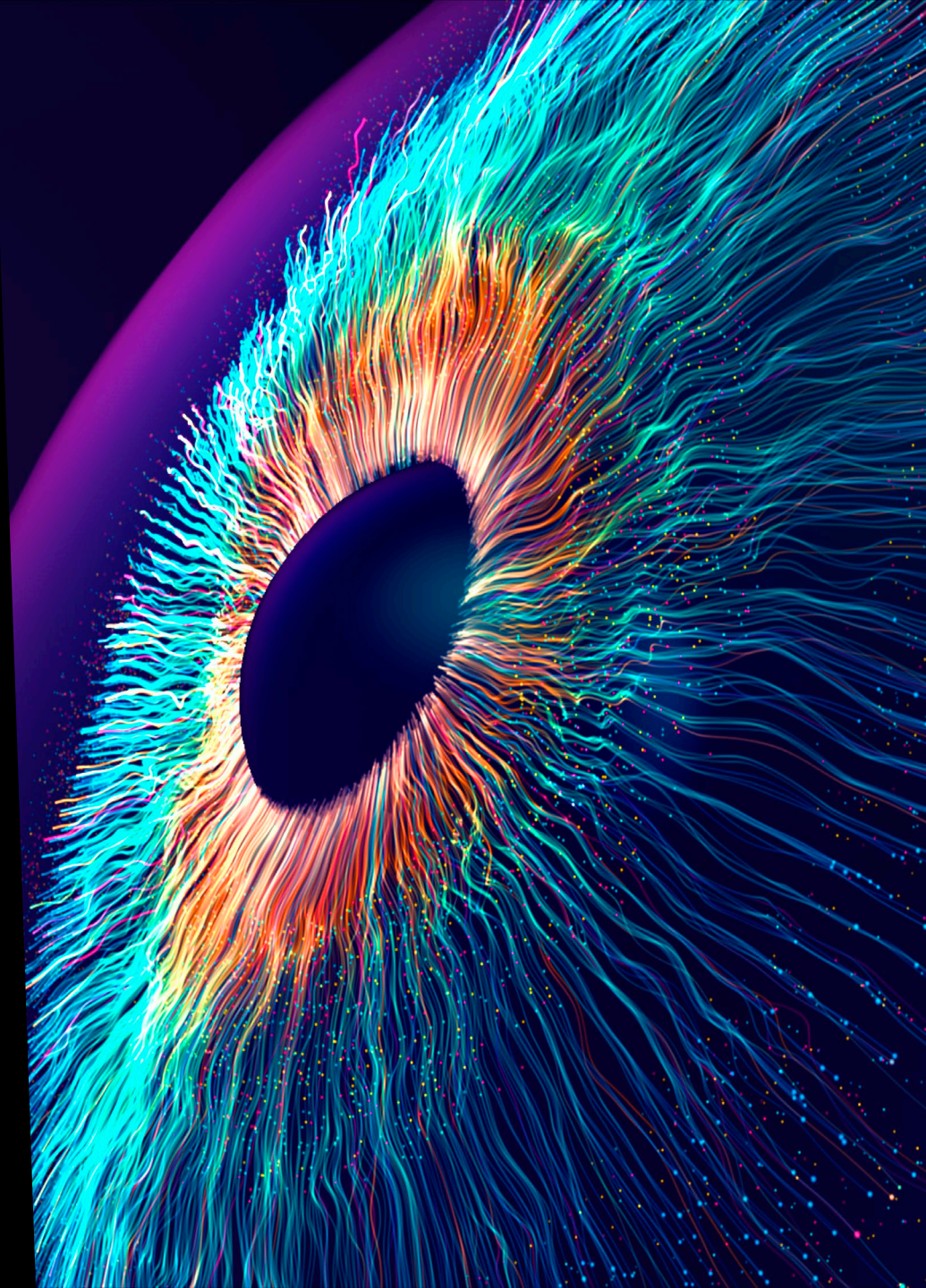


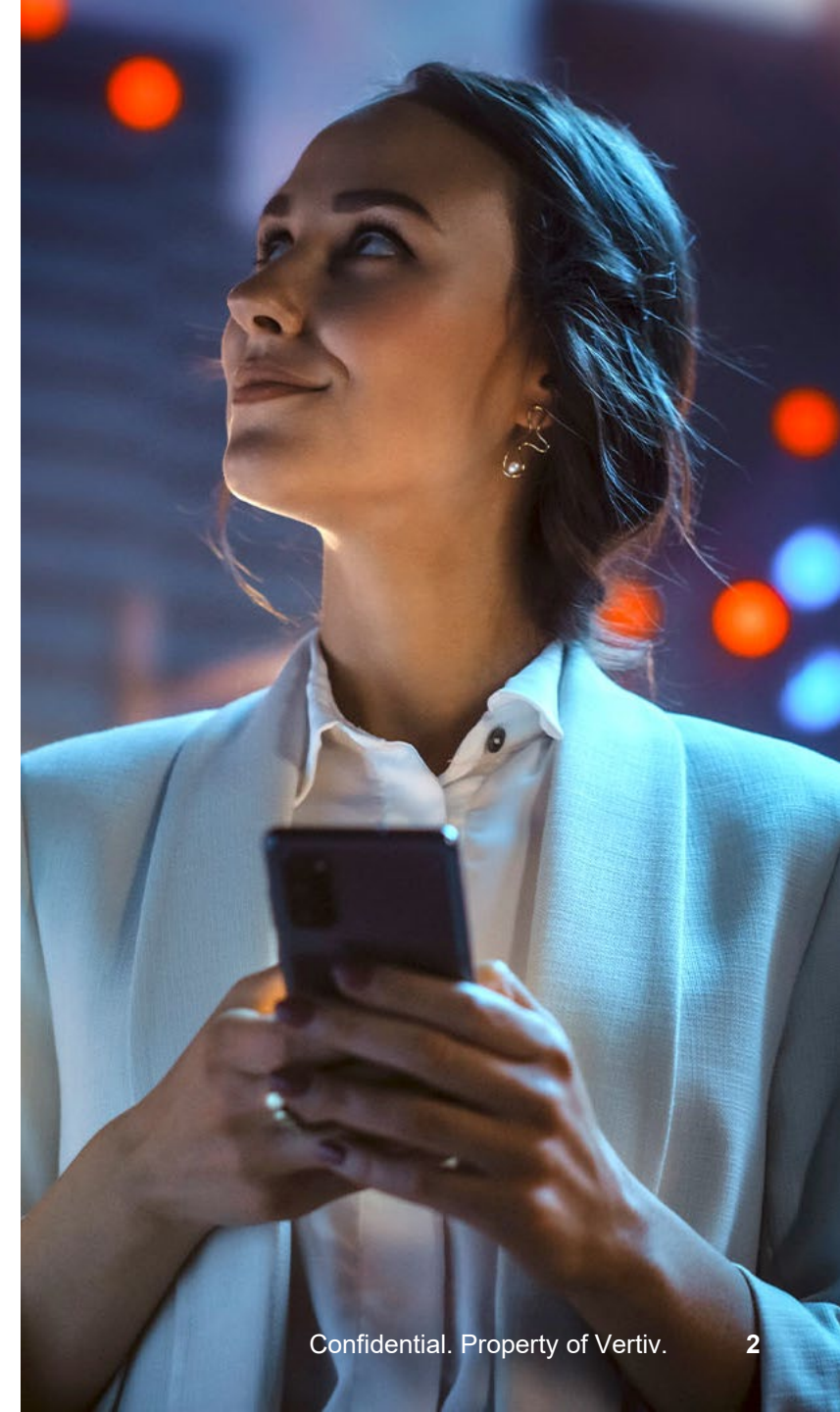


# VPP 2025 Program



# Agenda

- 01 Why we are here
- 02 VPP 2025 Overview
- 03 Vertiv Service Partner Program
- 04 Vertiv Certification Program
- 05 VPP 2025 Requirements and Benefits
- 06 VPP 2025 Guidance Notes and more information



AI is here, and it is here to stay.

It will transform our lives.

It will transform our businesses.

It will transform our IT infrastructures.

*AI is one of the most important things humanity is working on. It is **more profound than electricity or fire**.*

— Sundar Pichai, CEO



*This is the **first time that a technology** developed in Silicon Valley **benefits the lives of everyday people so quickly and so tangibly**.*

— Satya Nadella, CEO



*AI is on the fast track to **becoming ubiquitous** — at **home**, at **work**, and **everywhere** in between.*

*60% of workers will use their own AI to perform their tasks.*

— Predictions 2024: AI

FORRESTER®

“Generative AI could potentially raise annual labor productivity growth by around 1.5pp over a 10-year period, and eventually **raise global GDP by 7%**. Gen AI raises the potential for a boom in labor productivity that significantly increases global growth.”

— Joseph Briggs, Sr.  
Global Economist


Goldman  
Sachs



“I am already seeing AI workloads leading to a broad proliferation of accelerated computing infra-structure. This will require investments in next-generation data center physical infra-structure to support new architectures with higher power and thermal management requirements.”

— Lucas Beran,  
Research Director



Solution advisor consultants provide **consultation services** and **expert advice** to customers looking to implement  NVIDIA based solutions or technology.



 VERTIV has met product and technology competency attainments required by  NVIDIA.

