

Rittal – The System.

Faster – better – everywhere.

► Turning partnership into success



ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES

FRIEDHELM LOH GROUP



Into the future with intelligent solutions

IT infrastructure: Flexible. Standardised. A perfect fit.



Why Rittal?

- As a global leader in the supply of IT infrastructure, system solutions, power supply and distribution, software and service, Rittal aims to provide you with a platform that delivers you the solution you need.
- Your access to Rittal does not start and end in your respective country. With a strong global presence, Rittal will give you access to over 60 subsidiaries, 40 agencies, 11 production sites and a partner network platform that will ensure that your business is never limited by your country's boundaries.
- Our IT infrastructure scope will enable you with IT cooling, power, security, secure rooms and safes, monitoring, racks, DCIM and service solutions.
- No matter where you are, Rittal will ensure your client's required solutions are always available to you.

ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES



Facilitate your business

Rittal Partner Program



- Today's challenges are tomorrow's standards. The path to these standards can be long and hard. Your clients expect you to provide them with solutions that not only resolve their current challenges but also protect them from future problems. Your role in your client's business becomes critical as the IT market requirements become more demanding, dynamic and flexible. It's a race; and we want you, our Partners, to finish first.
- Whether it be the quick supply of IT components to any destination in the world, or the supply of a turnkey solution, Rittal provides you with a program that will facilitate your business objectives. Our program represents our endeavours and actions to work together with you so that you are always one step ahead of your competitors.
- Our network of Channel Partners range from System Integrators, Solution Providers, System Engineers, VARs and key Distributors. Our program, which aligns with your go to market approach, will also support you individually to cater for your specialities and skillsets.



Facilitate your business

Rittal Partner Program



- Rittal's Partner Program will also cater and accommodate the companies driving the colocation and hosting sectors. This is achieved through dedicated resources, optimal turnaround and availability on products and solutions, joint campaigns, optimised pricing, access to applicable new customers, etc.
- Your Channel Partner Manager will help you increase your business by providing input, guidance and support for your strategic objectives. Through monthly contact, quarterly strategic business reviews and direct facilitation, Rittal will help you enter new markets, access new customers and maximise your chances with each opportunity.
- We want to invest in you. That's why you will have access to our sales, product and service training platforms. Investing in your capabilities and providing you with the tools and support to develop your team, is a top priority for Rittal.

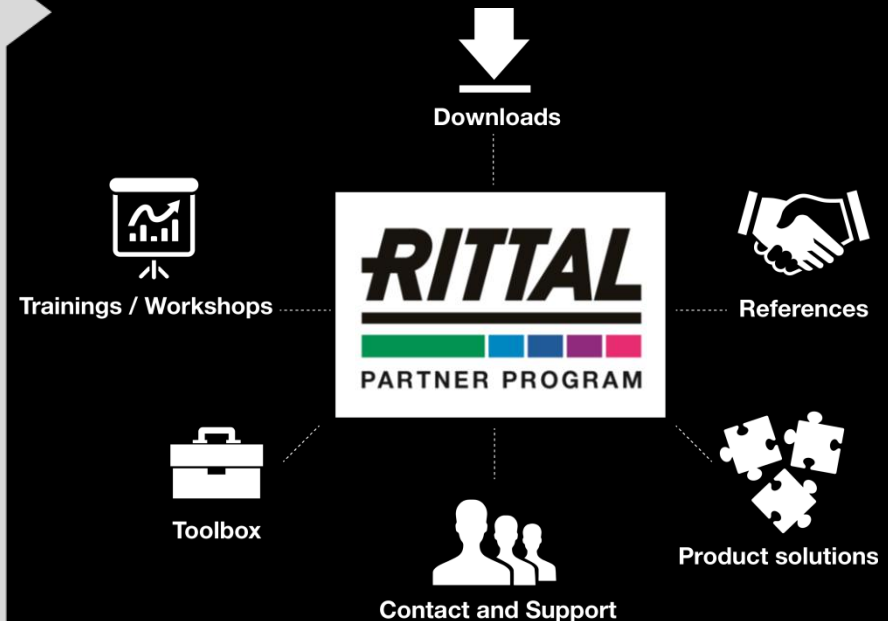


Rittal will enable you

Your added value



- We understand that your business is not all about products. In our Partner Program we need to enable you so that you are faster, better, more efficient and more competitive across the total solution compared to your respective competitors.
- Gaining access to the Rittal Partner Program will ensure that you gain direct access to Rittal on a local, regional and global scale.
- The Rittal Partner Program will allow you to access and utilise our sales resources, sales and technical tools, training platforms, Partner Managers, Product Managers, Design Specialists, marketing resources, networking events, etc., so that you always have the competitive edge.
- It's our responsibility to ensure that your interaction and communication with Rittal has priority. We want to empower you so that your chance for success with your clients is increased.



