

ENGINEERING
TOMORROW

Danfoss

Danfoss Drives Integrator Expert Program™

Partner with us
and take your business
to the **next level**

Enhance
your ability to
add value

drives.danfoss.com



**Unique
access**
to colleagues
and resources

Why should you **partner with us?**

As a system integrator, you, your skills and your business are important to us at Danfoss Drives. We want to share our expertise and experience to help you grow your business. Basically, we want to provide you with the support you need to ensure you succeed. We can help you in this by inviting you to join a solid, global network of system integrator partners.



Access to extra resources

With the **Integrator Expert Program™** (IEP), we will continue to provide you with the best-in-class products, solutions and services. But, on top of that, you'll have access to integration projects that arise at Danfoss and become part of a network with other integrators in the program.



Networking with other system integrators in the pool

Teamwork is key to your success

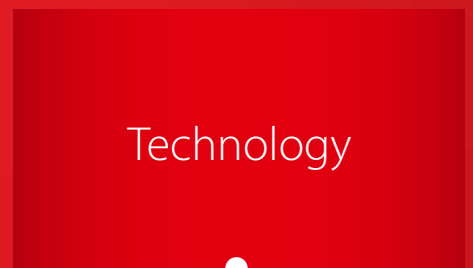
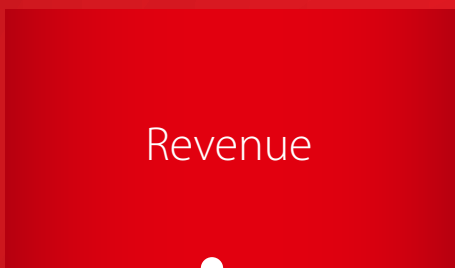
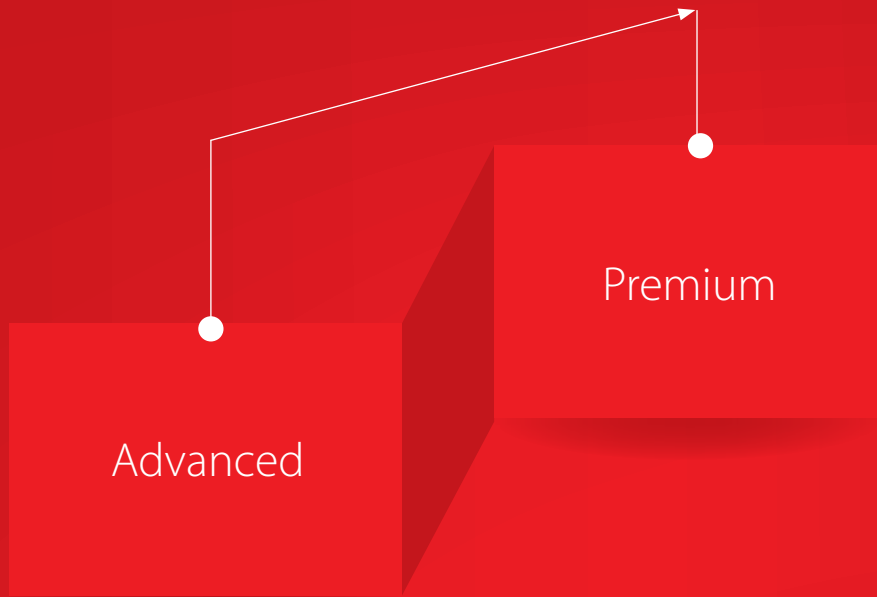
Teamwork is vital in a true partnership. By working closely with you, we aim to create a unique, open and transparent relationship. We rely on your local market knowledge and industry specific expertise to help us continue to innovate robust solutions and enhance our portfolio. With IEP we can offer you training and education to deepen your skills and enhance your ability to deliver added value to your customers. We invest in your success.



Enhance your ability to deliver added value to your customers



We invest in your success



How does the Integrator Expert Program™ work?

As an existing drives integrator working with Danfoss Drives, your commitment to our products and services is highly appreciated. IEP takes that commitment to the next level. After qualifying for one of our higher levels of participation in the program as an Premium or Advanced partner, you will be authorized to use the corresponding Partner logo and certification that recognizes your commitment to us.

IEP is a tiered program with two unique levels of participation:

- Premium
- Advanced



Each level offers different benefits and privileges. The more you commit to the program, the more access you have to resources and tools which, in turn, provides more opportunities to grow your business.

Each year, your partnership status will be reviewed. You will be issued with an up-to-date Integrator Expert Program™ certificate to reflect your current status and commitment to the program. If you reach certain targets during the year, your status will automatically be upgraded to the next level. If, however, you are unable to maintain certain targets, your status will be downgraded at the end-of-year review. The more you commit to the program, the higher up the ladder you will climb.

Four success factors

We understand that there are many different business models and that your business is unique. That's why we've identified **four different business criteria** that will define your level of partnership in the program.

- 1 Revenue**
Historic revenue performance is one key element for reaching partner level.
- 2 Business plan**
Approved by Danfoss, this discussed and finalized business plan demonstrates your commitment to Danfoss.
- 3 Technology**
Ownership of technology, licenses, patents, certificates or unique selling points (USPs) in a key segment specified in the business plan.
- 4 Skills**
Expertise in sales, engineering, assembling, on-site support, project management and technical support.



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business
enhancing
benefits

Your **benefits** and privileges

Our partners are important to us, and we want you to know just how important you are: IEP is designed to offer you the maximum rewards for your commitment to Danfoss Drives. The Integrator Expert Program™ offers a range of benefits to grow your business. The higher your level is in the program, the more benefits you will receive.



Knowledge

Access to Danfoss design portfolios that make it easy to integrate the Danfoss drive into your solution



Training

Capability development – Product, application and commercial training for development of your employees



Tools

MyDrive® Tools – Software tools for drive selection and system design



Business development

Business development and partnership – Support for your business planning and close cooperation in the project phase



Marketing

Marketing growth funds - Financial support for sales and marketing activities as defined and agreed in your approved business plan



How do I join the Integrator Expert Program™?

Program enrolment is upon invitation from Danfoss.

Please contact your local Danfoss Sales organization at
<http://drives.danfoss.com/danfoss-drives/local-contacts>