



Global Partner Stories

grid+ international success

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

Become our grid+ Partner and stay ahead with leading Electrification & Automation products

The logo features the text "grid+" in a bold, white, sans-serif font. The text is centered within a white rounded rectangular border. The background of the slide is a solid teal color.

grid+

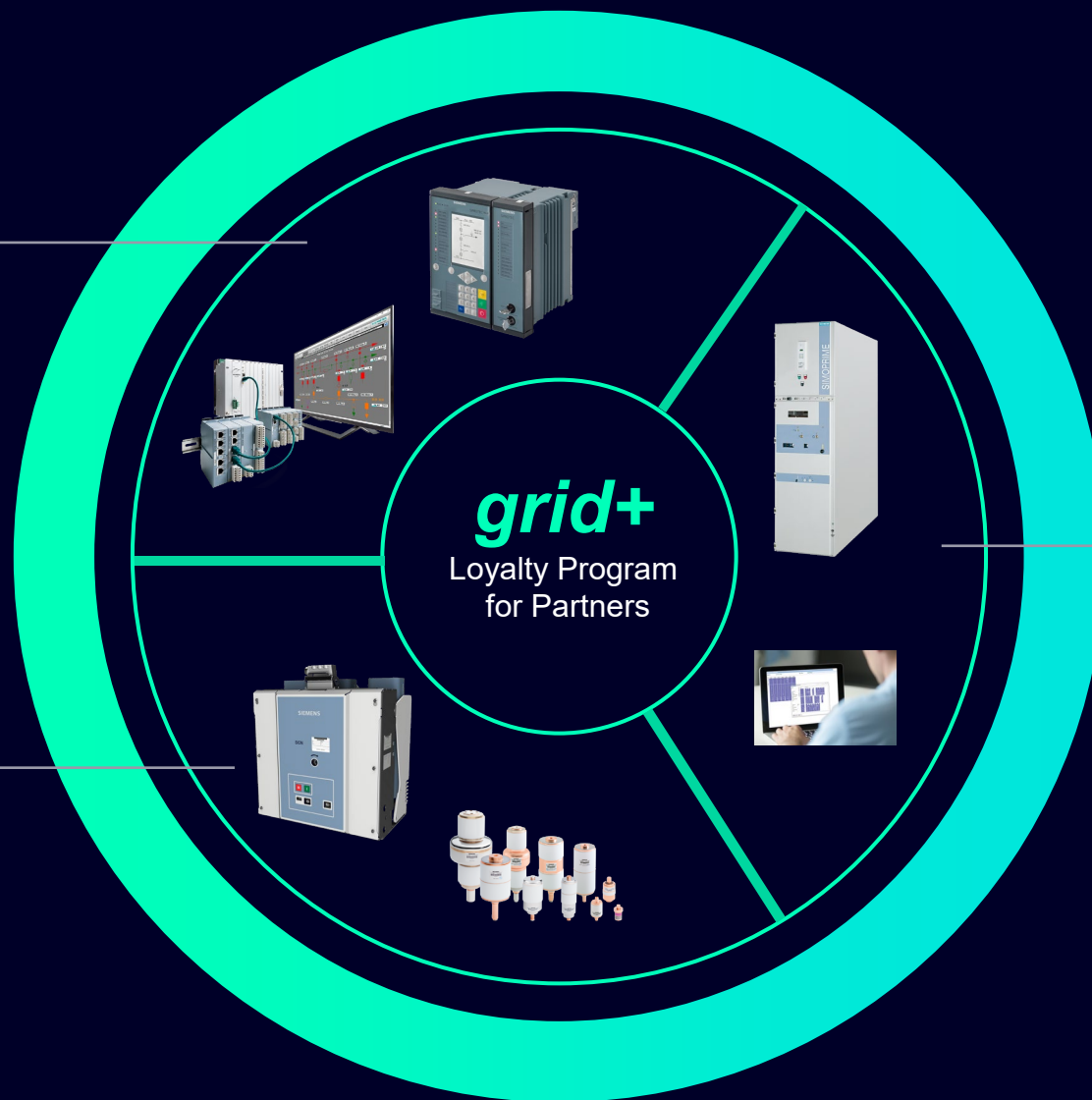
grid+ - 3 elements come together -

Protection & Automation

Products

Medium voltage

Components



License models

MV Switchgears

Official Siemens *grid+* Partner

Business Partner

Protection & Automation Products
MV Components

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



Certified Partner



Protection & Automation Products

Business Partner contract:

