

# Value Added Reseller (VAR) Partner Program Issues

Edward Strasser, Head of VAR Partner Program  
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# Energy Automation Seamless Portfolio – Strong Brands

**SIEMENS**  
*Ingenuity for life*

Substation Automation,  
RTUs

Power Quality

Protection

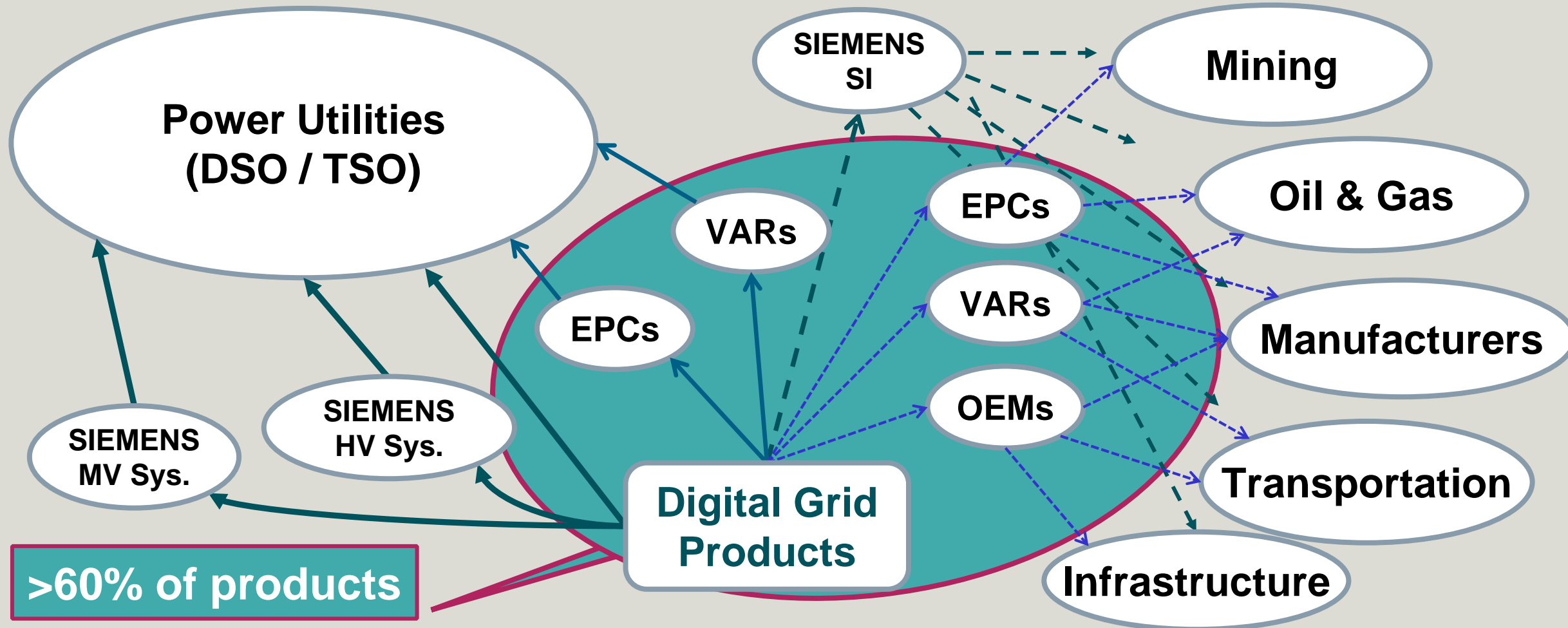
**SICAM**

**SIPROTEC  
Reyrolle**



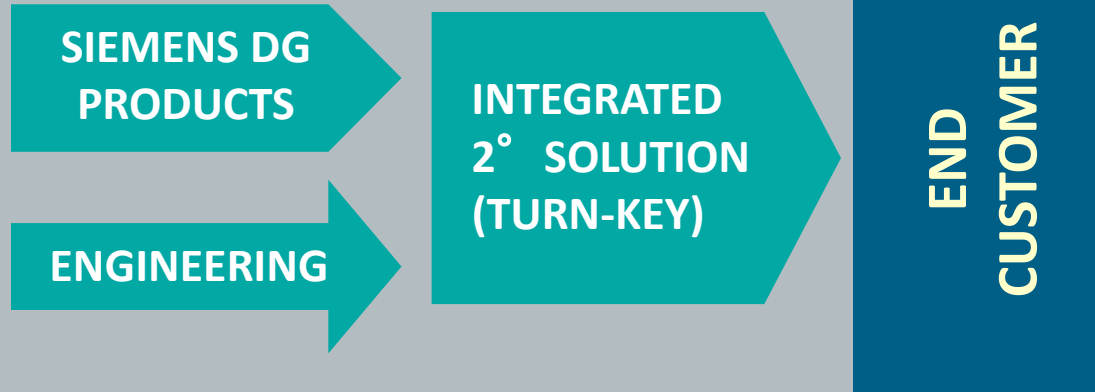
# Digital Grid Automation & Protection Products