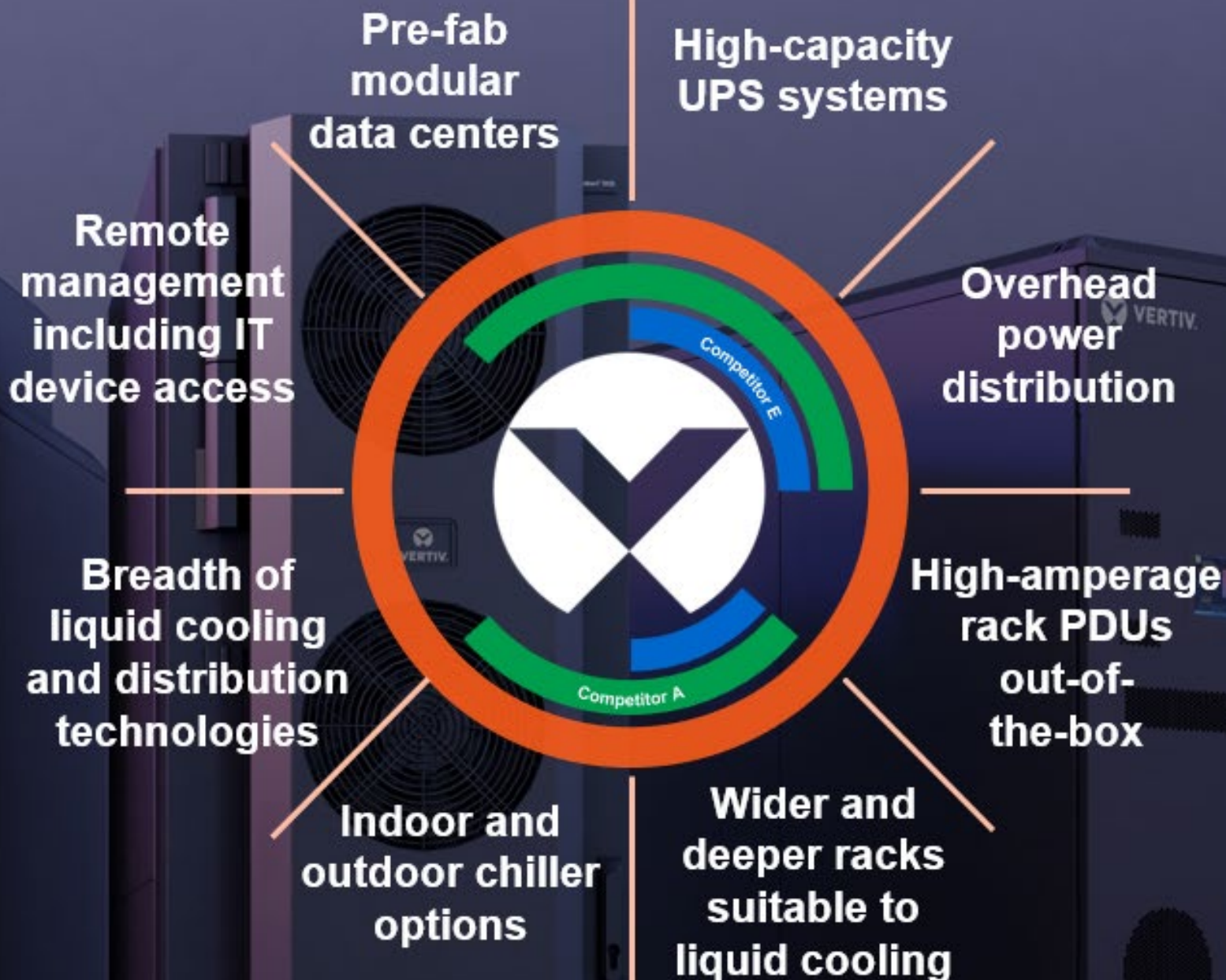


 VERTIV Sales and Technical associates have undergone training of  NVIDIA products.

Vertiv is a Solution Advisor Consultant partner in the **NVIDIA Partner Network**.



Vertiv solutions encompass **more product categories and technologies** for AI / HPC than anyone else in the industry.

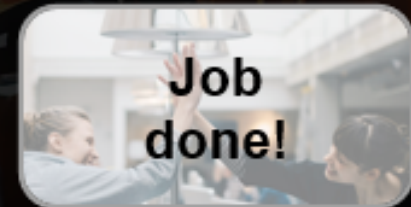


With the Vertiv  
Solution Designer,  
a **full HPC solution**  
is built in minutes.

Simply select the  
rack, add IT and  
complete it with  
Vertiv world-class  
infrastructure.



Scan me



# Top Reasons to Partner with Vertiv



## Margin Rich

High margins to ensure you maximise your profits and remain competitive in the market.



