



# Vertiv™ EMEA Service Partner Programmes Designed for Mutual Success



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World's Leading Critical Digital Infrastructure Provider

# Architects of Continuity™

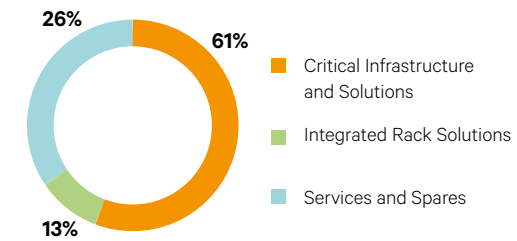
Vertiv ensures your digital infrastructure runs continuously and evolves as your business changes

Globally supporting customers with a portfolio of power, cooling and IT infrastructure solutions and services.

- Liebert®**  
AC Power and Thermal
- Geist™**  
Rack PDU
- Avocent®**  
IT Management
- Netsure™**  
DC Power
- Cybex™**  
IT Management

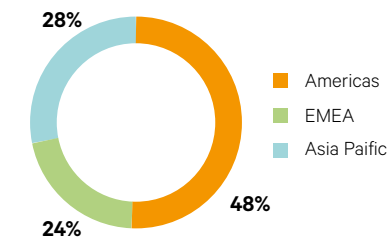
## Architects of Continuity™

### Offering



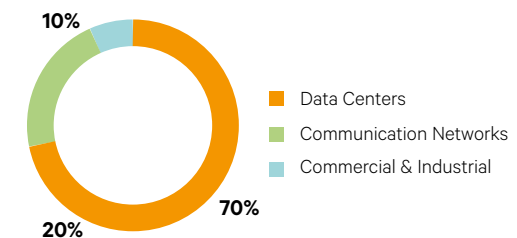
Broad range of power, thermal, and IT and edge infrastructure, solutions and services portfolio