- + Audit of partner capabilities and know how to be certified
- Can use the Siemens Emblem by signing the Partner Emblem agreement

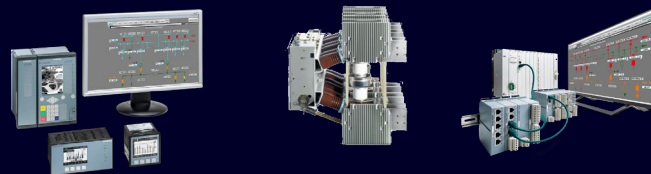
Approved Partner

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

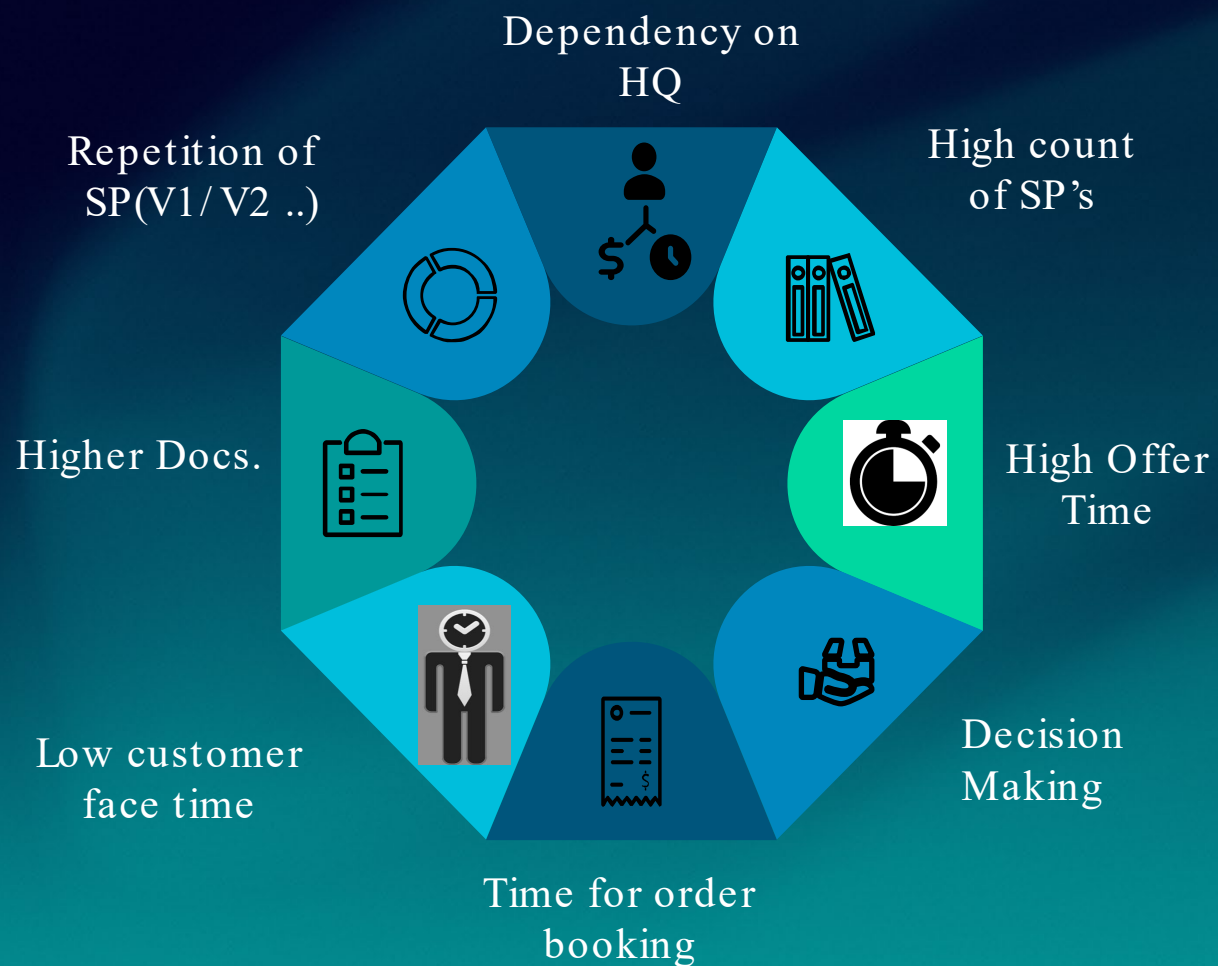




grid+ Success history India

