

APC Channel Partner Program Recertification Requirements



PARTNER BENEFITS

- Ensure you are continually building and advancing your competencies around APC solutions
- Keep up-to-date with current power, cooling and management trends
- Become a trusted advisor and differentiate your company in today's marketplace

APC's best-in-class training empowers you to become a trusted advisor with an unmatched level of expertise. These requirements are intended to encourage you to expand your knowledge base and stay up-to-date on latest industry trends while differentiating your company in today's marketplace.

How to Recertify

Go to your APC Partner Page (www.apc.com/personalpage)> then click: **Training & Education tab > Training by Certification > Recertification Requirement**

IMPORTANT INFORMATION

- Recertification requirements must be met prior to November 30th, 2012
- Recertification requirements must be completed by the individual who currently holds the active certification
- If a person who held an individual certification that previously enabled your company to meet the company certification requirements is no longer employed or is in a role where they cannot use their certification, then another person must go through the new certification process to maintain your company's status.

- **Step One: Individual Training Competency Requirements**
 - Complete required courses for each individual certification
- **Step Two: 2011 Partner Revenue Requirements**
 - Revenue requirements will be based on 2011 closed revenue
- **Step Three: Update your Company Profile**
 - Ensures we have accurate information about your company

Make the most of your energy

Step One: Individual Training Competency Requirements

Competency Requirements					
Certification Title	Registered Partner	Select Partner	Premier Partner	Elite Partner	
				Business Network	Sm/Med Data Center
Registered Member	1				
Sales Associate		1	1		
Sales Professional			1	2	2
Technical Consultant				1	1
Integrated Design Consultant					1
Total Number of Individuals	1	1	2	3	3*

*Total of four individual certifications required by three unique individuals.
Individual holding technical consultant or integrated design consultant certification may also hold sales professional certification.

See required courses for each individual recertification below.

Integrated Design Consultant Learning Paths

****Choose One (1) of the 3 following Learning Paths for Integrated Design Consultant Recertification.** Each Learning Path is the same with the exception of the instructor-led classroom training being focused on General Data Center, Cooling or Power.

Integrated Design Consultant General Path Recertification Requirements	
Data Center Technical Training II	3-day Instructor-led Course
-Data Center Technical Training II Test	eLearning Module
MGE Galaxy 3500 How to Sell	eLearning Module
InfraStruXure Management Software How to Sell	eLearning Module
InfraStruXure Management Software How to Sell Test	eLearning Module
Symmetra PX 250/500 kW How to Sell	eLearning Module
White Paper 114: Implementing Energy Efficient Data Centers	White Paper
White Paper 114 Test	eLearning Module
White Paper 126: An Improved Architecture for High-Efficiency, High-Density Data Centers	White Paper
White Paper 126 Test	eLearning Module
White Paper 150: Power and Cooling Capacity Management for Data Centers	White Paper
White Paper 150 Test	eLearning Module

Integrated Design Consultant Cooling Path Recertification Requirements	
Advanced Cooling Technical Training*	2-day Instructor-led Course
-Advance Cooling Technical Training Test	eLearning Module
Advanced Data Center Management Software Sales Training*	1-day Instructor-led Course
Advanced Data Center Management Software Sales Training* Test	eLearning Module
MGE Galaxy 3500 How to Sell	eLearning Module
InfraStruXure Management Software How to Sell	eLearning Module
InfraStruXure Management Software How to Sell Test	eLearning Module
Symmetra PX 250/500 kW How to Sell	eLearning Module
White Paper 114: Implementing Energy Efficient Data Centers	White Paper
White Paper 114 Test	eLearning Module
White Paper 126: An Improved Architecture for High-Efficiency, High-Density Data Centers	White Paper
White Paper 126 Test	eLearning Module
White Paper 150: Power and Cooling Capacity Management for Data Centers	White Paper
White Paper 150 Test	eLearning Module

*The Advanced Technical Cooling and Data Center Management courses are offered over 3 consecutive days to minimize travel costs.