## Fuel your business growth

Unlock business expansion, greater profits and stronger customer loyalty with exclusive prices for our reliable IT infrastructure solutions.



## Not over-distributed

Greatly reducing the need to compete with your peers for the same business.



## Worlds leading critical IT infrastructure provider

Our portfolio gives you access to one of the largest incremental opportunities in IT from core brands including Avocent, Cybex, Giest and Liebert.



## Partner with confidence

Partner with a trusted brand dedicated to secure solutions and supporting your sustainability goals.



## Decades of industry experience

Allowing us to build a strong portfolio and an effective team.



● EMEA Wide coverage

# Award-winning Vertiv Partner Program

*"Working in partnership with Vertiv was already a no brainer due to their world class market position and global end to end product set. This has been enhanced significantly by the Vertiv Partner Program with a range of benefits which has allowed us to take even greater advantage of what Vertiv can offer."*



Murtaza Loka  
Finance and Purchasing Head at BurhanTec

*"Vertiv is a companion throughout our journey, offering unwavering support in channel sales, enablement, and especially marketing! The Vertiv™ Partner Program, with its comprehensive suite of sales tools, marketing resources, training modules, incentive programs, and other features, ensures that everything needed for success is just a click away."*

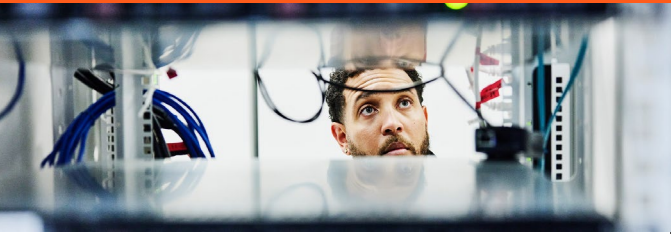


Paul Gohil  
Director, Collaborate IT

# 2025 VPP Updates

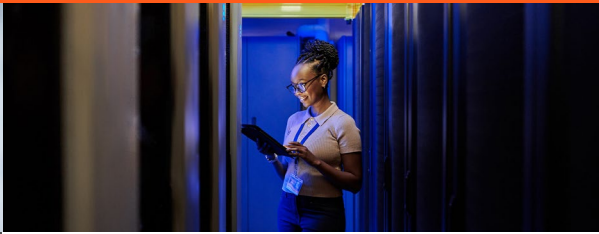


# Service Partner Program (Integrated into VPP)



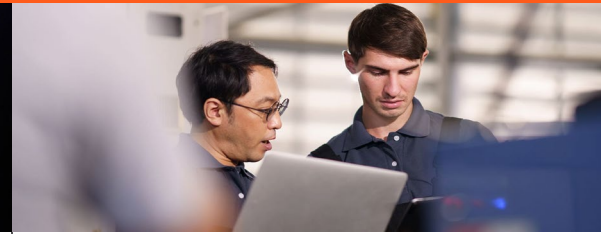
## VERTIV Authorised Service Partner

- Buy, Sell & Deliver Vertiv Services Free Training for agreed products
- Parts discount parts (based on VPP level)
- Assigned Startup, Installation, Preventative/Corrective Maintenance jobs by Vertiv



## Vertiv Independent Service Partner

- Not reselling services but can be subcontracted by Vertiv on an ad-hoc basis
- 1<sup>st</sup> engineer trained free if platinum). If service target hit, credit back at year end purchase
- Buy/resell extended support (parts-only) Service
- Buy Training
- Buy Tech Support "Verified By Vertiv" Services



## Vertiv Warranty Centre

- Country Distributor carrying out 1-ph/IT equipment triage & swap from own stock, including 1ph batteries
- Credit unit swapped + handling fee
- Free 1-ph training



## Disti+ISP (Project Partners/VAD)

- Country Distributor (a.k.a Project Partner)
- Embed ISP portion in distribution agreement

Training-based enablement for Power, Thermal, SW/Solutions, Avocent. Partners access MarComm Assets, TKO, CCE

# VPP Requirements



Vertiv  
Silver  
Partner



Vertiv  
Gold  
Partner



Vertiv  
Platinum  
Partner



Vertiv  
Diamond  
Partner



## Silver VPP Requirements

- Applicable to Vertiv partners who are already doing business with Vertiv.
- In the first year as Silver VPPs they should complete any combination of **4 Associate or Specialist certifications in Vertiv Partner Learning**.
- In the first year as Silver VPPs they should complete on average **5 program activities per quarter**. These include portal activities (Deal Registrations, VSD Proposals, Trainings , Lead Acceptance/ Rejection etc). Other trackable activities outside the portal include joint events, campaigns, face to face trainings etc.

\*Courses taken in person or via a webinar with a knowledge check taken in Vertiv Partner Learning will be counted.

