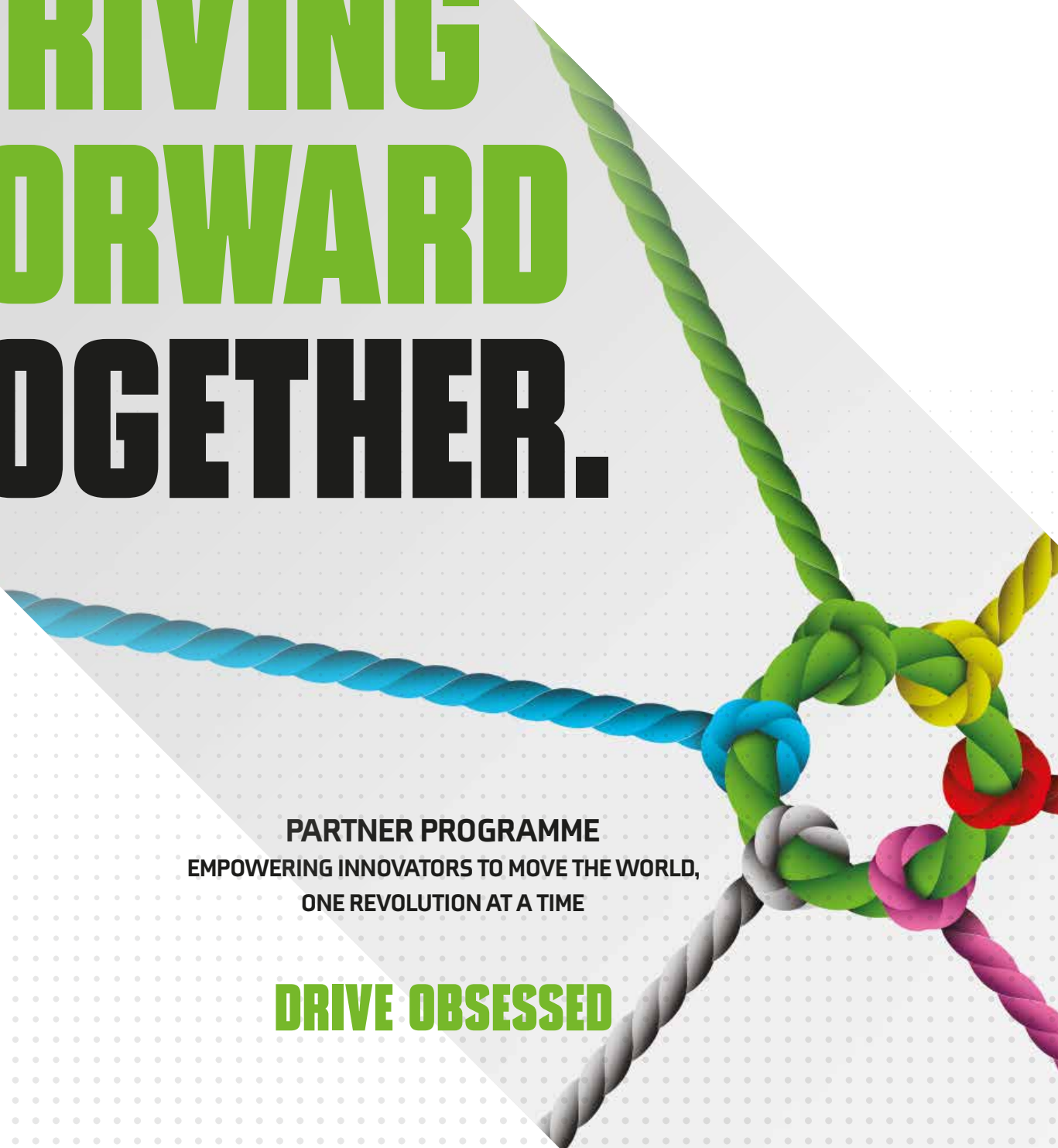




DRIVING FORWARD TOGETHER.

PARTNER PROGRAMME
EMPOWERING INNOVATORS TO MOVE THE WORLD,
ONE REVOLUTION AT A TIME

DRIVE OBSESSED



GROW AND INNOVATE





PARTNERSHIP PROGRAMMES WHERE EVERYONE WINS

Nidec and Control Techniques understand the tough challenges faced by partners.

