

CHANNEL EXCELLENCE

Partner with Murrelektronik –
for international Distributors & Resellers



Channel
Excellence

partner with Murrelektronik



MURRELEKTRONIK

Figures & Facts

Murrelektronik is your partner



- Headquartered in Oppenweiler, Germany
- Founded in 1975
- Family-owned company
- 5 manufacturing locations:
 - Oppenweiler and Stollberg, Germany
 - Stod, Czech Republic
 - Shanghai, China
 - Suwanee, GA USA
- Over 3000 employees
- Over 65.000 products available to order in our online shop

- Four product groups:
 - Electronics in the Control Cabinet
 - Interfaces
 - Connection Technology
 - I/O Systems
- Industries and market segments including:
 - Machine Tools
 - Machine Building and Plant Engineering
 - Assembly and Handling Technology
 - Food and Beverage
 - Automotive Industry
 - Warehousing and Logistics

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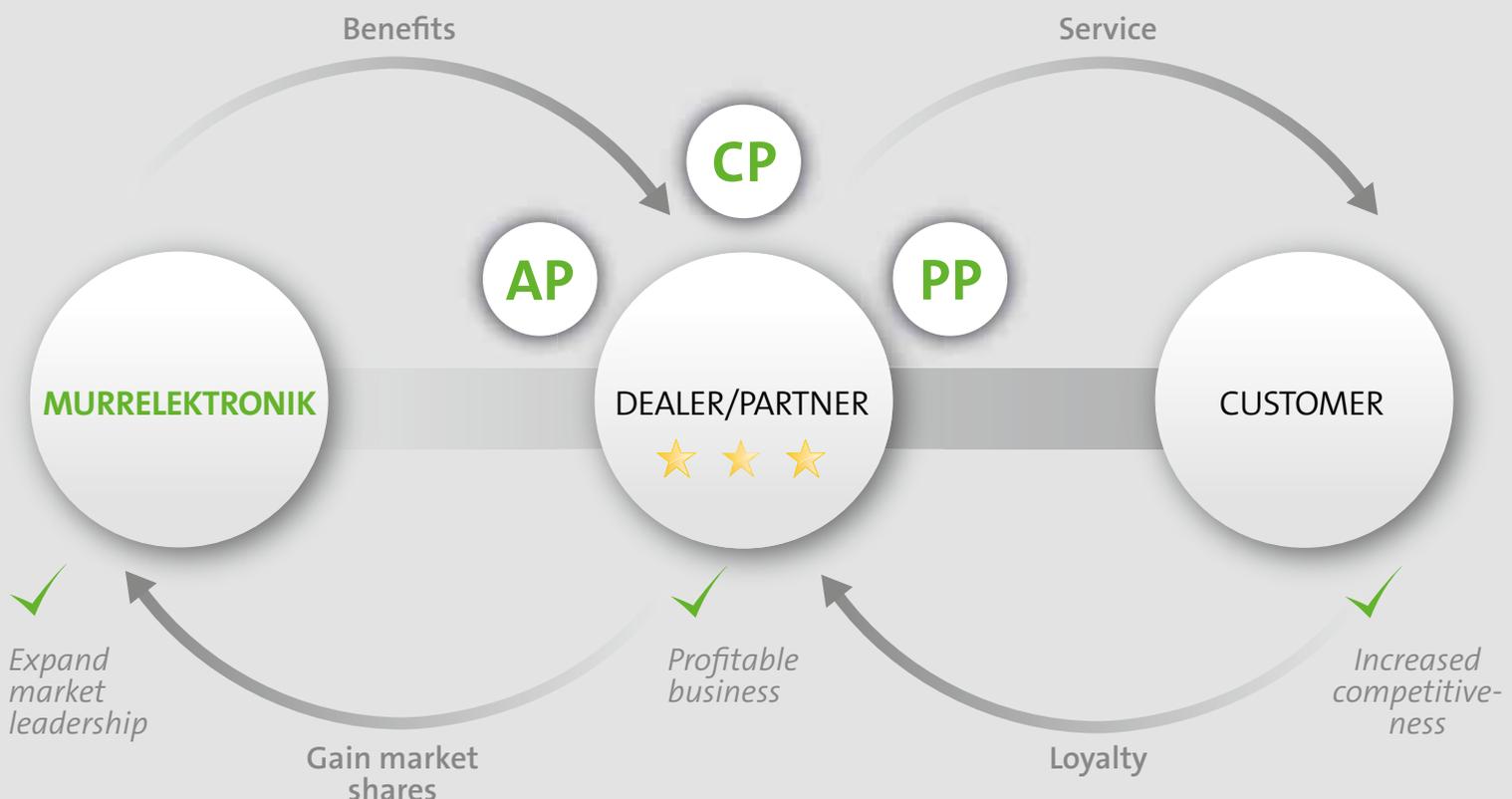


Channel Excellence

partner with Murrelektronik

This program is designed to develop and advance partnerships with our Partners while creating new and mutual beneficial growth opportunities. Our three levels will allow us to provide customized support and benefits tailored to your type of business.

- The three levels are:
 - Authorized Partner
 - Certified Partner
 - Pro Partner
- As a Partner, your company will have exclusive access to Murrelektronik resources including:
 - Sales and Marketing Tools
 - Product Training
 - Technical Support
 - Sales Support



Murrelektronik will recognize your company as ...



AUTHORIZED PARTNER



CERTIFIED PARTNER



PRO PARTNER

... if you:

- Are new to the Murrelektronik family or a catalog/online provider of MRO supplies
- Order Murrelektronik products on demand
- Sell products from a variety of electrical component manufacturers without preference
- Do not have a sales agreement with targets

... if you:

- Focus on a specific Murrelektronik product segment (Power, Connectors or Fieldbus)
- Are committed to proactively promote and sell Murrelektronik products
- Want access to Murrelektronik support and sales personnel for joint calls and special pricing
- Stock Murrelektronik products for local customer support
- Agree to sales targets

... if you:

- Are certified in all three product segments
- Are highly proactive in the promotion and sales of Murrelektronik products
- Have a deep understanding of the Murrelektronik product range
- Stock a wide range of Murrelektronik products
- Provide value add solutions featuring Murrelektronik components
- Have a minimum of one product manager responsible for Murrelektronik sales
- Remove or limit competitive vendors in agreement with your Regional Manager
- Agree to sales targets



SERVICE

		Max Score	Reached Score	Authorized Partner	Certified Partner	Pro Partner
Marketing	Logo assignment Partner Website	3		✓	✓	✓
	Demo cases	5		○	✓*	✓
	Joint marketing campaigns	3		X	✓*	✓
	Competitor products	5		X	✓*	✓
Training/ Know-how	Basic training	5		✓	✓	✓
	Online training	15		○	✓ 50% Sales Force*	✓ 75% Sales Force
	Personal training	5		X	✓	✓
	Training KPI	3		○	✓	✓
Sales Service	Murrelektronik brand manager	5		X	○	✓
	Murrelektronik sales rep	5		○	○	✓
	System sales	5		X	✓ for CFP**	✓
	Warehousing	10		○	✓*	✓ Quick Picks
General	Point of Sales	10		X	✓	✓
	Distribution agreement	3		✓	✓	✓
	Appendix distribution agreement	3		Level 1	Level 2	Level 3
	Order/Offer processing	5		✓	✓	✓
		90	0			

- ✓ Required
- Recommended
- X By choice

*Per Segment
** Certified Fieldbus Partner

BENEFITS

		Authorized Partner	Certified Partner	Pro Partner
Sales support	Discount structure	Level 1	Level 2	Level 3
	Stock rotation / Quick picks	No	No	Semi-annually
	Starter kit	Basic	Advanced	Premium
	Partner power point presentation	Yes	Yes	Yes
	Personal account manager	No	No	Yes
	Product promotions	No	Per segment	Yes
Marketing support	Partner assignment ME website	Yes	Yes	Yes
	Partner portal	Level 1	Level 2	Level 3
	Murrchandise access	Level 1	Level 2	Level 3
	Exclusive Murrelektronik images access	Level 1	Level 2	Level 3
	Branded brochures/compacts	No	No	Yes
	Trade show support	Basic	Advanced	Premium
On-site support	Business review	No	Annually	Semi-annually
	Product training session	online	online	1 time per year
	Application Sales Consultant	No	Project based	Project based
General	Certification	Certificate	Certificate + segment Roll-up	Certificate + Roll-up
	Sales license access	No	No	Yes
	Partner meeting	Decentralized	Decentralized	Pro Partner Meeting
	Bonus system	No	Yes	Yes
	Exclusive newsletter	Yes	Yes	Yes – can participate

SERVICE PLUS +

“More than the customer expects” is a deep part of the Murrelektronik philosophy. As part of this, we value our partners who provide a higher level of service.

These four Service Plus blocks are important to the industrial market worldwide. Expertise in these areas will provide you with opportunities to be promoted.

VALUE ADDED SERVICE
+5 Points

IIOT
+5 Points

ONLINE-SHOP
+5 Points

AUTOMOTIVE
+5 Points

INTERESTED

in becoming a partner?

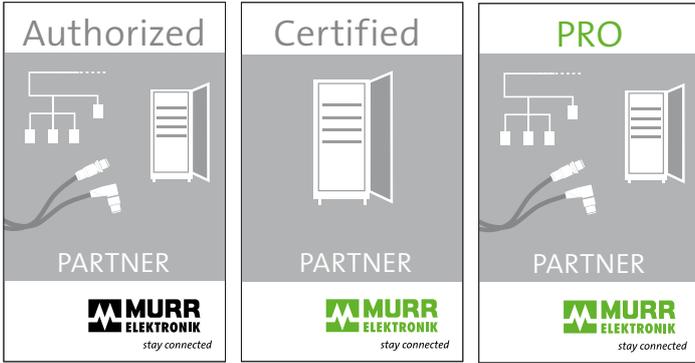


BECOME A MURRELEKTRONIK PARTNER

As a Murrelektronik Partner you will receive the support and tools you need to grow business in your country.

Interested?

Fill out the information below. We will be in touch with you soon!



Basic Information

Desired Partner Level

Company

Country/Location

Website

Contact Name

Contact E-Mail

Contact Phone

send to :

Murrelektronik GmbH

International Sales

Falkenstraße 3

71570 Oppenweiler – Germany

Decentralized
Installation

Network Technology

IO-Link

Industry 4.0

Power

Safety





 www.murrelektronik.com

The information in this brochure has been compiled with the utmost care. Liability for the correctness, completeness and topicality of the information is restricted to gross negligence.