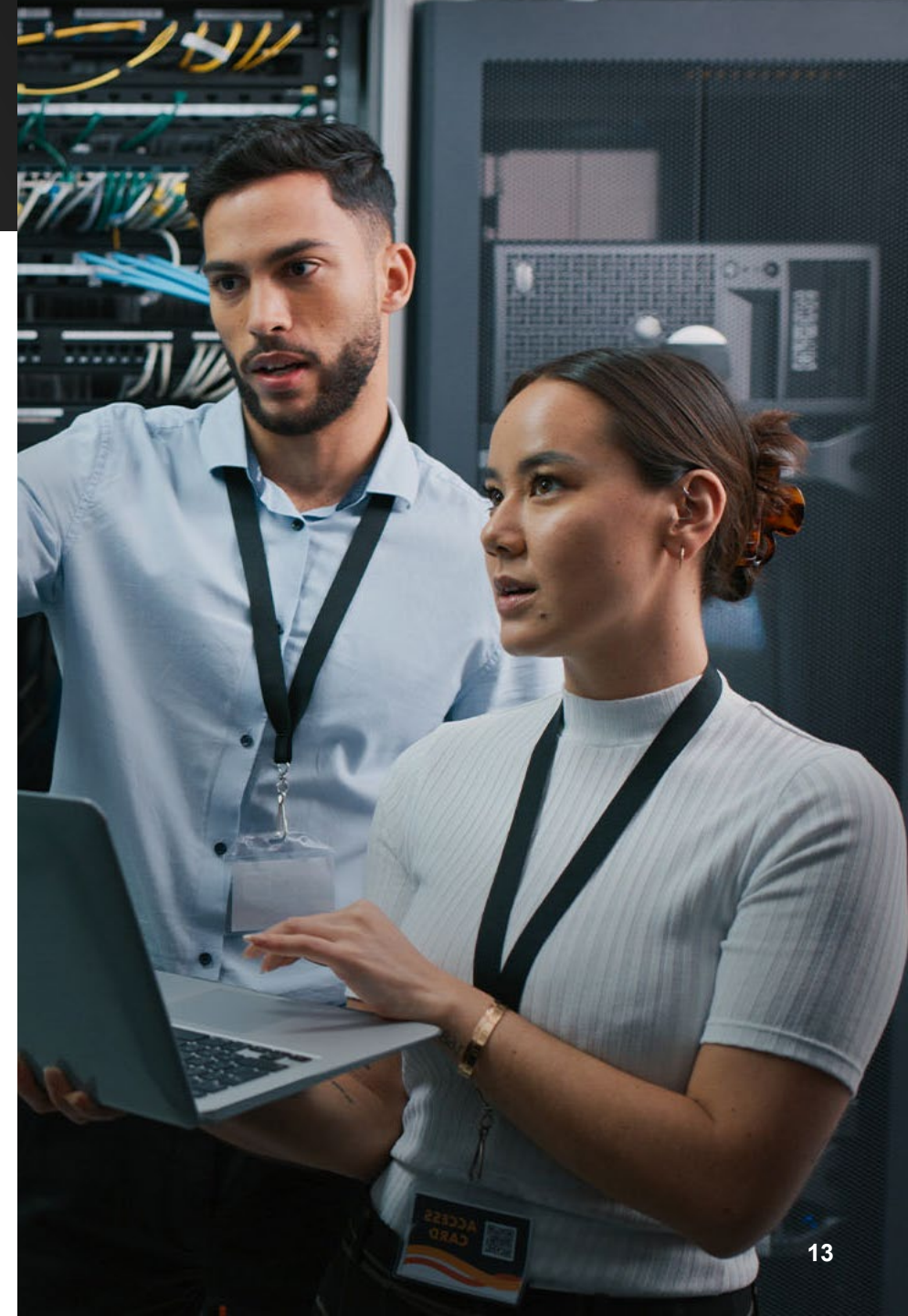




## Gold VPP Requirements

- **Minimum \$100K per annum including minimum \$15K in service revenue after year one!**
- In the first year as Gold VPPs, they should complete **an additional 2 Specialist or Professional certifications in Vertiv Partner Learning**. Multiple people can take the same course and still qualify the account.
- In the first year as Gold VPPs they should complete on **average 10 program activities per quarter**. These include portal activities (Deal Registrations, VSD Proposals, Trainings , Lead Acceptance/ Rejection etc). Other trackable activities outside the portal include joint events, campaigns, face to face trainings etc.
- As Gold VPPs they should also do **an annual customer reference with Vertiv**.
- As Gold VPPs they should also complete a **growth plan and or Partner Incentive Agreement (PIA)**

\*Case by case exceptions can be made where sales believes a partner can hit the minimum revenue and gets approval from sales leadership.