Integrated Design Consultant Power Path Recertification Requirements	
Advanced Technical Power Training	3-day Instructor-led Course
-Advanced Technical Power Training Test	eLearning Module
MGE Galaxy 3500 How to Sell	eLearning Module
InfraStruXure Management Software How to Sell	eLearning Module
InfraStruXure Management Software How to Sell Test	eLearning Module
Symmetra PX 250/500 kW How to Sell	eLearning Module
White Paper 114: Implementing Energy Efficient Data Centers	White Paper
White Paper 114 Test	eLearning Module
White Paper 126: An Improved Architecture for High-Efficiency, High-Density Data Centers	White Paper
White Paper 126 Test	eLearning Module
White Paper 150: Power and Cooling Capacity Management for Data Centers	White Paper

Technical Consultant Learning Paths

Technical Consultant Data Center Recertification Requirements	
MGE Galaxy 3500 How to Sell	eLearning Module
InfraStruXure Management Software How to Sell	eLearning Module
InfraStruXure Management Software How to Sell Test	eLearning Module
Symmetra PX 250/500 kW How to Sell	eLearning Module
White Paper 114: Implementing Energy Efficient Data Centers	White Paper
White Paper 114 Test	eLearning Module
White Paper 126: An Improved Architecture for High-Efficiency, High-Density Data Centers	White Paper
White Paper 126 Test	eLearning Module
White Paper 150: Power and Cooling Capacity Management for Data Centers	White Paper
White Paper 150 Test	eLearning Module

Technical Consultant Business Networks Recertification Requirements	
Symmetra PX 250/500 kW How to Sell	eLearning Module
SmartUPS Next Generation Overview	eLearning Module
NetBotz Overview	eLearning Module
White Paper 82: Physical Security in Mission Critical Facilities	APC White Paper
White Paper 82 Test	eLearning Module
White Paper 49: Avoidable Mistakes that Compromise Cooling Performance in Data Centers and Networks	APC White Paper
White Paper 49 Test	eLearning Module

Sales Professional Learning Paths

Sales Professional Data Center Recertification Requirements	
Global Symmetra PX Family Introduction Overview	eLearning Module
MGE Galaxy 3500 How to Sell	eLearning Module
InfraStruXure Management Software How to Sell	eLearning Module
InfraStruXure Management Software How to Sell Test	eLearning Module
Symmetra PX 250/500 kW How to Sell	eLearning Module
White Paper 114: Implementing Energy Efficient Data Centers	White Paper
White Paper 114 Test	eLearning Module

Sales Professional Business Networks Recertification Requirements	
Smart-UPS Next Generation Overview	eLearning Module
SmartUPS Next Generation How To Sell	eLearning Module
NetBotz How to Sell	eLearning Module
White Paper 117: Network-Critical Physical Infrastructure: Optimizing Business Value	APC White Paper
Test on White Paper 117	eLearning Module

Sales Associate Learning Paths

Sales Associate Recertification Requirements	
Smart-UPS Next Generation Overview	eLearning Module

Step Two: 2011 Partner Revenue Requirements (Revenue Requirements based on 2011 closed revenue)

REVENUE REQUIREMENTS	
Partner Level	Annual Revenue
Registered	N/A
Select	\$10,000 total revenue
Premier	\$100,000 total revenue
Elite Business Network	\$250,000 total revenue
Elite Small / Medium Data Center	\$500,000 data center and services revenue*
DATA CENTER REVENUE CATEGORIES	
Airflow Management	NetBotz 200
AIS 3000	NetBotz 300
Assessment Services	NetBotz 400
Basic Rack PDU	NetBotz 500
Capacity Manager	NetBotz Access Control
Chilled Water Distribution	NetBotz Accessories and Cables
Console Port Servers	NetBotz Sensors
Environmental Management System	NetShelter Enclosure Accessories
Environmental Monitoring Unit	NetShelter NX Enclosures
Ethernet Switches	NetShelter SX
InfraStruXure Central	NetShelter VX Enclosures
InfraStruXure for Small Data Centers	Network Integration
InfraStruXure Manager	Power Distribution Units
InfraStruXure Type B	Project Management Service
In Room Chilled Water	Rack Air Distribution
In Room Direct Expansion	Rack Components
In Row Chilled Water	Rack LCD Consoles
In Row Direct Expansion	Rack PDU Accessories
Metered Rack PDU	Rack Mount Transfer Switches
MGE Accessories	Security Cameras
MGE Battery Systems	Sensors
MGE Comet	Service By Pass Panel
MGE EPS	Smart-UPS VT
MGE Galaxy	Switched Rack PDU
MGE Galaxy 3000	Symmetra Battery Systems
MGE Galaxy 5000	Symmetra PX
MGE Legacy	Symmetra PX Accessories