Rittal will enable you

Your added value



- We understand that no installation is 100 % identical. That's why we want to give you access to our global library of installations defined across all market segments. Whether you are looking for builds relating to secure rooms, container solutions, aisle containment, high density cooling, modular, scalable or standard designs, Rittal has you covered.
- Tomorrow, every company will be a technology company. Therefore, we want to open doors for you across a diverse range of market segments such as: airports, hospitals, hotels, production, banks, hosting, collocation, etc. This will ensure that your business is never limited by our reach.



ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES



Rittal will enable you

Your added value



START PRODUCTS SALES & MARKETING TRAINING SUPPORT MY DATA Welcome Rittal GmbH & Co. KG, Andrew Grace **App Finder**

Welcome to Rittal Partner Portal

Level Status:
Premium Partner

My data

Rittal GmbH & Co. KG
User: Andrew Grace
Position: Partner Manager
<http://www.rittal.de>

Rittal Partner Program News **See all Rittal-News now**

- International partnership offers great marketing platform
- This is an example of an internal announcement
- Cooling solution boosts data-centre energy efficiency
- Efficiency-boosting IT solutions
- TÜV confirms high energy efficiency

Here is your App selection - choose now.

<p>References</p> <p>Discover our projects</p> <p>Start App</p>	<p>Downloads</p> <p>Brochures and more</p> <p>Start App</p>	<p>Configurators</p> <p>Our configurators at a glance</p> <p>Start App</p>
<p>Pricelist</p> <p>See your individual list</p> <p>Download</p>	<p>Contact and Support</p> <p>Andrew Grace grace.a@rittal.de</p> <p>E-Mail</p>	<p>Trainings / Workshops</p> <p>Find the workshop that fits to you</p> <p>View workshops</p>

Rittal Partner Portal

- Your time is important, that's why we will give you quick, transparent and structured access to everything you physically need to work together with Rittal and your clients.
- Your Partner Portal gives you secure and personalised access to the tools, information, resources, references and leads that will facilitate your business interactions between you and your clients.
- Feel free to use your Partner Portal as your home away from home.

ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES



Who benefits from the Rittal Partner Program?

Current Partners



- **Value Added Reseller (VAR):**

You're a company focussing on providing more features and services to a specifically sourced product. You then sell this enhanced product or solution to your customer or next in chain.

- **System Integrator:**

Your company's expertise revolves around the design and population of a product through different components, elements and processes to form a running system for your client.

- **System Engineer:**

You are an expert in defining customer needs and required functionality. You tend to be active very early in the development cycle. Some of your skillsets include design synthesis, system validation, overall problem overview, requirement documentation, etc.



Who benefits from the Rittal Partner Program?

Current Partners



- **M & E Contractors:**
You have the responsibility for mechanical and electrical engineering elements of a project installation. This covers such areas as the operation, design, installation and monitoring of the required M & E work.
- **Distributor:**
Your company provides numerous business types with quick and efficient availability of numerous solutions through an extensive product portfolio.
- **Service / Installation Provider:**
Partner for installation, commissioning and service.
- **Colocation & Hosting:**
You provide single or multiple locations for customers who either bring their own equipment into your provided space you make available to them. You also potentially hire out to your clients existing equipment and services within your location.



Rittal Partner classification



Certified

- Rittal Partner providing a select service (sales / support / service)
- Coverage tends to be local
- Size of company is generally small
- Limited specialists

Premium

- Rittal Partner providing numerous services (sales / support / service)
- Coverage can be local or regional
- Size of company is medium to large
- Numerous specialists
- Proven track record
- Strong Rittal product experience

Strategic

- Rittal Partner providing extensive services (sales / support / service)
- Leader in resp. market
- Coverage is generally regional or global
- Size of company is medium to large
- Broad range of specialists
- Excellent track record
- Extensive Rittal solution experience
- Strong reference portfolio

RITTAL



CERTIFIED PARTNER



RITTAL



PREMIUM PARTNER



RITTAL



STRATEGIC PARTNER



ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES



Certified Partner

Rittal Partner categories



- Will actively sell Rittal components in their designated region. The region geographic will generally be local. They can sell Rittal product as is / or combine them with 3rd party equipment through integration or value add services. Service work can also be undertaken provided the required certification has been obtained.



ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES



Premium Partner

Rittal Partner categories



- Will actively sell Rittal components and solutions in their designated region. The region geographic will generally be local or regional. They can provide project turnkey solutions based on Rittal solutions along with potential integration, engineering, design and value-add work. Service and maintenance work can also be undertaken with the required certification.



Strategic Partner

Rittal Partner categories



- Will actively sell Rittal components and solutions in their designated region.
The region geographic will generally be regional or global. They can provide project turnkey solutions based on or around the Rittal product portfolio with the relevant integration, engineering, design and value-add work. Service and maintenance work can also be undertaken with the required certification.
The relevant colocation and hosting companies will also be able to directly qualify as a Rittal Strategic Partner.



Rittal Partner classification requirements



Partner Class	Agreements	Annual sales volume	Region focus	Project size	Skillset	Turnkey provider	Number of certified specialists	Recertification
Certified	Rittal Partner Agreement	< 200 K €	Local	Small to medium up to 200 K €	<ul style="list-style-type: none"> - Population of IT equipment - General competence in mechanical, cooling, power product groups - Commissioning & servicing DC builds 	No	2	Every 2 years
Premium	Rittal Partner Agreement	200 K € – 500 K €	Local / regional	Small to large up to 2 M. €	<ul style="list-style-type: none"> - Population of IT equipment - Expert competence in mechanical, cooling, power, monitoring product groups - System solution competence - Pre sales consultancy - Mechanical & electrical DC design and planning - Commissioning & servicing DC builds - Project management 	Yes	4	Every 2 years
Strategic	Rittal Partner Agreement	500 K + €	Regional / global	Medium to large unlimited €	<ul style="list-style-type: none"> - Population of IT equipment - Expert competence in mechanical, cooling, power, monitoring product groups - System solution provider - Pre sales consultancy - Mechanical & electrical DC design and planning - Commissioning & servicing DC builds - Strong project management - Colocation / hosting focus 	Yes	6	Every 2 years



What will you gain with Rittal?

Rittal Partner added value



Added Value Measures	Partner type		
	Certified	Premium	Strategic
Optimised structured Partner pricing system	Level 1	Level 2	Level 3
Access to the Rittal product portfolio	Limited	Full	Full
Personalised access to the Rittal Partner Portal	Yes	Yes	Yes
Certification for sales and technical skillsets	Yes	Yes	Yes
Access to Rittal marketing material	Limited	Full	Full
Regular marketing intelligence exchange	Limited	Full	Full
Regular product intelligence exchange		Limited	Full
Access to sales and technical tools	Limited	Full	Full
Personal Partner Manager	Yes	Yes	Yes
Access to Rittal Product Managers	Yes	Yes	Yes
Joint customer visits with Product Managers		Yes	Yes
Joint customer visits with Partner Manager		Yes	Yes
Dedicated project support		Limited	Full
Access to approved references		Full	Full
Prioritised offer and order processing	Yes	Yes	Yes
Access to Rittal training platform	Limited	Full	Full
Access to Rittal seminars	Yes	Yes	Yes
Access to Rittal sponsored networking events	Limited	Limited	Full
Access to Rittal incentive programme		Limited	Full
Access to market development funds		Limited	Limited
Access to Rittal demo products	Yes	Yes	Yes
Permission to sell and promote RiMatrix solutions		Limited	Full
Access to comarketing	Yes	Yes	Yes
Lead transfer	Conditional	Limited	Full



What does Rittal need from you?

Rittal Partner added value



Measures	Partner type		
	Certified	Premium	Strategic
Submission of business plan	★	★	★
Sign off all Partner Agreements	★	★	★
Adherence to regional activity restrictions	★	★	★
Usage of Rittal products & solutions on leads provided by Rittal	★	★	★
Fulfillment of agreed to KPIs:	★	★	★
1. Quarterly & annual revenue targets	★	★	★
2. Revenue growth over previous year	★	★	★
3. Number of leads introduced to Rittal	★	★	★
4. New customer revenue	★	★	★
5. Sales of key products	★	★	★
6. Number of realised non Rittal initiated projects		★	★
7. Number of realised Rittal initiated projects		★	★
8. Number of lost projects		★	★
9. Number of Rittal training sessions undertaken	★	★	★
Monthly reporting of relevant KPI results to Rittal	★	★	★
Quarterly business review meetings	★	★	★
Set number of certified specialists		★	★
Proactive promotion and placement of Rittal solutions		★	★
Listing of Rittal partnership on own company website	★	★	★
Trained technical support for Rittal products and solutions	★	★	★
Provide Rittal with access to references (after end client approval)		★	★



Why are your skillsets important to us?