# Platinum VPP Requirements

- **Minimum \$250K per annum including minimum \$40K in service revenue after year one!**
- In the first year as a Platinum VPP they should complete **an additional 2 Professional and 1 Expert certifications in Vertiv Partner Learning**. These may be a combination of **online, face to face and or residential courses** and the number available will increase throughout the year.
- In the first year as Platinum VPPs they should complete on average **15 program activities per quarter**. These include portal activities (Deal Registrations, VSD Proposals, Trainings , Lead Acceptance/ Rejection etc.) Other trackable activities outside the portal include joint events, campaigns, face to face trainings etc.
- As Platinum VPPs they should also do an **annual case study with Vertiv**.
- As Platinum VPPs they should also complete a **growth plan and or Partner Incentive Agreement (PIA)**

\*Case by case exceptions can be made where sales believes a partner can hit the minimum revenue and gets approval from sales leadership.

\*Courses taken in person or via a webinar with a knowledge check taken in Vertiv Partner Learning will be counted. Multiple people can take the same course and still qualify the account.

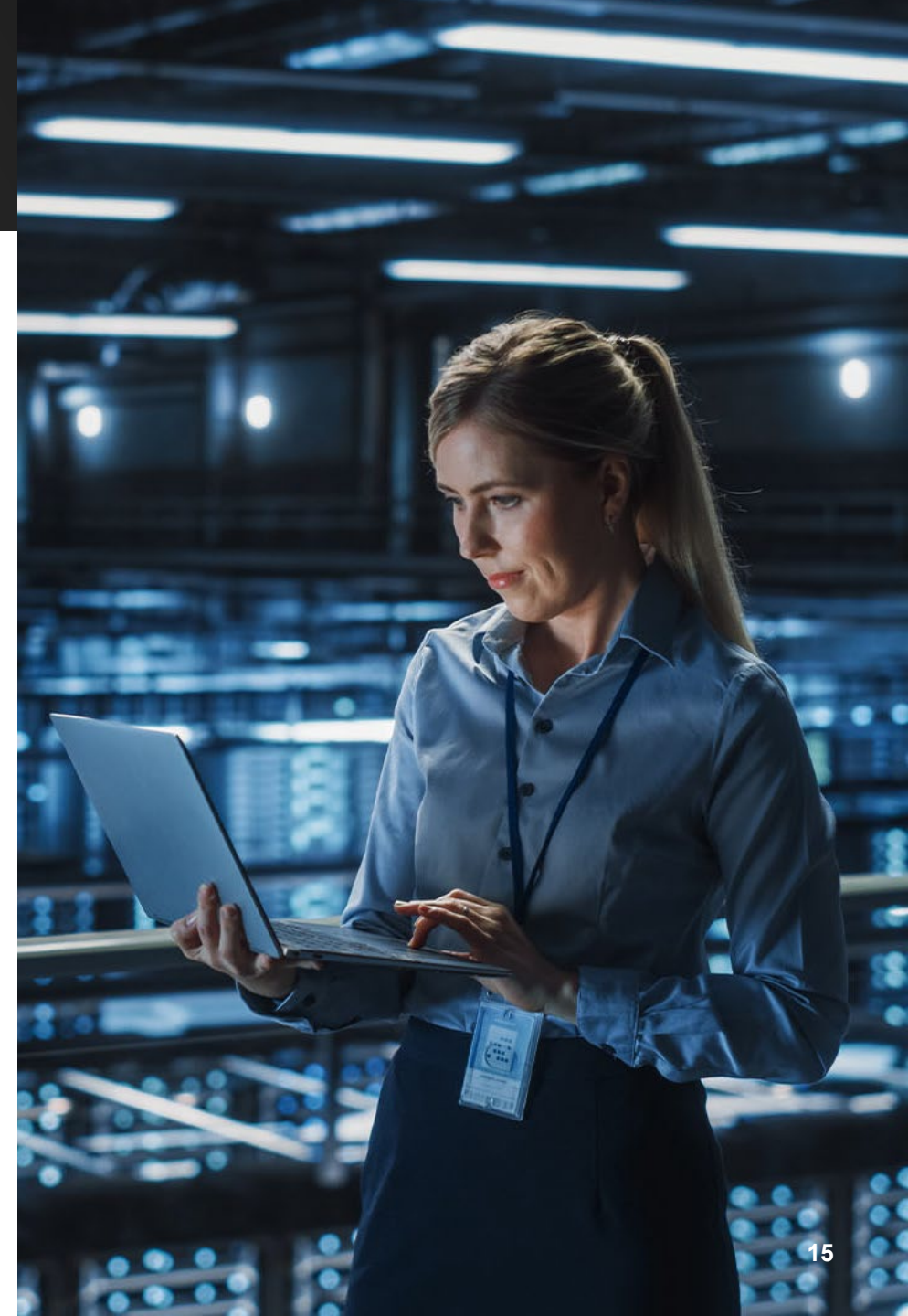




# Diamond VPP Requirements

1. **Invitation only expected \$1M + per annum minimum including minimum \$75K in service revenue after year one!**
2. As a Diamond VPP the number of certifications, program activities, case studies and or customer references **will be agreed in the growth plan reflecting the partners individual needs and value proposition.**

\*Note courses taken in person or via a webinar with a knowledge check taken in Vertiv Partner Learning will be counted. Multiple people can take the same course and still qualify the account.