Working together makes sense. We've got the drives and you know your customers better than anyone. Together we will provide a level of service that will blow their minds, make them keep coming back and get them talking to other people in their industry about you. Join one of our partnership programmes and we'll help grow your business.

STRONG CONNECTIONS. IT WORKS BOTH WAYS

Why Partner With Us?

Here are some of the benefits you receive when you work with us:

Sensational Sales

With access to our range of resources and knowledge of how to sell our products, we can help you grow your business. Our team will help boost your sales with marketing consultations, online sales material, lead generation and referral as well as organising visits to our Headquarters, Drive Centres and global facilities.

Technical Wizardry

The better you know a product, the easier it is to sell and match to various applications. That is why we provide extensive training and technical support to our partners. Get advice over the phone or even onsite support to offer your customers the very best drive solutions for their applications.

Money Matters

Not only do we offer a 3-programme margin system, we also give preferential discounts, a rebate rewards programme and stock offers. It stands to reason that the companies who partner with us should get the best rates on our products along with all the other benefits of our partner programme.

WHO CAN PARTNER WITH US?



What we really value in our partners is the ability to provide outstanding customer service. We know that every organisation we partner with is an expert in its industry and knows exactly what its customers need. That is why we are keen to partner with businesses of all shapes and sizes, from one person operations up to multi-national companies.




Our 3-programme classification model is designed to allow different types of companies to distribute our products in a way that suits them, whether they want to simply supply and offer basic support for our products or offer complete project engineering.

- **AUTHORISED PARTNER**
- **PERFORMANCE PARTNER**
- **SOLUTION PARTNER**

3-PROGRAMME APPROACH BECAUSE EVERY BUSINESS IS DIFFERENT




The table opposite shows the main classifications for each partner programme:



PARTNER CLASSIFICATION	 AUTHORISED PARTNER	 PERFORMANCE PARTNER	 SOLUTION PARTNER
TYPE OF PARTNER	DISTRIBUTOR	VALUE ADDED DISTRIBUTOR	SYSTEM INTEGRATOR
STOCK HOLDING	✓	✓	
LOCATIONS	SINGLE OR MULTIPLE	MULTIPLE	
SALES FORCE	INSIDE OR OUTSIDE SALES	OUTSIDE SALES NETWORK	OUTSIDE AND INSIDE SALES NETWORK
TECHNICAL ABILITY	GENERAL SUPPORT	APPLICATION SUPPORT	APPLICATIONS AND INTEGRATIONS SUPPORT – COMMISSIONING SUPPORT
PREFERRED DRIVE SOLUTION PROVIDER		✓	✓
PROJECT ENGINEERING			✓
VERTICAL INDUSTRY EXPERTISE			✓
FIELD SERVICE ENGINEER CAPABILITY			✓
CERTIFIED REPAIR CAPABILITY		✓	
SPECIALIZED SERVICE LEVEL AGREEMENTS			
ONLINE/ECOMMERCE REQUIREMENTS		✓	✓
PARTNERSHIP AGREEMENT		YES	
REVENUE TARGET	ANNUAL TARGET AGREED, DOUBLE DIGIT GROWTH		
NEW BUSINESS GENERATION		YES	
JOINT BUSINESS PLAN	BUSINESS REVIEW QUARTERLY	BUSINESS REVIEW MONTHLY	
TRAINING ATTENDANCE AND CERTIFICATES	1 X COMMERCIAL, 1 X TECHNICAL (F2F OR ONLINE)	2 X COMMERCIAL, 2 X TECHNICAL (F2F OR ONLINE)	3 X COMMERCIAL, 3 X TECHNICAL (F2F OR ONLINE)
PROJECT VISIBILITY		YES	
NAMED CUSTOMER ACCOUNTS		POS SALES REPORT	
MARKETING JOINT INVESTMENT		BASED ON REVENUE IMPACT	
BRANDING AND PORTFOLIO VISIBILITY		CT LISTING ON WEBSITE AND MARKETING ASSETS	
MINIMUM STOCK HOLDING	10% STOCK HOLDING		TAILORED STOCK PROFILE
TRANSFERRED CUSTOMERS		POS & DOUBLE DIGIT GROWTH	