## Our Most Important Sales Channels

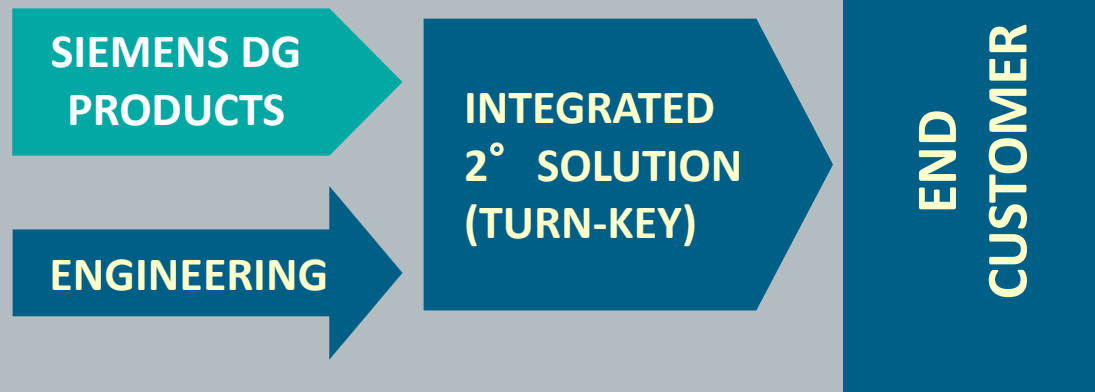


# Value Added Resellers (VARs) Part of a Holistic Digital Grid Concept

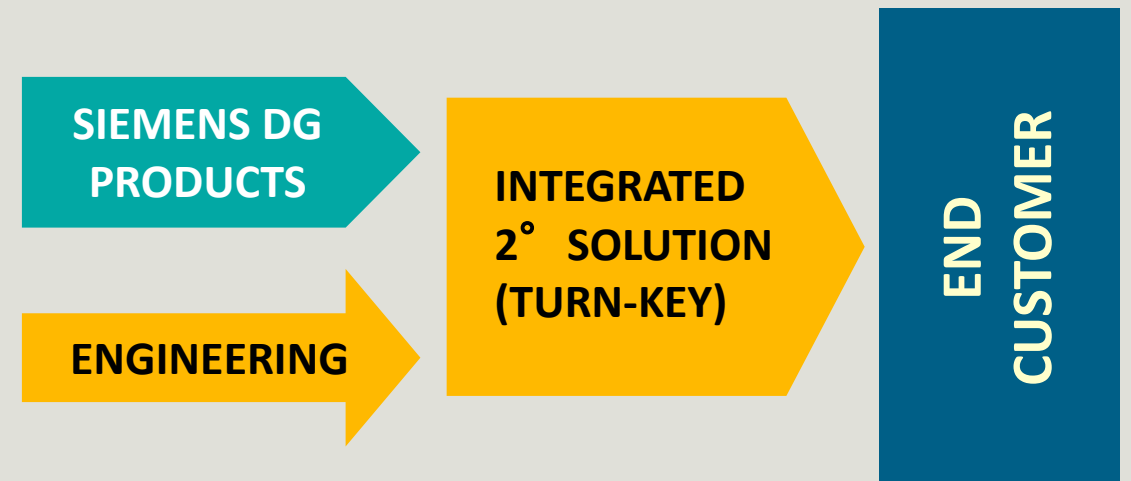
## SIEMENS SYSTEMS SALES



## SIEMENS PRODUCT SALES



## VAR



### SIEMENS Value Added Resellers

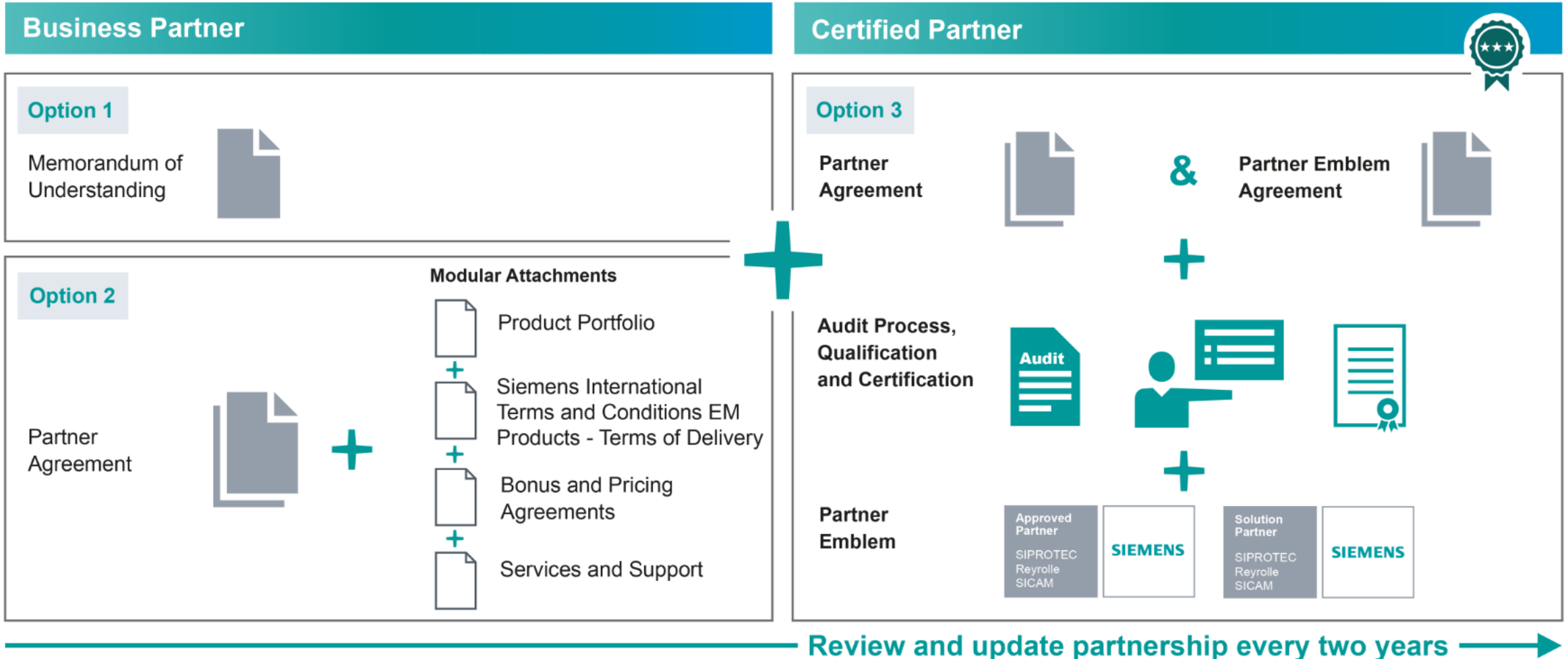