Rittal Partner qualification criteria



- Each Partner is valuable to Rittal. This is due to every Partner being unique in your skillsets, competence, go to market strategy and market reach. That is why it is paramount for Rittal to have a proper and professional profile for each of our Partners.
- A core element for your profiling is establishing your skillset qualification. The skillsets that we measure you on are centred across 4 individual dimensions. The dimensions are based over the following areas:
 - 1. Commercial** covers the general business direction and go to market strategy.
 - 2. Sales & Technical** covers how adept your business is moving and promoting different product families.
 - 3. Planning & Documentation** covers your skills in engineering, project management and design skillsets across different infrastructure elements.
 - 4. Structure & Commissioning** covers your skills in installing, build and maintenance of mission critical elements within a turnkey project.



Qualification matrix & skillsets

Rittal Partner qualification criteria



1st Dimension

Commercial	Rating
Reputation	
Professional background	
Business & management stability	
Financial strength	
Overall revenue & potential	
Locations, territory coverage	
Complimentary lines	
Competitive lines	
Knowledge of markets	
Employee quality	
Type of market served, salespeople	
Marketing aggressiveness	
Internal support for products	
Payment policies, price integrity	
Ability to develop new markets	
Accept sales quota, share account info	
Future growth prospects, resources	
Total	

2nd Dimension

Sales & technical skillset	Rating
System competence (DC infrastructure, power chain, cooling chain, system solutions & physical protection)	
Mechanical (enclosure know how, application experience)	
Air Conditioning (refrigeration, cooling distribution, rack and row based cooling, room cooling, cooling transport)	
Power distribution & protection (power input, protection, distribution, measurement)	
Surveillance (sensors, data logging, low level controllers, management software)	
Monitoring & control (hardware & software appliances, virtualisation tech, DCIM)	
Safety & security technology (fire extinguishing tech, surveillance, DC safes, DC containers, DC secure rooms)	
Total	

(Requires basic to intermediate sales & product training)



Qualification matrix & skillsets

Rittal Partner qualification criteria



3rd Dimension

Planning / Documentation	Rating
Mechanics (installation planning, product selection, raised floor, steelwork, static)	
Climate (climate control concept, device selection, hydraulic diagramme, design layout, H2O, DX)	
Monitoring (monitoring plan, access, alarm, disconnect to central building control, device selection, wiring diagramme, CMC, RiZone)	
Electrical system (energy concept, device selection, wiring diagramme, switchgear, UPS, generator emergency power supply)	
Fire (fire alarm concept, device selection, wiring diagramme)	
Total	

(Requires intermediate to advanced product training)

4th Dimension

Structure / Commissioning	Rating
Mechanics (rack assembly, raised floor assembly, steelwork, mounting cover)	
Climate (LCP family, ZUCS, CRAC, chillers, pipework, pumps, H2O, DX)	
Monitoring (CMC family, link to central building control system, RiZone)	
Electrical system (power feed, sub distribution, rack distribution, UPS, generation emergency power supply)	
Total	

(Requires basic to advanced service training)



How will you become a Rittal Partner?

Rittal Partner on-boarding



Partner steps

- Contact and interest expressed to Rittal through the Rittal Partner Manager, Sales Representatives or online (through completion of the New Partner Application form)
- An initial interview between yourself and the local Partner Manager will take place
- We will ask that you submit your business plan & respective profile to Rittal
- Assessment of skillset and focus based on business plan, profile and qualification
- Joint agreement of KPIs (revenue, customer satisfaction, training level competency, etc.)
- The Rittal Partner Agreements will be signed off by all relevant parties
- The Cooperation Agreement will be jointly completed between yourself and Rittal
- Rittal will provide you with your Partner certification
- Internal contacts exchange between your local Partner Manager and yourself



Rittal – The System.

Faster – better – everywhere.



ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES