# Siemens Electrification & Automation

## Target: Our portfolio is relevant for all B2B vertical markets



# Protection and Automation Products

## Importance of our VAR grid+ Partners



# Electrification & Automation Partner Offerings

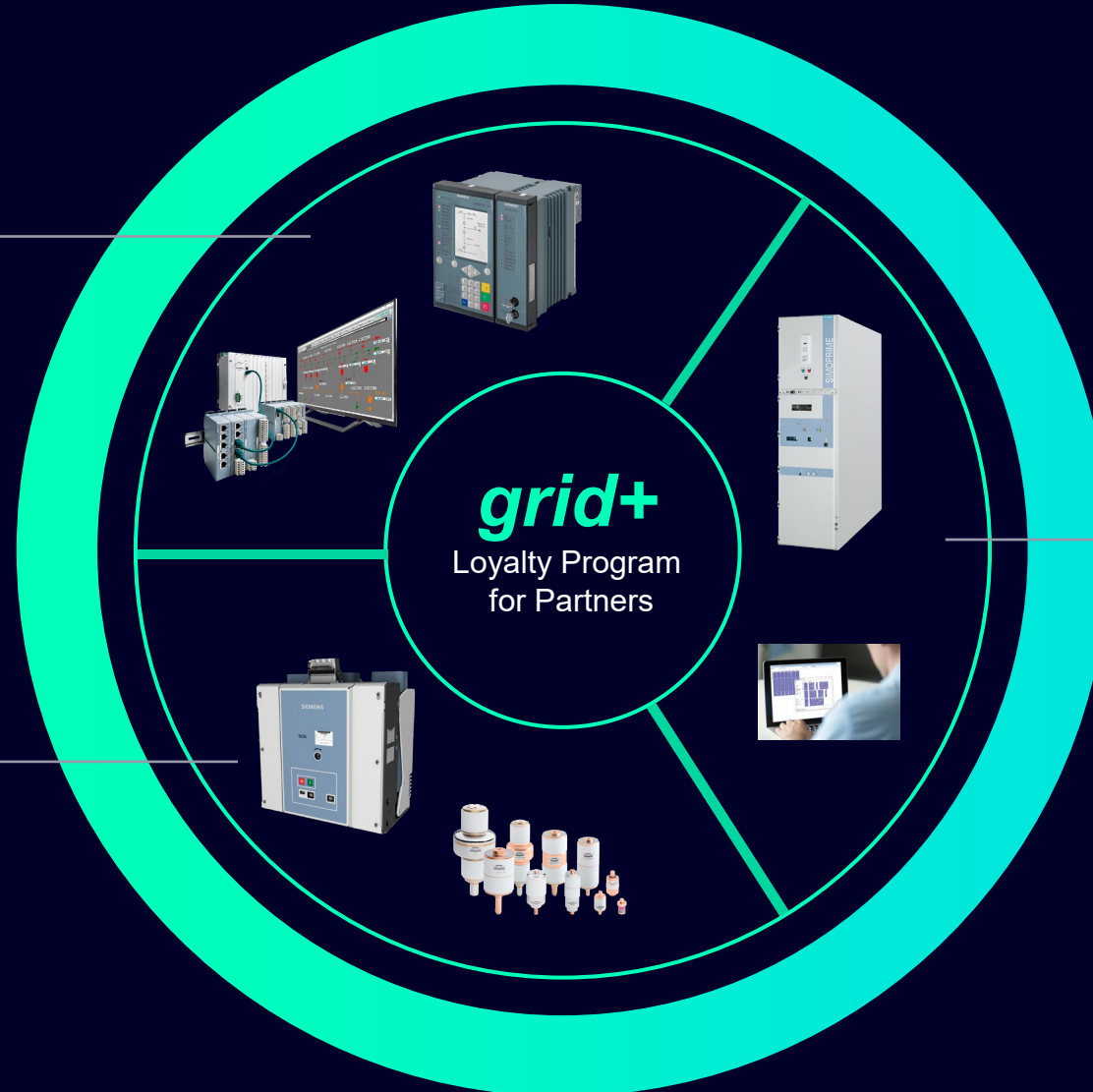
- 3 elements come together -

## Protection & Automation

Products

## Medium voltage

Components



## License models

MV Switchgears



# Siemens Electrification & Automation VAR *grid+* Partner Program

## What is the best fit for our partners?

### Prospect Partner

- Starting point for new partners
- Cooperation in joint project opportunities
- Price lists and agreed product scope
- (not yet formal VAR *grid+* Partner)