Scenario before *grid+* implementation

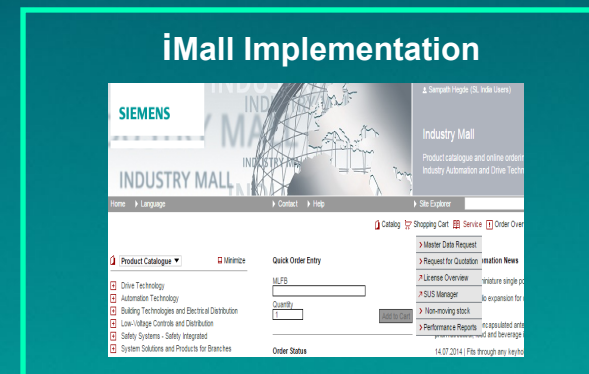
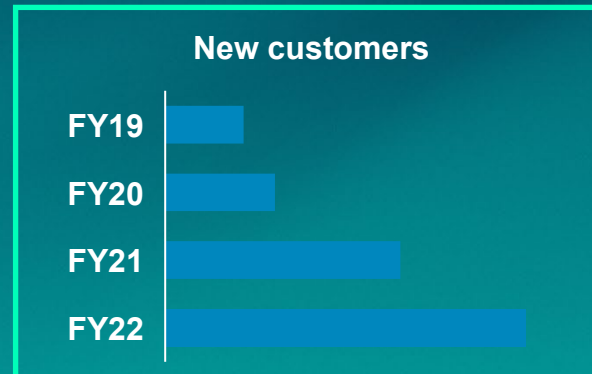
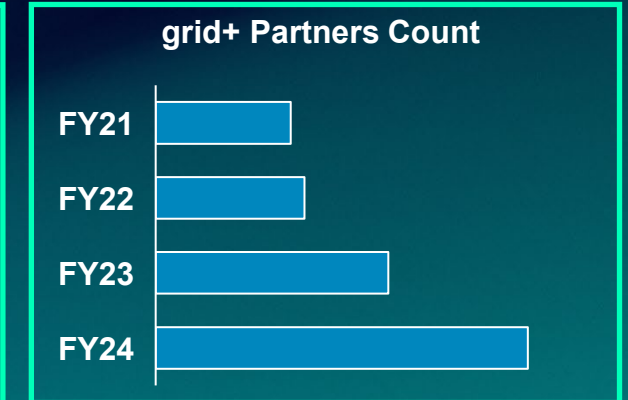
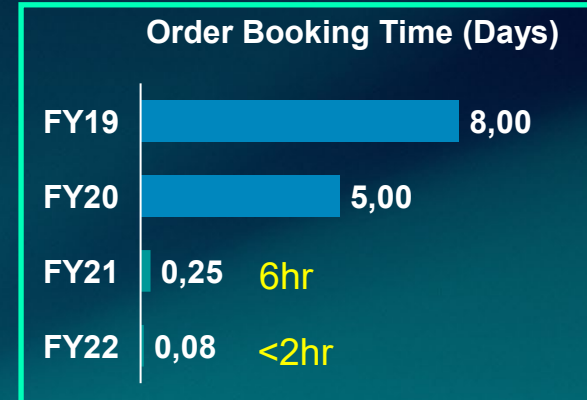
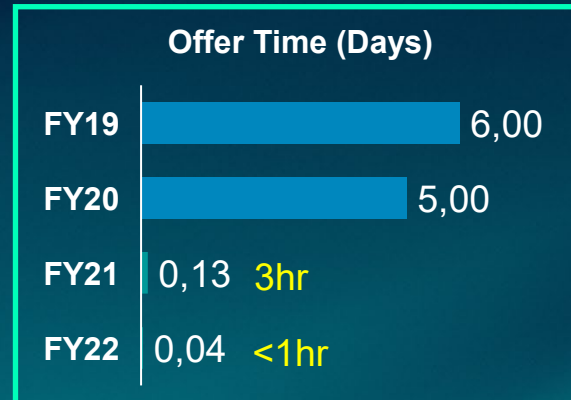
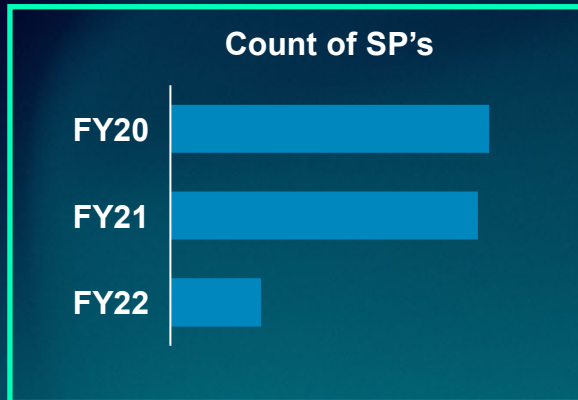
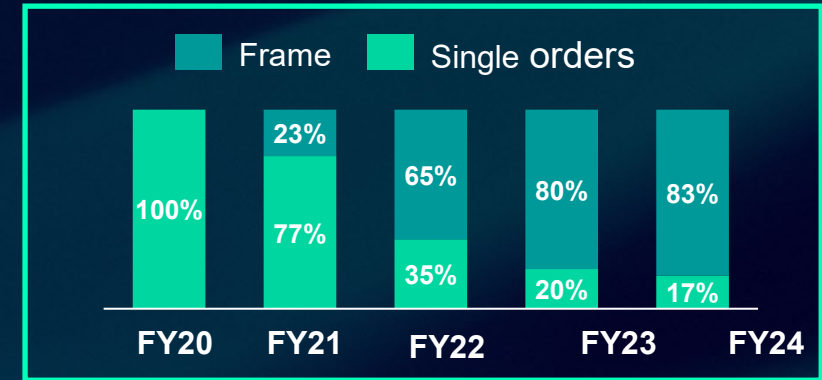
Challenges within Siemens



