Expand your expertise and markets

APC Channel Partner Program
Edge Computing Certification

apc.com/personalpage

Life Is On

APC by Schneider Electric

Engage a whole new market

As an APC™ by Schneider Electric Channel Partner, you are the expert your customers rely on to help solve their most pressing challenges. With the rapid development of Internet of Things (IoT) applications, the traditional cloud is encountering severe roadblocks, such as high latency and low efficiency. In order to overcome them, customers using IoT technologies, will need to move parts of their IT deployments to the edge of the network.

Now, through the APC Edge Computing certification you can take advantage of the rising Edge Computing opportunities on the market, and understand how to address key customer pain points such as latency, bandwidth and data regulations.

Whether your customers are deploying new Edge Computing sites or modifying their existing ones, you can become the essential partner they rely on to meet their Edge Computing demands.

Worldwide opportunities

The market is ripe with opportunities for Edge Computing experts. The rise of IoT technologies is making many companies deploy local edge environments in order to improve performance and efficiency, increase revenue opportunities and provide enhanced customer experience.

Become a trusted advisor by learning how to offer proven solutions to your customers' top Edge Computing needs.

Challenge #1

To manage the physical infrastructure at Edge Computing sites, organizations will need a standards-based approach to make them as reliable, available and future-proof as large data centers.

Challenge #2

Edge computing is both a hardware and software play. Peak performance and efficiency of equipment require remote site management and monitoring.

Challenge #3

Due to the fact that most Edge Computing sites require strict data handling, there is a heightened demand for physical security.

43%

of data generated by IoT technologies will be processed at the edge of a network by 2019.*

* IDC

Turn your expertise into sales

Our Edge Computing Certification gives you the foundation you need to develop and promote expertise in this space, in turn standing out among your competitors and realizing more sales.

Our Edge Computing Certification can help you:

- Understand thoroughly the Edge Computing environment and its key considerations
- Identify opportunities and design local Edge Computing deployments using the Local Edge Configurator tool
- Know how to leverage solutions and software offered around Edge Computing for value-added and ongoing customer opportunities

Consider that APC by Schneider Electric offers all of the individual product categories needed within today's demanding Edge Computing environments. What's more, you can leverage our tools, resources and expertise to simplify the processes for your customers in terms of deployment, configuration, and management.

Two certification tracks to suit your time and business needs

Edge Computing Sales Associate

This entry-level track can be completed solely through online certification training. This track typically appeals to resellers who would like to offer more expertise in Edge Computing environments. Your customers will look to you for basic advice and proven products and solutions in this space.

Edge Computing Sales Professional

This more advanced track requires additional training hours through in-classroom instruction, which is set up through your local APC Partner Program Manager. Completion of this track makes you a highly competent and independent Partner who is able to design Edge Computing solutions from start to finish. You also can provide value-added, presales services. Your customers will look to you as a trusted Edge Computing expert.

Enroll today!

In order to have access to certification training, you will need to have achieved at least a Registered status within the current Partner Program. Do this by:

1. Creating a Personal Page
2. Completing a Partner Profile

Have a Personal Page already? It's tailored to you based on your current program level. Look for the Edge Computing Certification Program information on your Personal Page; this is your starting point.

How can I become a Select or Premier Edge Computing Partner?

To become a Select Partner, one individual in your organization must complete the Sales Associate Edge Computing path.
To become a Premier Partner, one individual needs to complete the Sales Associate Edge Computing path and two individuals must complete the Sales Professional Edge Computing path.

For our Elite Partners, we highly recommend you complete the Edge certification to leverage Edge opportunities and discounts.

Certification training requirements

Depending on whether you are a Registered, Select, Premier or Elite Partner, Edge Computing Certification can enable you to move to higher levels in the Partner Program.

Edge Computing Sales Associate

- Online training only

Edge Computing Sales Professional

- Online training
- Classroom training — arranged by your local APC Partner Program Manager

Revenue requirements

Your local Channel Program Team will notify you of business revenue requirements and achievements.

Edge Computing Select Level

- There are no revenue requirements for this path

Edge Computing Premier Level (Available Q2 2018)

- Revenue requirement — verified by your local APC Partner Program Manager
- Minimum two certified Sales Professionals on staff

Ask your local Edge Computing Partner Manager if these prerequisites can be adjusted to meet your unique needs.

Edge Computing Certification is available to:

- Partners already enrolled in the APC Partner Program
- New Partners

Edge Computing Partner benefits

Edge Computing Partner benefits are mostly based on the standard program processes with which you are familiar as an APC Partner.

Opportunity Registration Program

The Opportunity Registration Program (ORP) rewards all partners Select and above who identify, develop, and win new APC business opportunities. A neutral registration process validates and protects new opportunities to motivate invested partners to generate incremental APC business.

Partner Opportunity Program*

The Partner Opportunity Program (POP) allows you to benefit from receiving prequalified sales opportunities from Schneider Electric. Opportunities for partners certified in Edge Computing.

APC Partner iRewards Program*

Points can be redeemed for numerous prizes. Additional points may be given under different programs, e.g. for selling solutions designed in the Local Edge Configurator - reach out to your local APC Partner Manager for more information.

Local Edge Configurator

As a Partner you can use our free, web-based tool – the Local Edge Configurator. This mobile-friendly solution enables you to layout a complete IT rack, including 3rd party IT devices such as servers, networking, and storage. The tool is easy-to-use and includes a library of reference designs.**

Marketing and Sales Materials

As a partner, you have direct access to our marketing and sales materials through your Personal Page:

- Internal technical information, such as white papers and application notes
- APC Partner logos
- Marketing assets through the iMarket portal, a one-stop shop for downloading assets such as brochures, leaflets, posters, and banners***

Partner locator

You will be listed as a certified Edge Computing Partner on APC and Schneider Electric websites.

* In Australia, the Amplify Rewards Program is implemented instead of iRewards.

** To access the Local Edge Configurator, log in to your Personal Page and click on Design Portal in the Quick Links section. The tool is available for Select Partners and above.

*** For Australia, imarket is not currently available. If there are any future updates, we will ensure to let you know.

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APC is the pioneer of innovative cooling technology, modular data center physical infrastructure, and products for home and Edge Computing . As an associated brand of Schneider Electric, APC is an integral part of a comprehensive portfolio of solutions, software, and services that enable energy management and efficiency across all industries.

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