## Official Siemens *grid+* Partner

### Business Partner

#### Protection & Automation Products, MV Components

- Partner Agreement
- Ranking (Silver, Gold, Platinum) as per the defined requirements & benefits.
- Partner Price Agreement with price factors based on target volume incl. Incentive scheme

### Certified Partner



#### Protection & Automation Products, MV Components

Partner Agreement plus Emblem Agreement :

- + Audit of partner capabilities and know how to be certified
- Use the Siemens Emblem & Partner Certificate

#### Approved Partner

Mainly product  
integration focus



#### Solution Partner

Mainly system  
and solution  
focus



### Licensed System Partner



#### MV Switchgear licensing:

- License contract
- Own Value Add
- Audit of partner capabilities and know how to be certified

#### Value added Reseller

LV compartment  
as Value Add



#### Technology Partner

Complete panel  
Assembly as  
Value Add



### Service Partner\*)

#### Service of Siemens SI EA Systems and Products

- Trained and Certified by Siemens
- Service Partnering Agreement
- Regularly audited
- Approved Partner Emblem

#### Approved Partner

Service for Electrical  
Systems and Products



\*) followed up by SI EA CS

# SIEMENS

# Smart power distribution from medium-voltage to low-voltage

## Medium-voltage Components, Systems & Solutions

Medium Voltage Components



Primary Air-insulated Switchgear



Gas-insulated Switchgear Prim / Sec




SF6-free blue GIS Prim / Sec




## Automation, Protection & Communication for high- & medium-voltage Systems


Protection




Automation



Power Quality




Smart Communication




## Low-voltage Systems


Generator Circuit Breaker Switchgear



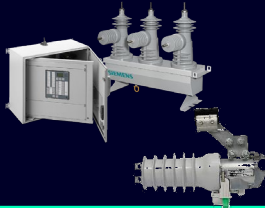
Photovoltaic (PV inverter systems)




Power Distribution Boards & Motor Control Centers




Outdoor Distribution Systems



Solution Business (E-House systems)



Busbar trunking systems

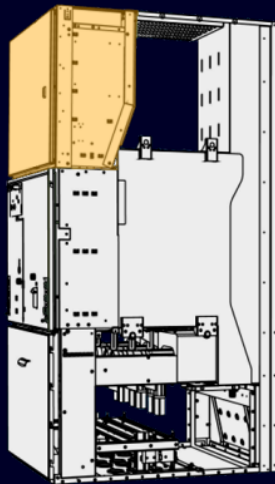


## Services

# Medium Voltage Partnering System Partner Business Models

## Value Added Reseller

GIS Primary / AIS Primary /  
MV Secondary



## Technology Partner

AIS Primary  
SIMOPRIME,  
SIMOPRIME A4



MV Secondary  
8DJH, SIMOSEC



## Basis:

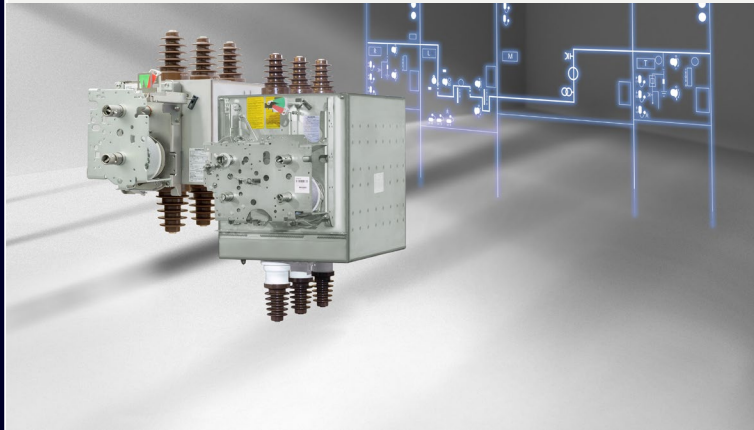
Siemens Designs  
Siemens Type Tests

Agreed Localized  
Partner Scope

# Medium Voltage Partnering

## Simosec OEM – Product business

### SIMOSEC OEM



### Basis:

Siemens Core Parts  
(Optional Additional  
Siemens Parts)

Partner Design(s)