### Geography



Global, well-established footprint and supply-chain network

### End Market



Customers who operate in some of the world's most critical industries

Market breakdown rounded to nearest 5%

### KEY FACTS

**VRT LISTED NYSE** STATUS  
Public (NYSE:VRT)

**REVENUE**  
USD 5.7 billion (fiscal 2022)

**HEADQUARTERS**  
Global: Westerville, Ohio, USA  
Regional: China, India, Philippines and Italy

**EMPLOYEES**  
~27,000 worldwide

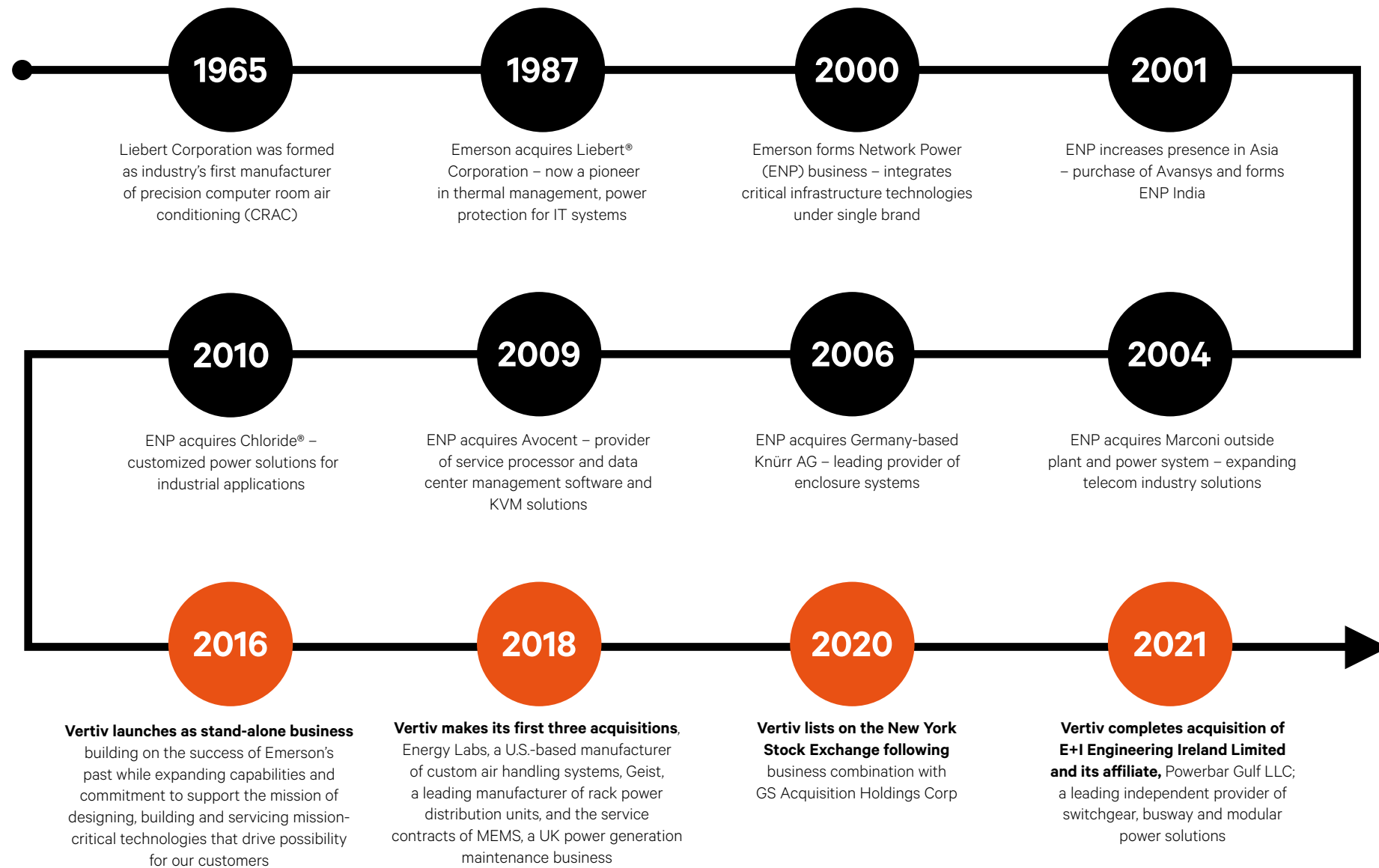
**MAJOR CUSTOMERS**  
Alibaba, Alstom, America Movil, AT&T, China Mobile, Equinix, Ericsson, Reliance, Siemens, Telefonica, Tencent, Verizon and Vodafone





# Vertiv Timeline

Combining the entrepreneurial spirit of a startup with the resources and reach of an established leader.



## Services

A complete lifecycle approach, from project launch to ongoing maintenance and performance optimisation



## AC Power

Line-Interactive, Single And Three Phase Online UPS Systems



## Thermal Management

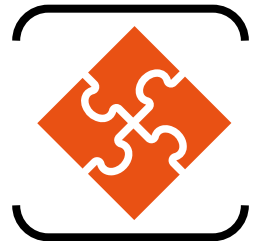
Rack, row and room cooling with direct expansion or chilled water options

