

National & Multi-Regional Account Certification

National or multi-regional certification recognizes partners that have expertise in selling, developing and supporting APC solutions across North America. A national or multi-regional partner is required to achieve certification numbers across their defined regions as aligned within APC's eight NAM regions.

While APC would prefer as many branches as possible to have an onsite APC champion, we know our national and multi-regional partners share resources amongst numerous branches. Aligning these partners to the APC regions will allow these partners that conduct business in multiple APC regions to meet the enhanced channel program competency requirements, without having to certify each branch throughout NAM. The national or multi-regional certification allows APC to align our business to support these partners and ultimately the end-user community.

Each individual certification is also associated with annual recertification requirements. Please check your APC Partner Page for documentation.

Priority Partner Hotline
800-771-1APC

Partner Personal Page
www.apc.com/personalpage

Dedicated e-mail
channel.programs@apc.com



Certifications indicate that individuals have attained specific skills and knowledge, making them more valuable by ensuring a high standard of expertise. Each partner level requires a partner maintains a minimum number of sales and technical staff and participate in ongoing training curriculum.

National Competency Requirements

A national partner must meet competency requirements which support all of APC North American regions.

NATIONAL PARTNER COMPETENCY REQUIREMENTS					
Certification Title	Select	Premier	Business Network	Elite Data Center	Large Data Center
Sales Associate	8	8			
Sales Professional		8	16	16	16
Technical Consultant			3		
Integrated Design Consultant				8	8
Total # of Individuals	8	16	19	24	24
R = # of APC regions					

Multi-Regional Competency Requirements

A multi-regional partner must meet competency requirements for the number of APC regions where their company conducts business (office location or sales representation). For example, if a regional partner conducts business in four of the eight APC regions, then the partner is required to meet the sales certification requirements by a multiple of 4 and have a minimum of 2 or 3 technical certifications (depending on environment).

MULTI-REGIONAL PARTNER COMPETENCY REQUIREMENTS					
Certification Title	Select	Premier	Business Network	Elite Data Center	Large Data Center
Sales Associate	1 x R	1 x R			
Sales Professional		1 x R	2 x R	2 x R	2 x R
Technical Consultant			2		
Integrated Design Consultant				3	3
Total # of Individuals	1 x R	2 x R	2 x R + 2	2 x R + 3	2 x R + 3
R = # of APC regions					

Each individual certification is also associated with annual recertification requirements. Please check your APC Partner Page for documentation.



National & Multi-Regional Account Certification

Revenue requirements will be based on previous year's revenue. Partners will be aligned to program level according to completed competency and revenue requirements.

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*

* National and Multi-Regional Partners are required to meet revenue requirements by the multiple of the APC regions in which they conduct business.

NATIONAL DMR PARTNER REVENUE REQUIREMENTS	
Partner Level	Annual Revenue
Elite Business Network	\$2,000,000 total revenue
Elite Data Center	\$2,000,000 data center and services revenue*

DATA CENTER REVENUE CATEGORIES	
Airflow Management	Netbotz 200
AIS 3000	Netbotz 300
Assessment Services	Netbotz 400
Basic Ratch 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
InRoom Chilled Water	Rack Air Distribution
InRoom Direct Expansion	Rack Components
InRow Chilled Water	Rack LCD Consoles
InRow 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