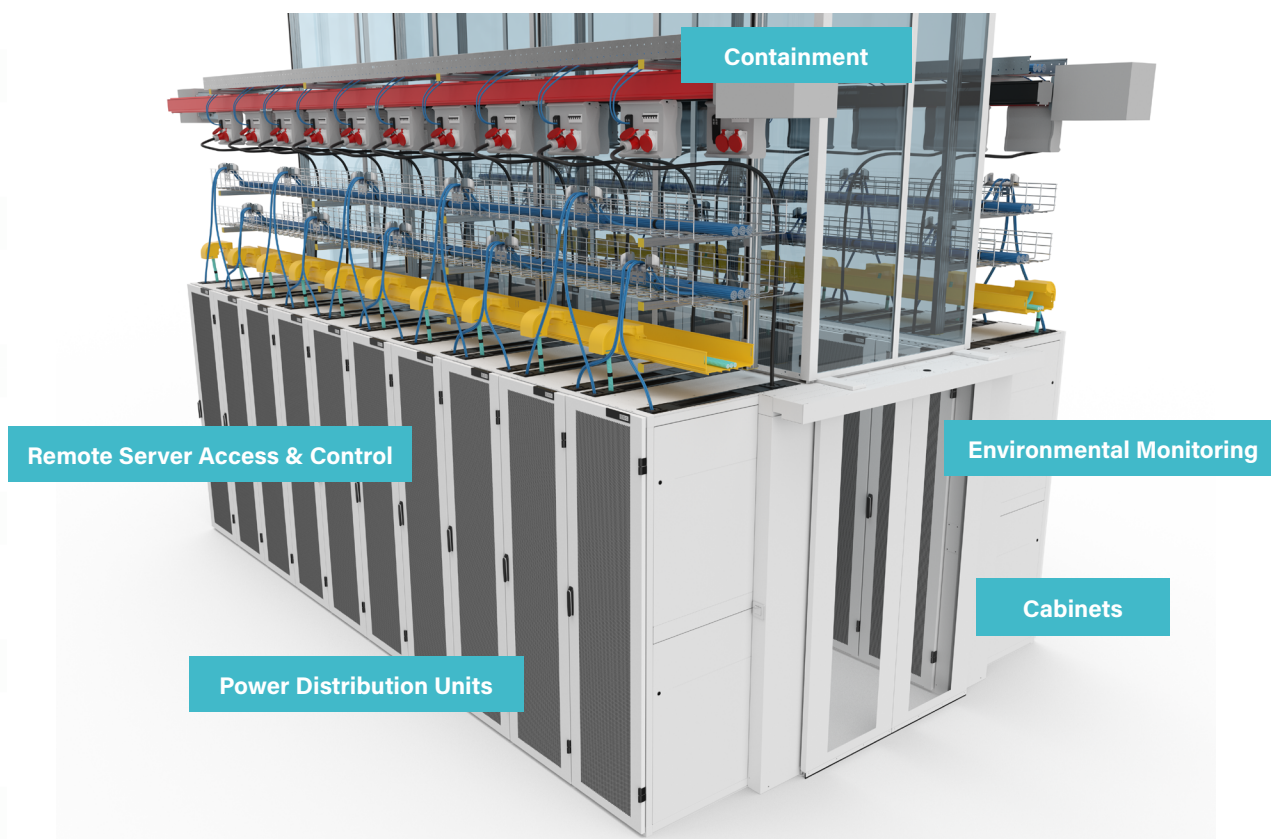




Legrand Data Center Solutions

European
Partner
Program
Overview



WHO WE ARE

At Legrand Data Center Solutions we uniquely differentiate ourselves with an intense focus on customer requirements and challenges—responding to those needs with a complete portfolio of premium-engineered, purpose-built offers. Each of our brands boasts a long history of solving difficult requirements with innovation and engineering, while giving customers the convenience and security of a single vendor.

Minkels®

Turn-key hot/cold aisle containment and enclosures for data center infrastructures.

Modulan®

Provider of fully customizable containment solutions. Maximum flexibility to cover customer needs.

Raritan®

A global leader in manufacturing intelligent rack PDUs, KVM switches, and other data center infrastructure monitoring and management solutions, Raritan's innovations improve the reliability, efficiency, and intelligence of data centers and server rooms around the globe.

Server Technology®

Specializing in manufacturing award winning rack PDU technology solutions like HDOT Cx, HDOT, and Alternating Phase Technology that provide unsurpassed flexibility, density, and load balancing capabilities in one PDU chassis.

USystems®

USystems provide cooling products that enhance data center cooling, providing these to global businesses, making their data centers more environmentally friendly.

OUR PARTNER PROGRAM

– BUILT FOR PARTNERS

Our Partner Program was formed as a powerful combination of two industry-leading, award-winning programs from Raritan and Server Technology, with over 40 years of partnering in the channel. We now have incorporated our cabinet, containment & cooling. The program is designed with our partners in mind, offering a unique business opportunity for qualified value-added resellers, systems integrators, solution providers, distributors, and colocation partners. Through the resale of our solutions, partners provide immense value to their customer while enjoying superior profitability.

Program Benefits

For all partners wishing to participate in the purchase and resale of Raritan, Server Technology, Minkels, Modulan and USystems solutions, the program offers a host of benefits to support your success.

