

5 Things You Need to Know about APC's New Managed Services Program



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"APC's new managed services program is a comprehensive offering aimed at redefining the power management company's traditional transactional partner program....

...Here are five things you need to know about APC's new **managed services program**"

1. Driving Power Management Recurring Revenue



The new managed services program is targeted squarely at **helping strategic service providers** tap into a power management services market that is **five times greater than the stand-alone UPS hardware market**, said Rob McKernan, Senior Vice President of the \$2 billion Global IT Channels for APC by Schneider Electric, who has been driving channel partnerships for the organization for nearly **20 years**.

2. Managed Services Provider Platform Integration

APC has taken a holistic approach with integration into key managed service provider platforms including N-able and Kaseya. The APC roadmap aims for future assimilations with platforms such as CA-Tech (Nimsoft), Labtech, and more!

One of the keys to the program is making sure that strategic service providers can seamlessly integrate the offering into their managed services practices.



3. New Managed Services Incentives

APC is kicking off the new program with an **8% discount** for bundling APC Smart-UPS™, Network Card, and a 1 or 3 year extended warranty.

The program also includes **iRewards bonus points** for managing Smart-UPS devices – **no small matter given the 3 million installed base of Smart-UPS devices ready to be managed!** Partners receive **2,500 points** for net new devices managed and **500 points** quarterly for existing devices!

APC is also **extending terms through distributors to 60 days**, up from 30 days, to help strategic service providers **increase cash flow**.



4. An Ambitious Strategic Services Road Map

The APC managed services program is the "first step" in an **ambitious managed services product and services plan**, said Jason Covitz, Global Director of Managed Services. "There are significant road map aspirations to further adapt our business to align with our partners' business models," he said. "There are more RMM integrations coming and, equally important, there are more **product integrations into the RMM**...What we really want to do is **allow partners to monetize all of it**."

What's more, McKernan has signaled the company's intent to expand the services program with new **Internet of Things** functionality in the future. **IoT is really a "big opportunity" for partners**, said McKernan. "Those devices are hanging off a network, and the minute it hangs off a network, **that is when a partner can really help with the manageability, the availability, and the reliability**," he told CRN.

5. The Start of a New Era for APC



The formal launch of the program marks the start of a new era for APC, which has been laying the groundwork for the strategic service provider initiative for the past two years.

The managed services program effort was kicked into high gear in January 2015 with the appointment of McKernan to his new post, where he is responsible for driving product development for the global channels business.

"I believe the next few years are going to be the best opportunity we have had with our partners going back to the WinTel server in the early years," said McKernan. "This is a big shift for a couple of reasons: **the manageability** of it and **the trends** that are out there with edge, convergence, and IoT. **Customers need help from their partners** on all these trends, and the **power-cooling infrastructure needs are front and center**."

To learn more about this program, [visit the MSP homepage on apc.com](#)

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