

# Building solutions together

## Empowering the All Electric Society



### Solution partner program

Multiply your sales and marketing efforts with a well-respected, global manufacturer known for high-quality, innovative technology and best-in-class support.

Phoenix Contact strives to develop trusting partnerships with our customers and sales channels. Our goal is to provide timely support and ensure an excellent customer experience.

Our solution partner program is designed to develop technical competencies that enable our partners to properly implement and support our control solutions. We strongly believe the manufacturer should focus on what it does best: providing technology to the market. The control system integrator will provide the total automation package and services from the plant floor to the enterprise level. Together, we approach the market to strengthen existing relationships and establish new ones through innovative automation solutions.

### Partnership commitment

Our business depends on providing expert technology advice and delivering application solutions, both of which require more than products and know-how. Your role as a solution partner is vital in today's competitive market. Our solution partners are essential in delivering, implementing, and supporting our full portfolio of products and solutions.

We'll give you access to the tools and training that will help you achieve success. We invest in our partnerships by providing resources for developing proof-of-concept application demonstrations. This teamwork and collaboration promotes acceptance of our proposed solutions.



### Partnership benefits

- Promotion on our solution partner web page
- Rewards and rebate program
- Joint marketing and testimonials
- No "project competition" commitment
- Subsidized training and software licensing
- Product evaluation sample
- Solution proof-of-concept assistance and development
- Engineering and consulting services to help you succeed
- Dedicated project support

### Evaluation criteria

- Integrity and reputation
- Integration services and capabilities
- Industry domain expertise
- Geographical coverage
- Project management methods
- Technology experience
  - Control and automation
  - Safety and security

### Keys to successful partnerships

- Mutual trust
- Clear communication
- Joint collaboration
- Diverse strengths
- Common goals and expectations
- Recognize and celebrate success

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### Achieve more together

Create a competitive advantage by combining your engineering and industry expertise with our innovative technology and support. Our goal is to establish new partnerships with companies that possess a good reputation in their market, with proven experience and the ability to provide and support turnkey solutions for our mutual customers.

We evaluate potential partnerships based on a company's engineering capabilities, industry expertise, and geographical coverage. We selectively establish partnerships in the effort to fulfill the needs of our customers by filling a gap not already serviced by an existing solution partner, and to help minimize and reduce competition within our partner network.

### Technical solutions for a future worth living

The greatest challenges facing humanity - the fight against climate change and safeguarding sustainable development - can be met from a technical perspective by the All Electric Society.



It is a world in which affordable electrical energy generated from renewable sources is available on a virtually unlimited basis as the main form of energy. The key to realizing this world is the comprehensive electrification, networking, and automation of all sectors of the economy and infrastructure. Phoenix Contact is empowering industry and society to forge ahead with this transformation as we move toward a sustainable world.

Frank Stührenberg, CEO Phoenix Contact explains that "This is the vision of the All Electric Society - a vision in which all of the major issues of our time are addressed. After all, carbon-neutral energy will be a key factor in allowing us to fight climate change while allowing for global prosperity. Phoenix Contact is on the front lines of this trend, empowering its partners and customers."



### Become an authorized partner

Interested in becoming a Phoenix Contact Solution Partner? Send your request for an application with company information to: [SolutionPartnerME@Phoenixcontact.com](mailto:SolutionPartnerME@Phoenixcontact.com)

Visit our Solution Partner web page at [www.phoenixcontact.ae/solutionpartner](http://www.phoenixcontact.ae/solutionpartner) to see how you could be promoted as a partner.

### About Phoenix Contact



Phoenix Contact develops and manufactures industrial electrical and electronic technology products that power, protect, connect, and automate systems and equipment for a wide range of industries. Phoenix Contact GmbH & Co. KG, Blomberg, Germany, operates 50 international subsidiaries, including Phoenix Contact Middle East in Dubai, United Arab Emirates.

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