# VPP Benefits



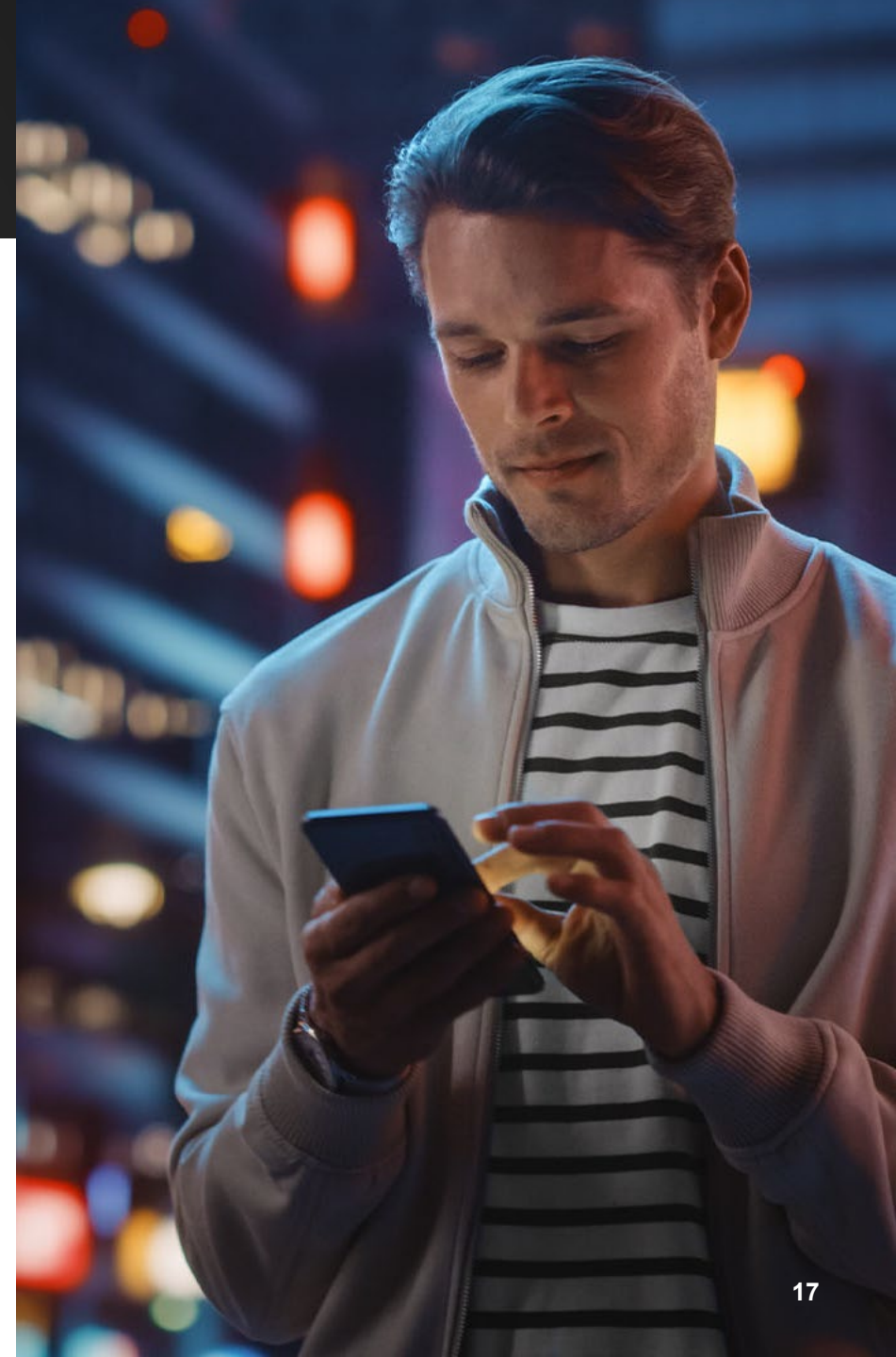


## Silver VPP Benefits

- **Deal Registration** available via the partner portal where they can get additional price and project protection. For more information please see **the training in Vertiv Partner Learning**.
- **Lead Dashboard** available in the partner portal.
- **Vertiv Incentive Program (VIP)** access, an individual incentive program available to all salespeople within the account. Bonus Points are calculated for the individual based on program activities and sales. These Bonus Points are then loaded into a rewards store accessible via the partner portal where the points can be redeemed for hundreds of items, vouchers and or holidays. For more information please see **the Training overview in Vertiv Partner Learning**.
- **Vertiv Partner Learning**, an online, self paced training platform available in the partner portal that tracks your progress and issues your certificates.
- **Vertiv Solution Designer (Lite Version)**, an easy to use, integrated rack solution design tool. For more information please see the **training in Vertiv Partner Learning**.

\*Lead Dashboard is used for passing partner leads from Vertiv and is not the same as the partner locator.

\*Additional Bonus Points can be earned for **Service Sales VIP**.





# Gold VPP Requirements

## All Silver benefits plus:

- Access to the **Vertiv Demo Program** For more information please see the **training in Vertiv Partner Learning**.
- Eligibility for **Gold Rebates with Service Accelerators**. Please speak with your Vertiv Account Manager for details. **\*Internal A slide showing the proposed rebates by level is included for reference. We will continue to use the current PIA Process for now. (??)**
- Full access to **Vertiv Solution Designer**. For more information please see the **training in Vertiv Partner Learning**.
- Eligibility for inclusion in the **Partner Locator** where you can advertise your capabilities as a Vertiv Partner and can be selected by end-users with lead forms available in the Lead Dashboard. For more information please see the **training in Vertiv Partner Learning**.
- Eligibility for **Service Partnership** details in the partner portal with request button.
- Dedicated **Partner Account Manager**





# Platinum VPP Benefits

## All Gold benefits plus:

- **Higher level Rebates** and Service Accelerator.
- Eligibility for **Marketing Development Funds (MDF)** based on an agreed business plan. \*Note current process for requesting will be updated.
- Eligibility for **Independent Service Partner Status** details in the partner portal with request button.