Challenges for Partners



grid+ and Frame Agreements: Ease and support the channel partner Business





grid+ Success history LC Argentina

First *grid+* Partner Launch Event as a replicable Lighthouse Event and one Key Element of a *grid+* Marketing Campaign

April 15, 2021: 25 Customers from 12 new *grid+* Partners in COL, PER, ECU & BOL



12 invited partner companies

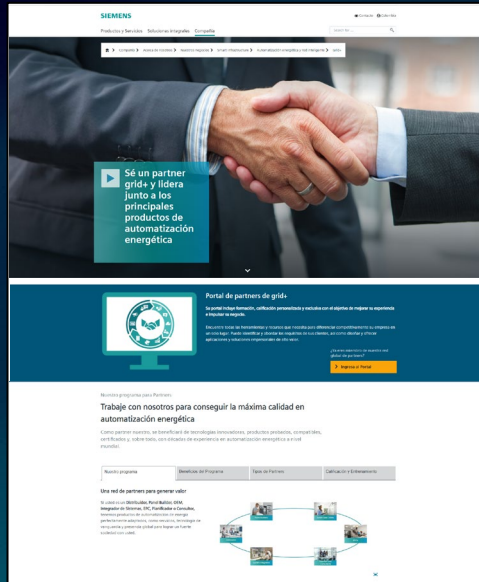
22 invited clients

25 clients participated

62 participants in total

Pre-Event preparations first grid+ Partner Launch Event in COL, PER, ECU & BOL

- ✓ Local grid+ webpage in Spanish for Colombia, Ecuador and Bolivia



- ✓ Local grid+ webpage in Spanish for Peru

Contacto

Bienvenido a nuestro programa de Partners Siemens grid+
¿Interesado en convertirte en un partner Siemens grid+? Contáctanos, resolveremos todas las dudas que puedas tener.