Partner Type Tests

Partner Manufacturing of  
MV Panels



# Medium Voltage Products

## Portfolio Overview for MV Switchgear Manufacture or Rehabilitation Works

*Vacuum circuit-breaker for standard applications*



**SION 3AE**

*Vacuum circuit-breaker for high current*



**3AH3**

**3AK**

*Vacuum circuit-breaker for high numbers of operating cycles*



**3AH4**

*Vacuum contactor- & fuse-combination*



**3TL,  
3TM**

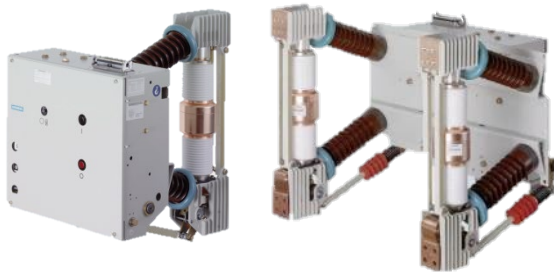
*Vacuum circuit-breaker for generator switching applications*



**(3AH5)**

**3AE2**

*Vacuum circuit-breaker for railway applications*



**3AH47**

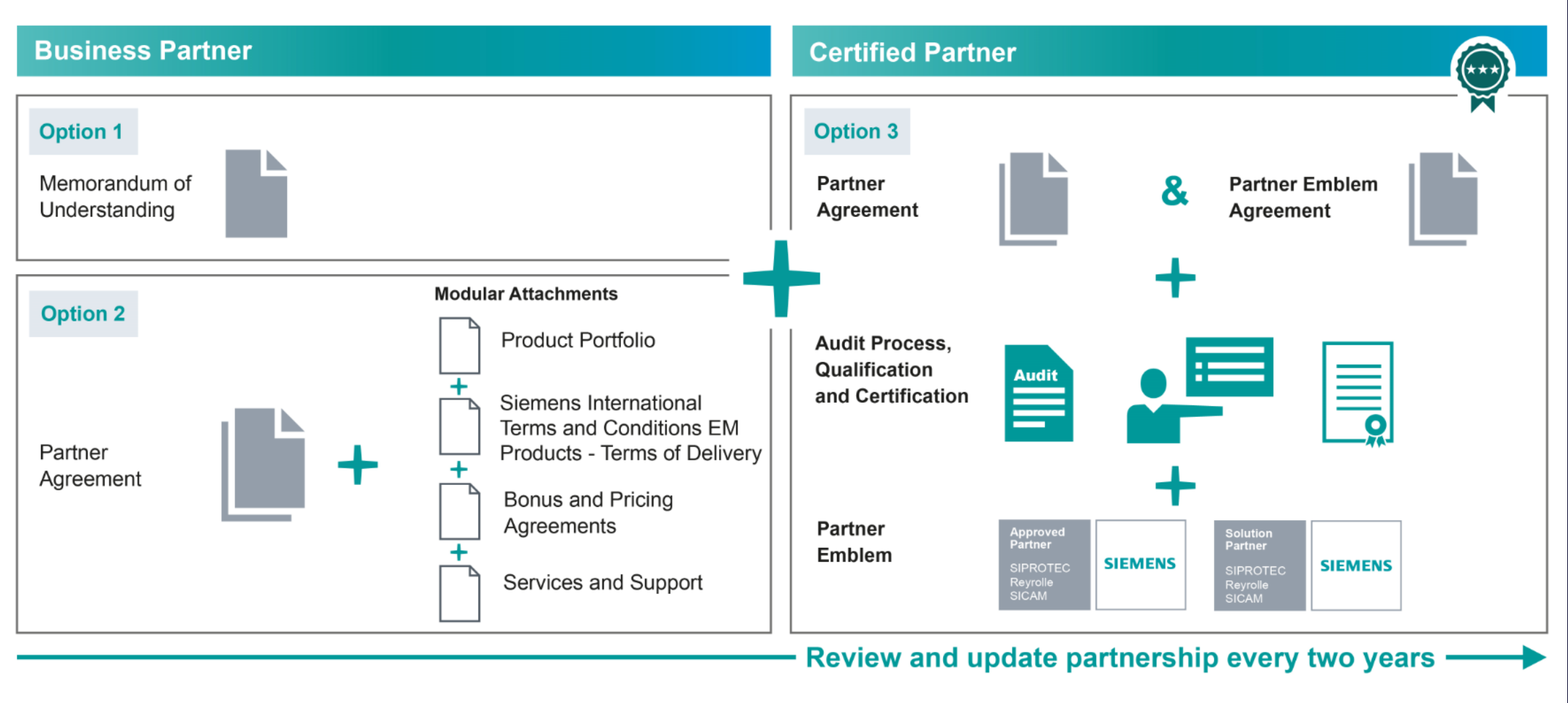
*Single-components: Vacuum-interrupter, Surge arrester and auxiliary switch*