**TAKE ADVANTAGE.
DIFFERENT
PROGRAMMES,
DIFFERENT
BENEFITS.**



PARTNER CLASSIFICATION	 AUTHORISED PARTNER	 PERFORMANCE PARTNER	 SOLUTION PARTNER
TYPE OF PARTNER	DISTRIBUTOR	VALUE ADDED DISTRIBUTOR	SYSTEM INTEGRATOR
BUSINESS ENABLEMENT			
MARKETING & SALES ASSET ONLINE ACCESS		INCLUDED	
JOINT SALES ACTIONS		INCLUDED	
TECHNICAL SUPPORT SUITE ACCESS		INCLUDED	
TRAINING	COMMERCIAL & TECHNICAL (ONLINE)	COMMERCIAL & TECHNICAL (F2F)	
LEAD GENERATION & CUSTOMER TRANSFER		INCLUDED	
ONSITE APPLICATIONS SUPPORT	TELEPHONE SUPPORT	TELEPHONE AND ONSITE SUPPORT	
PROJECT/OPPORTUNITY PROTECTION		INCLUDED	
FIELD SERVICE & COMMISSIONING		BASED ON PARTNERSHIP AGREEMENT	
PROFITABILITY PROGRAMS			
REBATE REWARDS PROGRAM		STARTS WITH DOUBLE DIGIT GROWTH	
PREFERENTIAL DISCOUNTS	BASED ON STOCKHOLDING VALUE AND PRODUCT RANGE AND COMPETITOR CONVERSIONS	NAMED ACCOUNTS AND PROJECTS, AND COMPETITOR CONVERSIONS	
LOCAL INCENTIVE PROGRAMS/STOCK OFFERS		INCLUDED	
DEMO RIG PROGRAM		PERFORMANCE RELATED DISCOUNT	
MARKETING ENABLEMENT			
EMAIL NEWSLETTERS		INCLUDED	
MARKETING CONSULTATION		ON REQUEST – RETURN ON INVESTMENT RELATED	
JOINT CASE STUDIES		INCLUDED	
MARKETING COLLATERAL		JOINT COLLABORATION	
PARTNERSHIP CERTIFICATION ASSETS		INCLUDED	
SPECIAL BENEFITS			
EXTENDED 5 YEAR WARRANTY PURCHASE		ON REQUEST – RETURN ON INVESTMENT RELATED	
MEET CEO OPPORTUNITY		BASED ON NEW BUSINESS SALES	
MARKET INTELLIGENCE & SOLUTIONS		INCLUDED	

VISIT THE HEART OF CONTROL TECHNIQUES

Give your customers the VIP treatment with a visit to our head office and manufacturing facility in Mid Wales. Our dedicated customer experience team can show them how we work and what our products can do, to give them the confidence to buy them through you. As one of our reselling partners, we can work with you to devise selling strategies to win those key customers and keep them coming back.

(* subject to minimum-volume conditions)





PLUS

Partner access to
Nidec Synergy
(CTD, LS, MV
Drives, Shimpo,
Robotec, CIMD)

In addition to the
Control Techniques
product range you will
also have access to
our Nidec Synergy
portfolio

Partner access to
HQ/Manufacturing
facility for your
key customer
visits



Over several decades, CTD has developed generations of high performance motor ranges to meet the design, performance, functionality and cost specifications of a wide of applications and industries.

www.controltechniquesdynamics.com



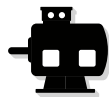
Bevel gears create powerful systems using housings, shafts, flanges and bearings. Your complex design is in good hands with Nidec Graessner - we've been working on intelligent concepts for over 65 years.

www.graessner.de



KB Electronics manufacturers off the shelf and custom OEM AC Drives Inverters, DC Drives, Fan Speed Controls - motor drives from fractional to 30 HP.

www.nidec.com/kbelectronics



Leroy Somer design, develop and manufacture scalable, customised product & service solutions for OEMs supported by a global presence with operations and engineering & development teams in Europe, China, India & Americas.
www.leroy-somer.com



Nidec Drive Systems (NDS) is a global manufacturing enterprise that provides custom engineered control, motor and drive system solutions for world class customers in electric vehicle, commercial floor care, material handling, aerial work platforms, water pumping, and renewable energy.
www.nidec.com



The Nidec Motion Control product line features a full line of high efficiency motors, large and small, which serve industrial, residential, and commercial markets in the following applications.
www.nidec.com



Welcome to the world's most innovative, complete and integrated Motion Control, Navigation Sensors and Power Management solutions for mobile robots.
www.roboteq.com