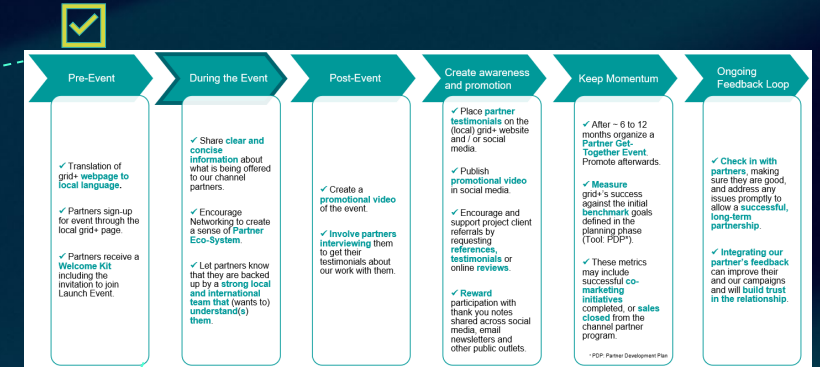
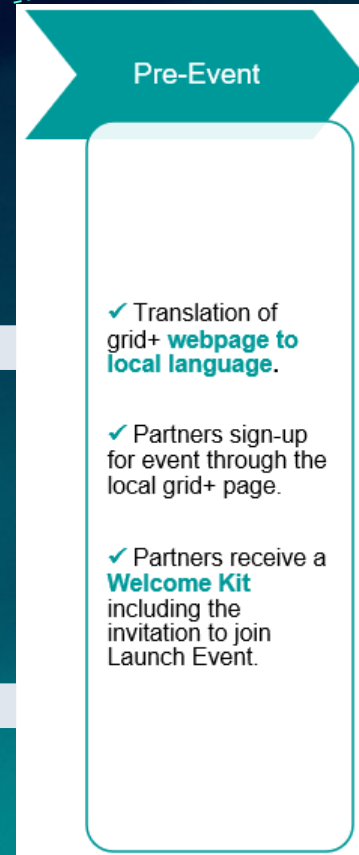
* Campos requeridos

Nombre Completo	Apellido
Celular	Celular
Correo Electrónico	Correo Electrónico
País	País
Empresa	Empresa
Cargo	Cargo
WhatsApp	WhatsApp
LinkedIn	LinkedIn

Si quieres recibir información de Siemens basada en tus intereses personales y dás en consentimiento. [Ver más información](#)

Enviar

- ✓ Local grid+ contact form in Spanish to sign up for local events and to request any local information

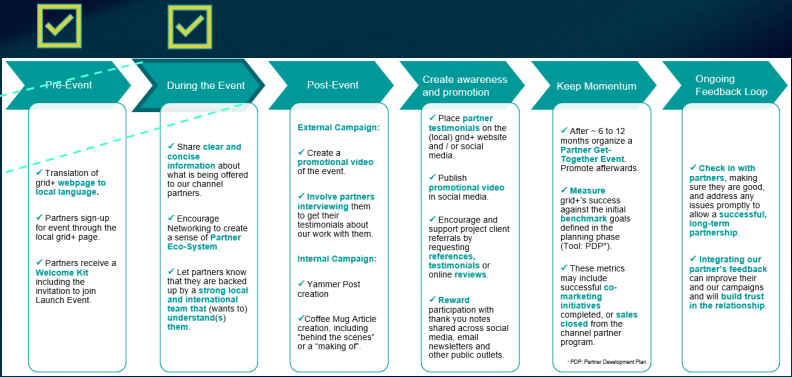
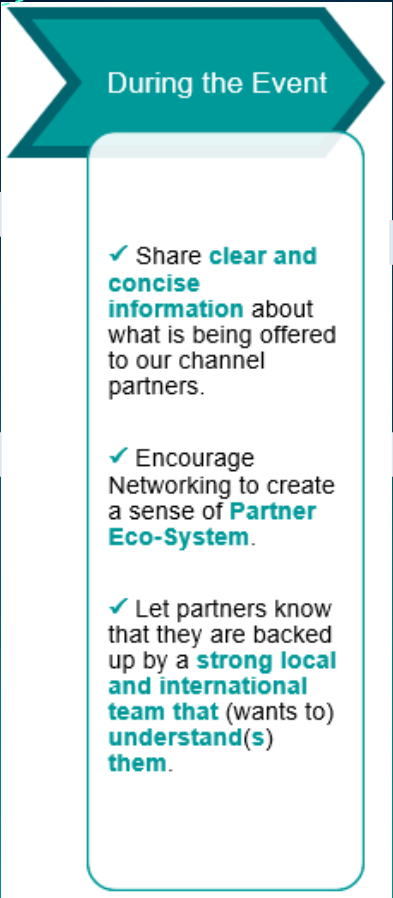


- ✓ Local Welcome Kit includes:
 - A Welcome Letter in Spanish signed locally
 - A Power Academy Training Voucher in Spanish (30% discount)
 - A Beer and a Beer Glass to toast together during the event
 - A grid+ Baseball Cap to make a group picture during the event

Successful first official *grid+* Partner Launch Event in COL, PER, ECU & BOL

April 15, 2021: 25 clients participated from 12 new *grid+* partner companies.