- **Dedicated account manager and local team** to support Partner Ecosystem coordinating project engagement between Vertiv and partners.





## Diamond VPP Benefits

As a **Diamond VPP** the amount and types of Rebate, MDF, Bonus Points, Eligibility for Service Partnership, Training and Certification strategy should all be agreed **case by case in the partner growth plan**.

As the skills and capabilities of each partner are different and as the level itself is invitation only, it is important to reflect there benefits in an **individual way**.



# Global Vertiv Partner Certification - EMEA



## Global Vertiv Partner Certification Benefits EMEA

As we move in 2025 certification will be the key elements for program advancements, product access and benefits.

### Key Messages:

- All partners as a minimum should have one person complete the Vertiv Associate Certification in order to access Deal Registration.
- If two partners with completed certifications submit a Deal Reg the highest certification should take priority over the lesser.
- Non-CPL product /solution access in regard to Deal Registration comes into effect from at least one person having the professional certification.



### Certifications Types

- Vertiv Associate Certification (onboarding course)
- EMEA Vertiv Specialist Certifications
- EMEA Vertiv Professional Certification
- EMEA Vertiv Expert Certification



### Certifications available

- Vertiv Associate Certification (onboarding course)
- EMEA Vertiv Power Solutions Specialist Certification (specialization)
- EMEA Vertiv IT Infrastructure Specialist Certification (specialization)
- *AI Readiness Specialist Certification*

# VPP Internal Resources



# VPP Test Accounts and Portal Access

- Click on the 3 dots ( New Private Window or New Incognito Window)
- Go to Vertiv.com
- Click Partner then Partner Log In and use one of the below credentials.
- Once credentials entered you will need to do the 2 Factor Authentication.
- To do this you need to open another window and search Yopmail which will allow you to paste your below test email into to get your code for the 2Factor authentication.
- Once entered you can access the portal

		Email test login	Password
Reseller Silver	EN	<a href="mailto:silver.emea.test@yopmail.com">silver.emea.test@yopmail.com</a>	Reseller3!
Reseller Gold	EN	<a href="mailto:gold.emea.test@yopmail.com">gold.emea.test@yopmail.com</a>	Reseller1!
Reseller Platinum	EN	<a href="mailto:platinum.emea.test@yopmail.com">platinum.emea.test@yopmail.com</a>	Reseller2!
Reseller Diamond	EN	<a href="mailto:diamond.emea.test@yopmail.com">diamond.emea.test@yopmail.com</a>	Reseller4!
Distributor	EN	<a href="mailto:distributor.emea.test@yopmail.com">distributor.emea.test@yopmail.com</a>	Vpptst1!