## Our Offer



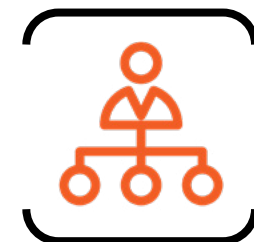
## Infrastructure Management

Monitoring solutions for facility devices



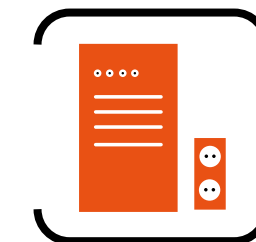
## Integrated Solutions

Unified Managed Infrastructure For Edge Applications



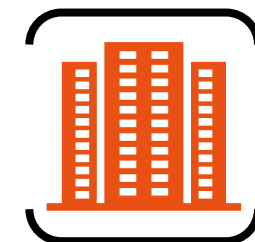
## IT Management

Remote secure access to IT devices



## Racks & Rack PDUs

Multiple rack dimensions and rack PDU capabilities



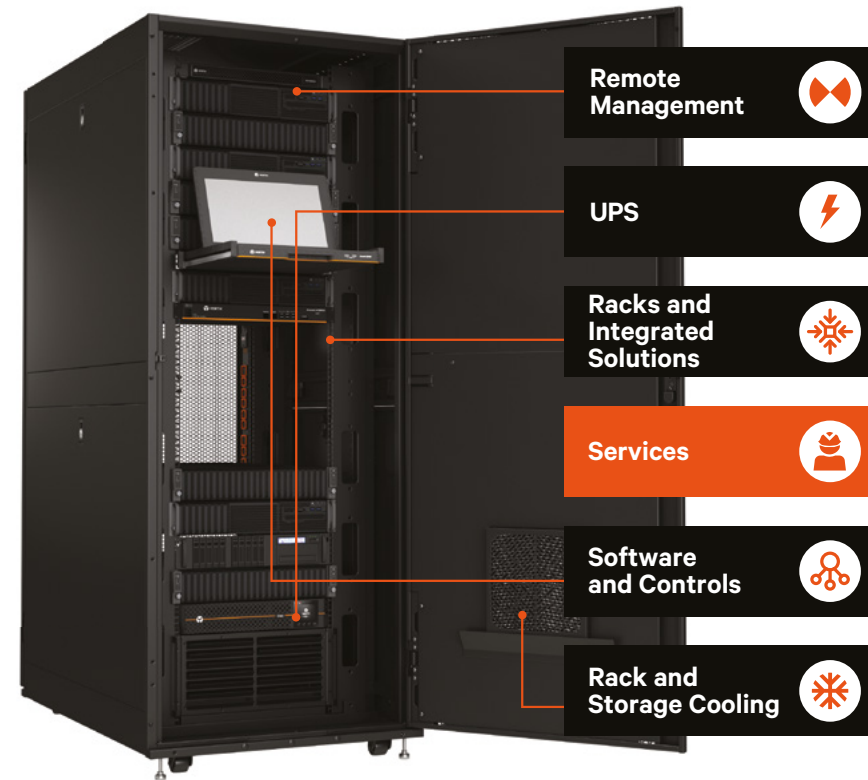
## Critical Power Infrastructure

Switchgear and busway products for a fully integrated approach to power distribution

# Be at the Forefront

Vertiv is a **global leader** in manufacturing and servicing critical IT infrastructures. Through hardware, software and analytics, Vertiv solves the most important challenges facing today's datacenters and edge locations, communication networks and commercial and industrial facilities.

- Complete, globally consistent and rapidly configurable infrastructure solutions.
- We are number 1 in **3 phase UPS business** across Western Europe (source IHS).
- We support **all major Cloud players** in their datacentres.



**We are a leading global critical digital infrastructure provider.**

# Our Service Partner Programmes

The Vertiv Service Partner Programme is designed to empower Partners to meet the complex customer demands around edge computing, digitalisation and other disruptive trends facing today's datacenter and wider IT landscape.

As a Vertiv Service Partner you will be the bridge between Vertiv services and Customers, you can develop your business through that of Customers; you can refine product sales through Services, and improve customer satisfaction.

Service Partners enable customers to benefit from the entire Vertiv offering, made of both products and Services, while expanding their business. By partnering with Vertiv in the Service area there are advantages for both parties and a cooperation that is win-win.

The Service areas of cooperation range from basic preventive maintenance to more complex services addressing more composite customers' businesses needs, thus covering the entire lifecycle service set.





# Service Partner Profiles

Whatever your profile and type of partnership, Vertiv will stand by your side and support you in being an authorised partner of theirs. Dedicated agreements, technical training and support, possibility of advertising partnership, these are just a few elements describing how Vertiv takes care of all the important aspects of being partners.

Becoming a Vertiv Service Partner will allow you to expand your business via either our extensive service offering or large customer base or both. Vertiv has a long and established history in the industry and technical expertise second to none. By becoming Vertiv Service Partner you will benefit from all these aspects.



## INDEPENDENT SERVICE PROVIDER

If you are a Contractor, a regional Partner, a System Integrator or a VAR your profile fits into this partnership typology and you might be interested in being supported by Vertiv expertise and operational capabilities while selling your Services to Customers as a Certified Vertiv Service Partner.



## AUTHORISED SERVICE PARTNER

If you are an IT Reseller or a Regional Partner, your profile fits into this partnership typology and you might be interested in selling and/or delivering Vertiv Services as a Certified Vertiv Service Partner.



## BENEFITS FOR AN INDEPENDENT SERVICE PROVIDER

You will have the chance to tap into a larger customer base, increase your business and revenues, and gain greater visibility and recognition in the industry. You will be supported by Vertiv with technical training and materials, have the chance to sell Vertiv value-added services and define a dedicated partnership agreement with Vertiv.



## BENEFITS FOR AN AUTHORISED SERVICE PARTNER

You will have the chance to expand your Service portfolio and reach a larger customer base, while increasing your business and margins and gaining greater visibility and recognition in the industry. You will be supported by Vertiv with technical training and materials, and with the sharing of consolidated processes and procedures. You will have the chance to differentiate from competitors through our unique services and also to define a dedicated partnership agreement with Vertiv.