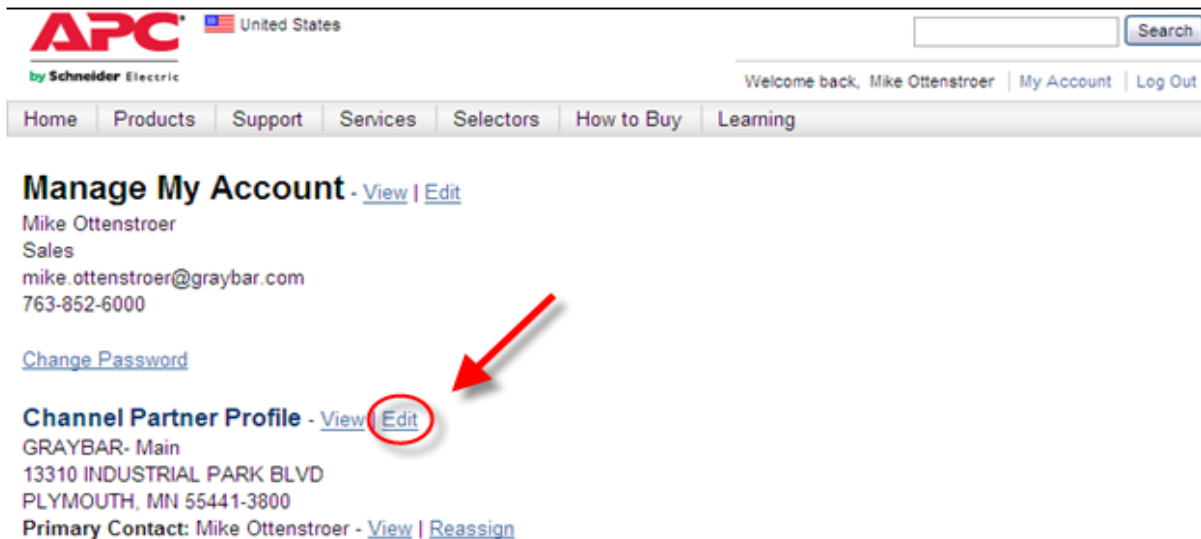
Step Three: Update your Company Profile via your APC Partner Page. This ensures we have accurate information your company.

To update your Company Profile, go to your APC Partner Page (www.apc.com/personalpage) > then click the “My Account” in the upper right of the page > then click on the “Edit” link next to the Channel Partner Profile lave > Fill/ update the form on the following link. (See below).



The screenshot shows the APC Partner Page for Harry Benson. At the top left is the APC logo with "United States" and "by Schneider Electric". A search bar is on the top right. Below the logo is a navigation menu with links: Home, Products, Support, Services, Selectors, How to Buy, Learning. The main heading is "Welcome to Your APC Partner Page" with the subtext "Harry Benson - APC Elite Partner: Certified for Data Center". A "What's New" section lists several links: "NEW! Live Webinar: 3 Phase Modular PDU Launch and ISX Designer Updates / G5K Configurator Training", "Check out the Symmetra PX Videos", "Competitive Comparisons: Selling against Powerware & Liebert", and "View All". To the right is a photo of Harry Benson at a desk. Below the photo is a "Program Benefits" section with a table of links: "Program Benefits", "Sales & Marketing", "Products & Pricing", and "Design & Configuration". To the right of the table is a "Key Links" section with links: "APC Design Portal", "My Pricing", "New Products", "Opportunity Registration Program", and "APC Forum".

The next page will look like this...



The screenshot shows the "Manage My Account" page for Mike Ottenstroer. At the top left is the APC logo with "United States" and "by Schneider Electric". A search bar is on the top right. Below the logo is a navigation menu with links: Home, Products, Support, Services, Selectors, How to Buy, Learning. The main heading is "Manage My Account - View | Edit". Below the heading is the user's name "Mike Ottenstroer", title "Sales", email "mike.ottenstroer@graybar.com", and phone "763-852-6000". There is a "Change Password" link. Below that is the "Channel Partner Profile - View | Edit" section, where the "Edit" link is circled in red with a red arrow pointing to it. The profile information includes "GRAYBAR- Main", "13310 INDUSTRIAL PARK BLVD", "PLYMOUTH, MN 55441-3800", and "Primary Contact: Mike Ottenstroer - View | Reassign".