**VI**

# Electrification & Automation

## Protection and Automation Partner Options



Go to [www.menti.com](https://www.menti.com) and use the code 1310 5596

Mentimeter

# VAR Partner Day 2021

Looking back  
VAR 2021

Go to

[www.menti.com](https://www.menti.com)

Enter the code

**1310 5596**



Or use QR code



# How many projects have you already completed with Siemens EA Products?

Looking back  
VAR 2021



# How important is the brand name Siemens for your end customers' purchasing decisions?

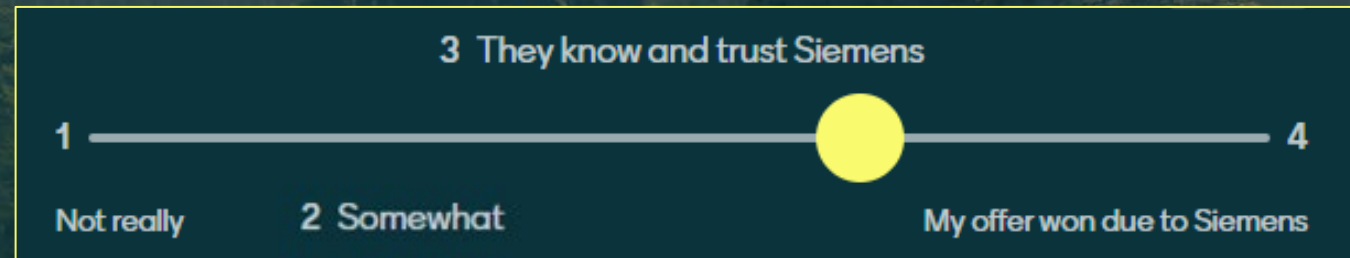
Looking back  
VAR 2021

Not really



3.3

My offer won due to Siemens





# Please state three things you value about the VAR grid+ Program – that help you succeed in your business.

## Looking back VAR 2021





# Please state three offerings that could improve the VAR grid+ Program for you.

## Looking back VAR 2021

A word cloud of suggestions for improving the VAR grid+ Program. The words are arranged in a circular pattern around the center. The most prominent words are 'training', 'price', 'support', 'delivery time', 'quality', 'price level', 'communication', 'longer time', 'bonus', 'demonstrations', 'flexibility', 'relationship', 'more hands on', 'more project presentation', 'technical presentation', 'product information', 'continuation', 'terms', 'interaction', 'fast help', 'help', 'prices', 'trainings', and 'hands on'. The words are in various colors including green, yellow, and blue, and some are underlined.

more presentation  
more time to discuss  
communication  
training  
flexibility  
relationship  
more hands on  
demonstrations  
continuation  
product information  
terms  
price level  
technical presentation  
more project presentation  
quality  
price  
support  
bonus  
delivery time  
longer time  
hands on  
trainings  
prices  
interaction  
fast help  
help



# Where should the next VAR Partner Day take place?

Looking back  
VAR 2021

A word cloud of potential locations for the next VAR Partner Day. The words are arranged in a circular pattern around the center. The word 'prague' is the largest and most prominent, colored yellow. Other words include 'bucharest', 'vienna', 'georgia', 'berlin', 'romania', 'asap', 'sofia', 'not covid restricted', 'zagreb', 'las vegas', 'nice', 'poland', and 'dubrovnik'. The word 'zagreb' is circled in red.

prague  
bucharest  
vienna  
georgia  
berlin  
romania  
asap  
sofia  
not covid restricted  
zagreb  
las vegas  
nice  
poland  
dubrovnik

# Only Winners and Losers ? Can Partners Rely on Siemens ?



OR



**We succeed only when  
the Partner succeeds !!**



# VAR Partner Programs at Siemens ...

We only succeed  
when you succeed.





# Disclaimer

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