# Who Can Apply?

Vertiv typically accepts applications from qualified companies or service providers with relevant expertise and capabilities in the field of critical infrastructure, power and thermal management, and related services. The following entities may be eligible to apply:



**Service Providers:** Companies specializing in the service, repair, and maintenance of critical infrastructure equipment, including power systems, thermal management systems, UPS systems and data center infrastructure.



**Managed Service Providers (MSPs):** Companies offering managed services, including proactive monitoring, preventive maintenance, and remote management of critical infrastructure equipment.



**Value-Added Resellers (VARs):** Companies that do not only sell Vertiv products but also provide installation, configuration, and ongoing support services to their customers.



**Original Equipment Manufacturers (OEMs):** Companies manufacturing complementary products that integrate with Vertiv's solutions and seeking to provide authorized service and support for the integrated systems.



**System Integrators:** Companies with expertise in integrating and deploying complex critical infrastructure solutions, combining Vertiv products with other technologies to create comprehensive infrastructure solutions.



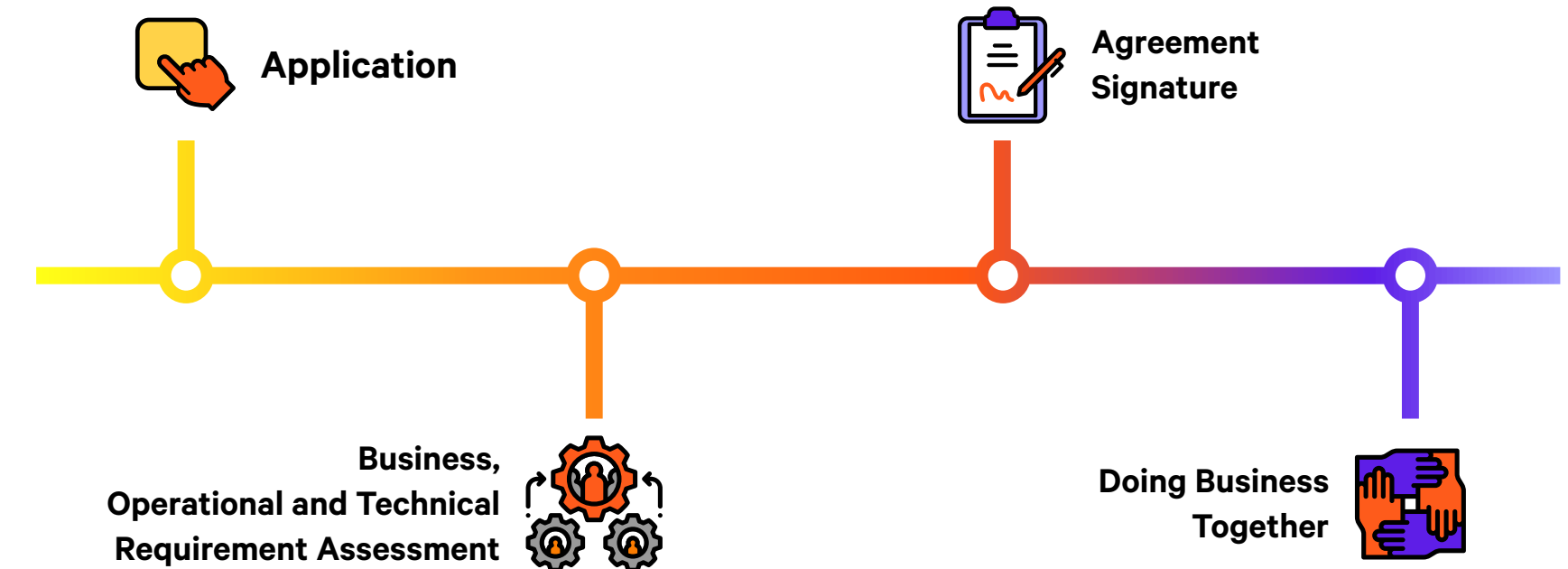
**National or Regional Service Providers:** Larger service providers with a wide service footprint across multiple locations or countries, capable of delivering service and support for Vertiv's products on a larger scale.