- **Opportunity Registration Program:** Our flagship, this was designed to reward partners for creating and managing sales opportunities. Approved opportunities are eligible for additional discounts at the time of purchase and available to all partner levels.
- **Tiered Discounts:** Coupled with opportunity registration, our discount tables protect partners who specify our products and solutions.
- **Sales and Technical Support:** Field-based and inside sales support on registered opportunities, as well as no-cost, technical support to help win deals and increase customer satisfaction.
- **Dedicated Channel Manager:** Regional channel manager dedicated to helping you grow your business.
- **Customized Partner Portal:** Access tools, literature, leads, and our opportunity registration program.
- **Training:** Sales and technical training through instructor-led courses and online sessions, all at no cost.
- **Pre-qualified Sales Leads:** Delivered via our partner portal.
- **Market Development Funds:** Available to jointly drive demands, funds are proposal-based and require pre-approval by your channel manager.
- **Demo Kits:** Additional discounts on select products for use in customer demonstrations, demo labs, and trade show exhibits.



OPPORTUNITY REGISTRATION PROGRAM

The Opportunity Registration Program is designed to reward partners for creating and managing sales opportunities for Raritan, Server Technology, Minkels, Modulan & USystems solutions. Approved opportunities are eligible for additional discounts at the time of purchase.

Who Can Register an Opportunity?

Any partner can register an opportunity. Registration is available to partners buying through our distribution partners as well as those buying directly from Legrand.

What Products are Eligible for Registration?

Minkels: all products

Modulan: all products

Raritan: all products except Software support for CC-SG and professional services

Server Technology: all products

USystems: all products

Is There A Minimum Opportunity Size for Registration?

The registration threshold is €/\$/£ 10K, although registrations for a lower amount may be approved at the discretion of the Channel Manager. All opportunities must be registered to receive your maximum discount.

How Do I Register an Opportunity?

All registrations are submitted through our partner portal, which can be reached via legrand.com/datacenter. In order to access the partner portal your channel manager will need to set up an account for you. Once logged in, click on the "Partner Login", complete all required fields and submit. A list of your current and past registrations is also available on the portal.

When Should I Submit an Opportunity for Registration?

Opportunity registrations should be submitted at the time you identify a qualified opportunity. This is defined as:

- Customer has a recognized need for our solutions
- Customer has a budget and/or a defined project
- It is clear that the customer can, and wants to, do business with the partner submitting the opportunity

It is in your best interest to submit opportunities for registration early in the sales process, rather than after the customer requests a quote, as this alerts us to your initial efforts and allows us to work with you throughout the project.

What is the Process after Submission?

Once the required information is submitted, a notification is sent to the appropriate Channel Manager. They will be in contact with you within two business days regarding your registration. This may be an approval, denial, or a request for further information. Submission of an opportunity for registration does not guarantee approval.

A joint phone call, meeting, or online meeting may be requested with the end-user to gather additional information and provide additional support.

If approved, you will receive an email and an approval number. This number should be referenced on your purchase order to receive the additional discount. If declined, you will receive an email notifying you that your opportunity was declined, and the Channel Manager or territory sales manager can provide information on the reason it was not approved.

What Criteria are Used to Approve or Decline an Opportunity Registration?

First and foremost, the registration must be for a qualified opportunity, as outlined above.

- Customer has a recognized need for our solutions
- Customer has a budget and/or a defined project
- It is clear that the customer can, and wants to, do business with the partner submitting the opportunity
- In addition, the partner must show original or invited involvement in the customer's awareness, interest, and development of our solutions
- Opportunities are not eligible for registration when the partner is a responding bidder or the project was developed by another partner
- The entity being registered must be the end user, not another reseller, integrator, contractor, colocation facility, or channel member
- Additional criteria include the submission of complete and accurate information, as well as a willingness to work jointly with our sales team to close the business.

Can I Register an Opportunity in Which I am Offering Several Competing Solutions to My Customer?

No. Approved opportunity registrations are for partners proposing only our solutions to the customer. If you wish to propose competing solutions, you are free to do so, but registration will not be granted. If registration has been granted and these criteria are not met, the registration may be revoked and the partner notified.

How Long is my Approved Opportunity Registration Valid?

Once approved, your opportunity registration is valid for 6 months. If the opportunity registration expires prior to the close date or there is an ongoing opportunity, you may request to renew the registration for an additional three months.

How do I Request an Opportunity Registration Renewal?

You will receive an email close to your registration expiring that will inform you that your registration is due to expire. The registration can be extended by going to the registration on your portal and selecting "edit registration" where you can update close date, quantities etc. Renewals also have to be approved.

Can I Register an Entire Company, Location, or Account?

No, opportunity registration is limited to qualified projects. Accounts cannot be registered.

What is the Difference in Discount for Registered Opportunities?

The additional discounts provided for opportunity registrations vary by product and partner level. Please contact our inside sales team to confirm your additional discount and get a quote.

Can a Registration be Granted to More Than One Partner?

No. Although in some circumstances we may deny registration but provide registration discount to all partners who request pricing (Tender).

Under special circumstances, we may grant a registration to more than one partner for the same opportunity. However, this is not common and both partners will be notified.

If I Have an Approved Registration, Can it be Revoked Before the Expiration Date?

Yes, we reserve the right to revoke a registration under special circumstances, such as:

- Customer complains of extremely poor customer service from the partner and can identify specific issues
- Partner loses Program status, or partner sales person leaves the company and no valid replacement is available
- Partner is unresponsive regarding the opportunity
- Partner violates the policy regarding competing solutions

Does my Opportunity Registration Guarantee I Will Win the Deal?

No. The opportunity registration process is designed to reward your efforts with an advantage, but customers are free to purchase from whomever they like.

We reserve the right to contact the end user at any time.

Note: The opportunity registration process is a confidential agreement between Legrand Data, Power & Control and our Partners and should not be disclosed.



For more information, please contact your Channel Manager directly.