- Directly serve their own customers
- Develop, sell and Execute their projects
- Integrate Siemens DG Products

# The Future of our VAR Partner Program

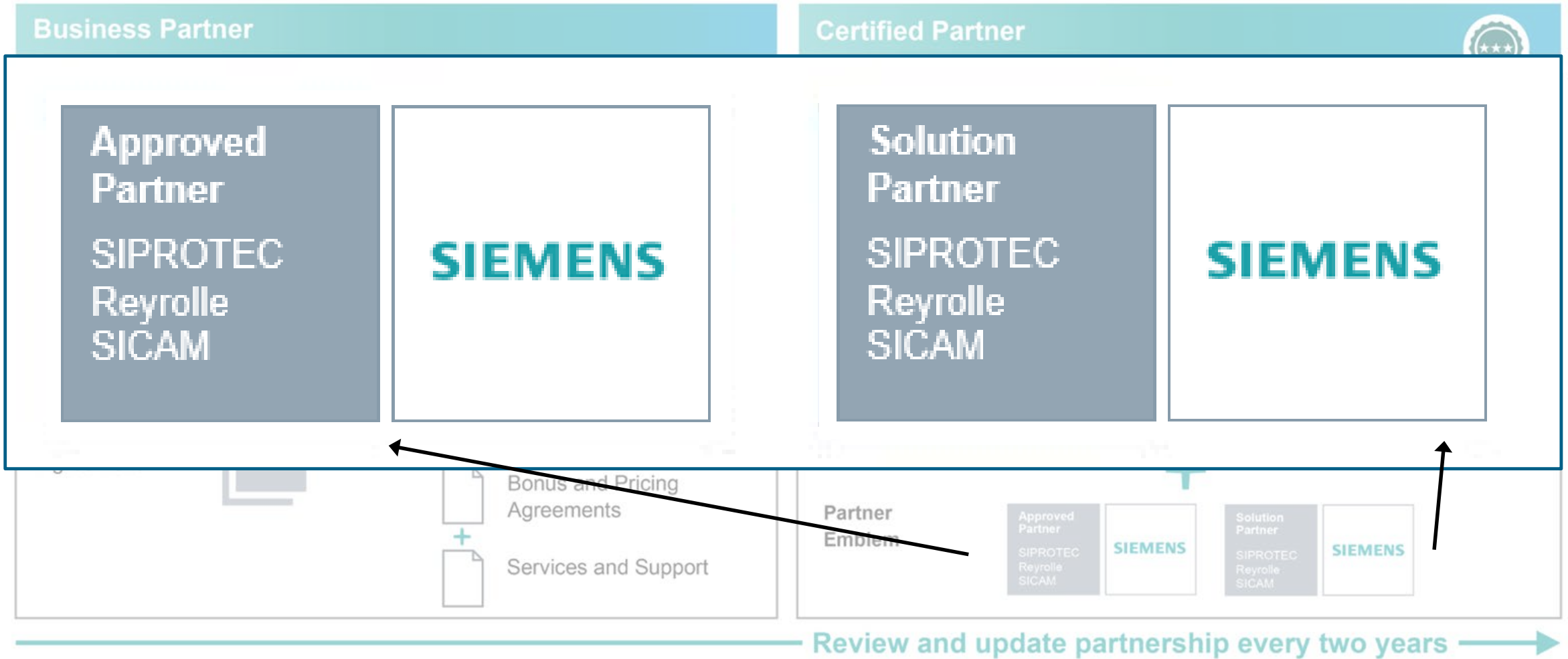
- Expanding our cooperation
- Increasing the rewards
- and still more to come

