

Schneider Electric SA revamps online portal

Schneider Electric South Africa, the global specialists in energy management and automation, have revamped their online portal for IT channel partners to enhance profitability, support, enablement, and overall experience with a focus on providing more efficient and intuitive access to incentives, training and support, product information, tools, and more.



Through Schneider Electric's partnership, evolved promise, significant updates have been made to partners' personal pages to help them track their requirements, allowing for sales, presales and owners to access what is most important to them.

A variety of tools

The partner portal for IT channel partners features a variety of online support tools and access to numerous training guides and practical solutions. It also serves as a network, which provides access to information on the latest data centre infrastructure products and solutions.

"Through this Partner Portal we aim to make it easier for our partners to engage with us, offering them an opportunity to achieve their business goals, while increasing the benefits, privileges, and profit opportunities available to them at each stage in the program," says Chetan Mistry, channel development manager at Schneider Electric ITD Anglophone Africa.

The easy-to-use platform includes essential training to maintain partner certification levels, marketing collateral and sales tools, as well as opportunity registration, lead generation, networking opportunities, free training and a Rewards Program.

Certifications form a critical part of the development of our partners. Individual members of the partners can intuitively manage their certifications, allowing the partner to maintain and achieve higher partner status.

The portal enables the partner's sales teams with access to iSEL, a module that provides sales support material, including brochures, technical sheets. The iMarket module provides marketing teams access to ready-to-deploy marketing campaigns enabling them to build demand within the end user base.

Saving solution teams time and money to deploy, partners gain access to a valuable design tool to help with integrated solutions when it comes to scalable power and cooling, racks, power distribution, and innovative monitoring and management software that act as one system for total IT infrastructure and monitoring solution.

Moving through the channel

Organised into four tiers – Registered, Select, Premier and Elite – partners are able to easily move through the channel, with additional benefits included as they progress with their certification. Select partners and up can now access the refreshed Partner Opportunity Management Portal (POMP) which allows them to easily submit and manage all of their registration projects in one place, thereby allowing partners protection and benefits pertinent to the opportunity.

“Schneider Electric is a channel-focused organisation, where we place great value on the mutually beneficial relationship we have with our partners. This partner portal fits perfectly with what we offer our partners, and allows us to work closely with them as they move through the channel,” Mistry says.

“The portal provides our partners with everything they need to achieve their financial goals and. with this collaborative tool, our partners are instantly connected to a global leader in the ever-changing IT world, allowing them to be in control of their growth along with the technology shifts.”

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