## How to apply?

Interested entities should directly [contact Vertiv](#) to obtain detailed information on the application requirements and process specific to their location. Vertiv will provide you with an application form or specific guidelines for submitting the application. Along with the application, the partner may be required to submit additional documentation and sign a NDA. If the application is successful, Vertiv will provide a partnership agreement or contract outlining the terms, responsibilities, and expectations.

# The Journey Towards Partnership

Becoming a Vertiv Service Partner is a journey starting with the assessment of a series of business, operational and technical requirements. This is aimed at verifying that you are eligible to become a partner of Vertiv's and once passed it will let you get to the following step in the journey: the agreement. By signing the Service Partnership agreement with Vertiv you will officially enter into the Vertiv Service Partners' family and benefit from all that was described before. This is what marks the beginning of the final step: doing business together.





# Channel Products Portfolio

Standard Products (One to Many)		Specialised Products (One to Few)		Negotiated Products (One to One)	
<b>Racks</b> Vertiv™ VR Rack Vertiv™ Geist™ SwitchAir™	Vertiv™ Liebert itON™ Line-Interactive UPS Vertiv™ Edge Line-Interactive UPS Vertiv™ Liebert® GXT-MT+/ RT+ Online UPS Vertiv™ Liebert® GXT5 Online UPS Vertiv™ Liebert® APS Online UPS	<b>IT Management</b> Vertiv™ Avocent® DSView™ Software  <b>Integrated Solutions</b> Vertiv™ SmartCabinet™ Vertiv™ Avocent® ADX Platform	<b>Thermal Management</b> Vertiv™ VRC IT Rack Cooling Vertiv™ Liebert® CRV Row Based Cooling (DX Models)	<b>Integrated Solutions</b> Vertiv™ SmartRow™ Vertiv™ SmartAisle™ Vertiv™ SmartMod™	<b>Thermal Management</b> Vertiv™ Liebert® CRV Row Based Cooling (CW Models) Vertiv™ Liebert® PDX Perimeter Cooling (> 30kW) Vertiv™ Liebert® PCW Perimeter Cooling Vertiv™ Liebert® DSE Perimeter Cooling Vertiv™ Liebert® HPC Room Cooling Vertiv™ Liebert® AFC Room Cooling
<b>Rack PDUs</b> Vertiv™ Geist™ Rack PDU Vertiv™ Geist™ Rack ATS	<b>Infrastructure Monitoring</b> Vertiv™ Geist™ Environmental Monitors Vertiv™ Intelligence Director Software Vertiv™ Power Insight Vertiv™ Environet™ Alert Software	<b>Three-Phase UPS</b> Vertiv™ Liebert® ITA UPS Vertiv™ Liebert® ITA2 UPS Vertiv™ Liebert® EXS UPS Vertiv™ Liebert® EXM2 UPS Vertiv™ Liebert® APM UPS	<b>Infrastructure Monitoring</b> Vertiv™ Environet™ Alert Software	<b>Three-Phase UPS</b> Vertiv™ Liebert® EXL S1 UPS Vertiv™ Liebert® NXC UPS Vertiv™ Liebert® APM Vertiv™ Liebert® Trinergy™ Cube UPS	<b>Other Products</b> Energy Storage DC Power Industrial UPS Hybrid Solutions
<b>IT Management</b> Vertiv™ Avocent® ACS Serial Console Vertiv™ Avocent® AutoView KVM Switch Vertiv™ Avocent® MergePoint Unity™ KVM Switch Vertiv™ Avocent® LRA LCD Console	<b>Single-Phase UPS</b> Vertiv™ Liebert® GXE 6-10kVA UPS Vertiv™ Liebert® PSA Line-Interactive UPS	<b>Integrated Solutions</b> Vertiv™ VRC-S Edge-Ready Micro Data Center System			
Services (One to All)					
Project Services, Warranty Extensions, Contracts, Digital Services, Repair Services, Optimization Services, OEM Spare Parts					



## Join our Service Partner Programme Today.

Once you join the Vertiv Service Partner Programme, don't forget to sign up for the VIP Programme and start receiving rewards from Day 1.

**i** If you already have a Vertiv Partner Portal account, log in to see the latest news!

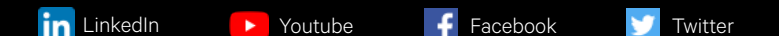
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**Vertiv.com** | **Vertiv Infrastructure Limited**, Fraser Road, Priory Business Park, Bedford, MK44 3BF, VAT Number GB605982131

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