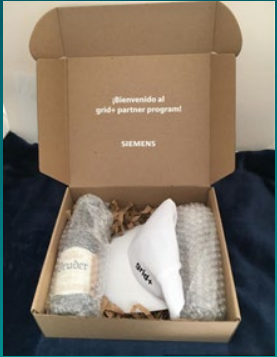
- ✓ Celebrate with partners the official launch of *grid+* in Bolivia, Colombia, Ecuador and Peru.
- ✓ Position clear and specific messages:
 - *grid+* strategy
 - specific *grid+* benefits
 - position new products and the use of Industry Mall
- ✓ Present the Siemens team to partners to convey solid support from a local and international sales and technical expert team.



- ✓ *grid+* Partner Program Video was translated to Spanish and used to give our partners an overview of the program.



- ✓ Using symbolisms like a *grid+* base cap and toasting together was well accepted by our partners.



- ✓ Playing a video of the RC and HQ Team was the presentation card of the team.

- ✓ Using menti during the network event to share partners their opinion about products and technologies.

Partners Performance in LC Argentina

- New orders Growth FY21: 15%

- New orders Growth FY22: 44%



- 54% of volume coming through grid+ Partners in Colombia, Ecuador, Bolivia and Peru



- Partners Sales growth more than 200%



- First Process Buss digital substations implemented by Partner

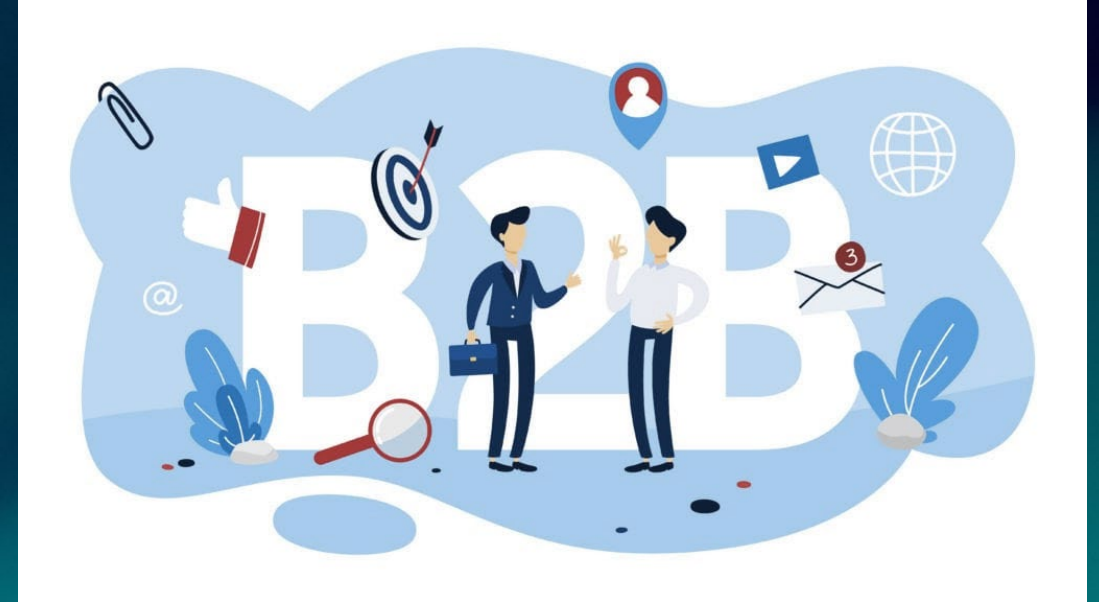


- Strong social media awareness



grid+

Scale your business through Social Media leverage



Partner Interviews

Success Stories

Sales Promotions

Events

References

| grid+ Partner Portal

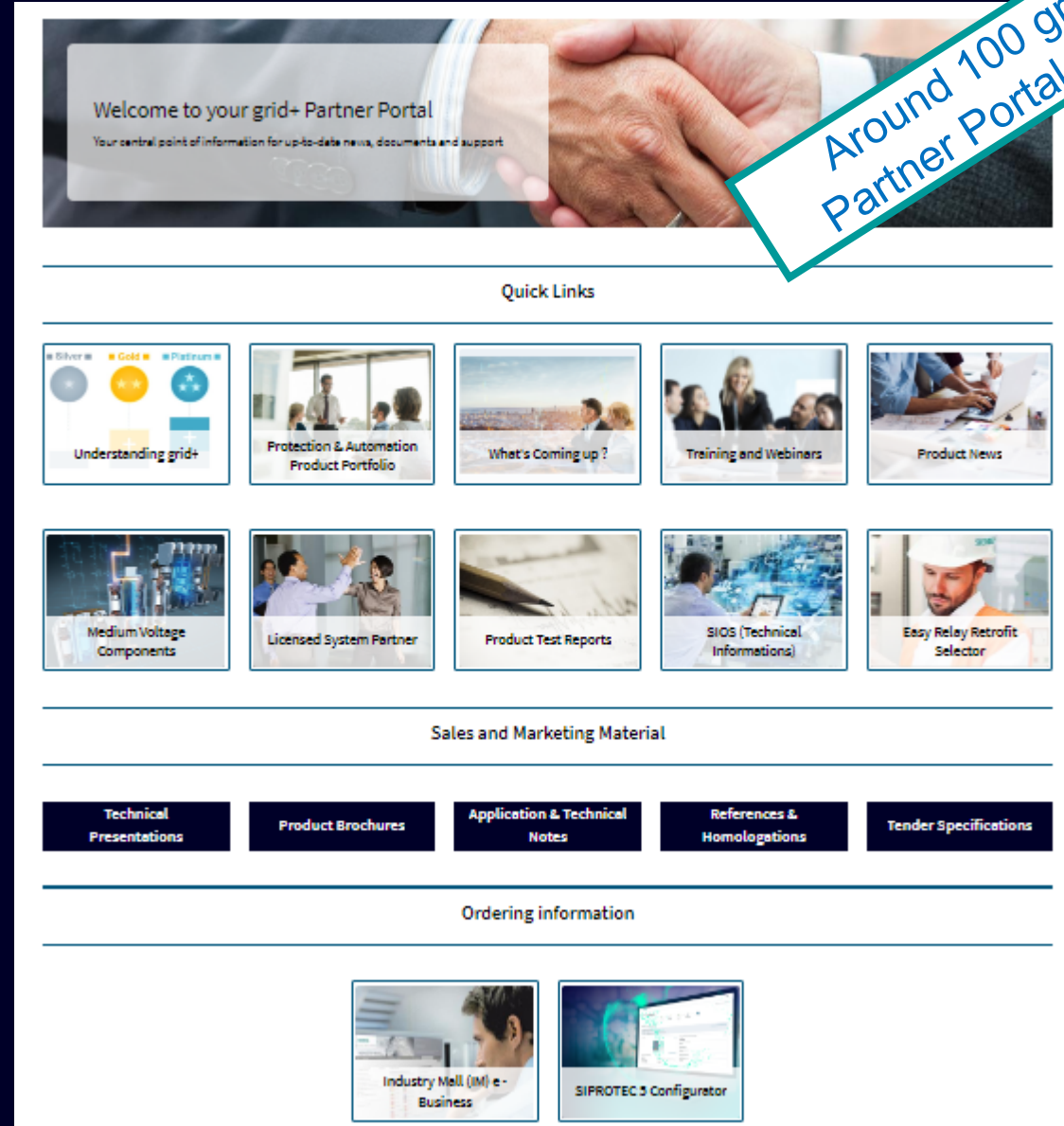
One Global EA Partner Spot for all *grid+* Partners

- Highspot



- *grid+* Partner Portal
www.siemens.com/gridplusportal

Selected exclusive content
provided by EA HQ



One Global EA Partner Spot for all *grid+* Partners

Application notes

Events

Technical presentations

Trainings

Selected content provided by EA HQ

Sales Promotions

Product News

References

And much more ...



Share content with Partners to their customers

grid+ partners can view and download content on demand

Disclaimer

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