# Our Siemens Sales Partner Agreement Approach

## – Which agreement fits your business strategy?



# Our Siemens Sales Partner Agreement Approach Approved and Solution Partners



# Get Additional Benefits out of the Partner Loyalty Program – How to get Loyalty Status



## Silver

Default for all participants of Energy Automation and Smart Grids Partner Program



## Gold

Top 20% in volume **or** growth ranking p.a.

3+ end-customer references p.a.

MoU\* or Partner Agreement

\* For gold qualification with MoU one or more criteria have to be fulfilled:

1. Joint selling activities including regular reviews
2. Order entry via Industry Mall
3. Sharing Point of Sales Data (with I-Mall)
4. Quarterly joint marketing, training, or customer workshops
5. Measures defined and managed to exceed growth plan



## Diamond

Top 5% in volume **or** growth ranking p.a.

5+ end-customer references p.a.

Partner Agreement

Order Entry via e-business  
(e.g. Industry Mall)






# grid+

## Get Additional Benefits out of the Partner Loyalty Program

### – Benefit Overview



#### Benefit

	 <b>Silver</b>	 <b>Gold</b>	 <b>Diamond</b>
Siemens partner logo	Only certified partner	Only certified partner	Only certified partner
Access to exclusive Siemens Digital Grid partner portal for tailored trainings, customized information, technical docs., blue prints, conversion list, selection tool, CAx data after request	✓	✓	✓
Use of Siemens facilities for partner presentations to end customers	✓	✓	✓
30% discount for Power Academy qualification/training courses	✓	✓	✓
Special Partner Price Agreements based on Volume	✓	✓	✓
Financing of learning/showroom/E-Learning Room (with products)	Partial	Partial	✓
Active support for product approvals at end customers	Only certified partner	✓	✓
Quarterly bonus for target achievement		✓	✓
Promotion in Social Media e.g. LinkedIn (Siemens mentions and promotes partner projects)		✓	✓
List with on-top discount		Level 1	Level 2
Be part of our Innovations and discuss with the Siemens Experts		2h p.a. virtually	1d p.a. onsite
Exclusive partner events with Siemens experts or support on fairs and events			✓

Country specific benefits like payment terms, warranty extension or free-of-charge order change possible. Please, ask your local Siemens contact person



Specific Benefits

# Mutual Benefits of VAR Partnership

**SIEMENS**  
*Ingenuity for life*

**VAR Partner**



**Siemens  
Digital Grid**

- |   |  |
|---|--|
| <ol style="list-style-type: none"><li>1. Recognition and strategic positioning in local market(s)</li><li>2. Siemens certification as qualified partner and MAFs for projects requiring them</li><li>3. <b><u>Guaranteed</u></b> access to the full Siemens Energy Automation Product Portfolio</li><li>4. Cost controls via long-term price agreements</li></ol> | <ol style="list-style-type: none"><li>1. Reliable partner and new sales channel in local market</li><li>2. Increased market presence and product placement</li><li>3. Indirect access to market niches via local partner company</li><li>4. Opportunity for joint project execution with selected VAR partners</li></ol> |
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