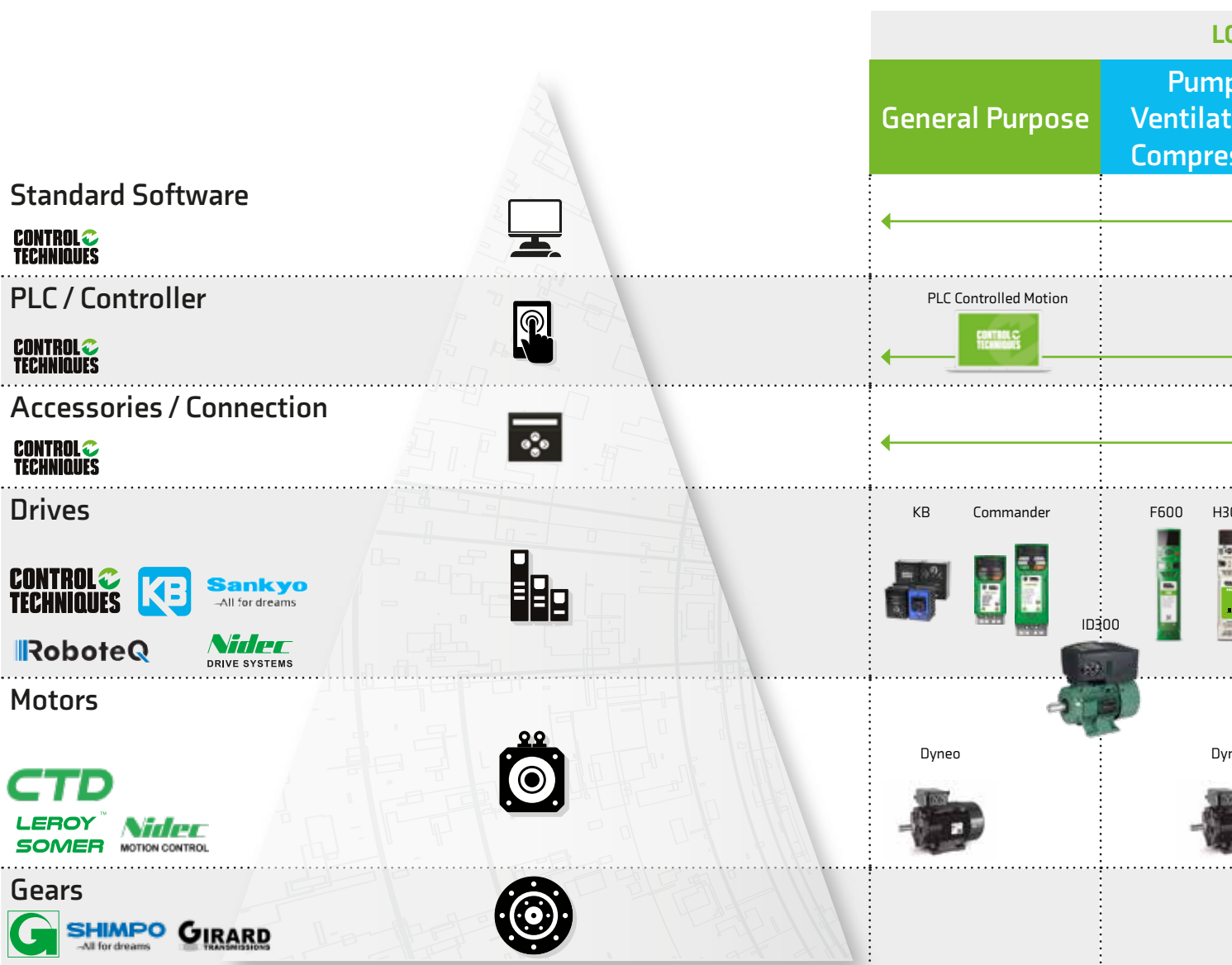


NIDEC SANKYO's portfolio includes micro motors, stepping motors, as well as card readers, industrial robots and a broad array of other equipment.
www.nidec.com



Providing high precision motion control speed reducers, Automatic Guided Vehicles (AGV's), power transmission equipment, press machines and measuring instruments.
www.nidec.com

THE WINNING MENTALITY OF ONE NIDEC



Standard Software



PLC / Controller



Accessories / Connection



Drives



Motors

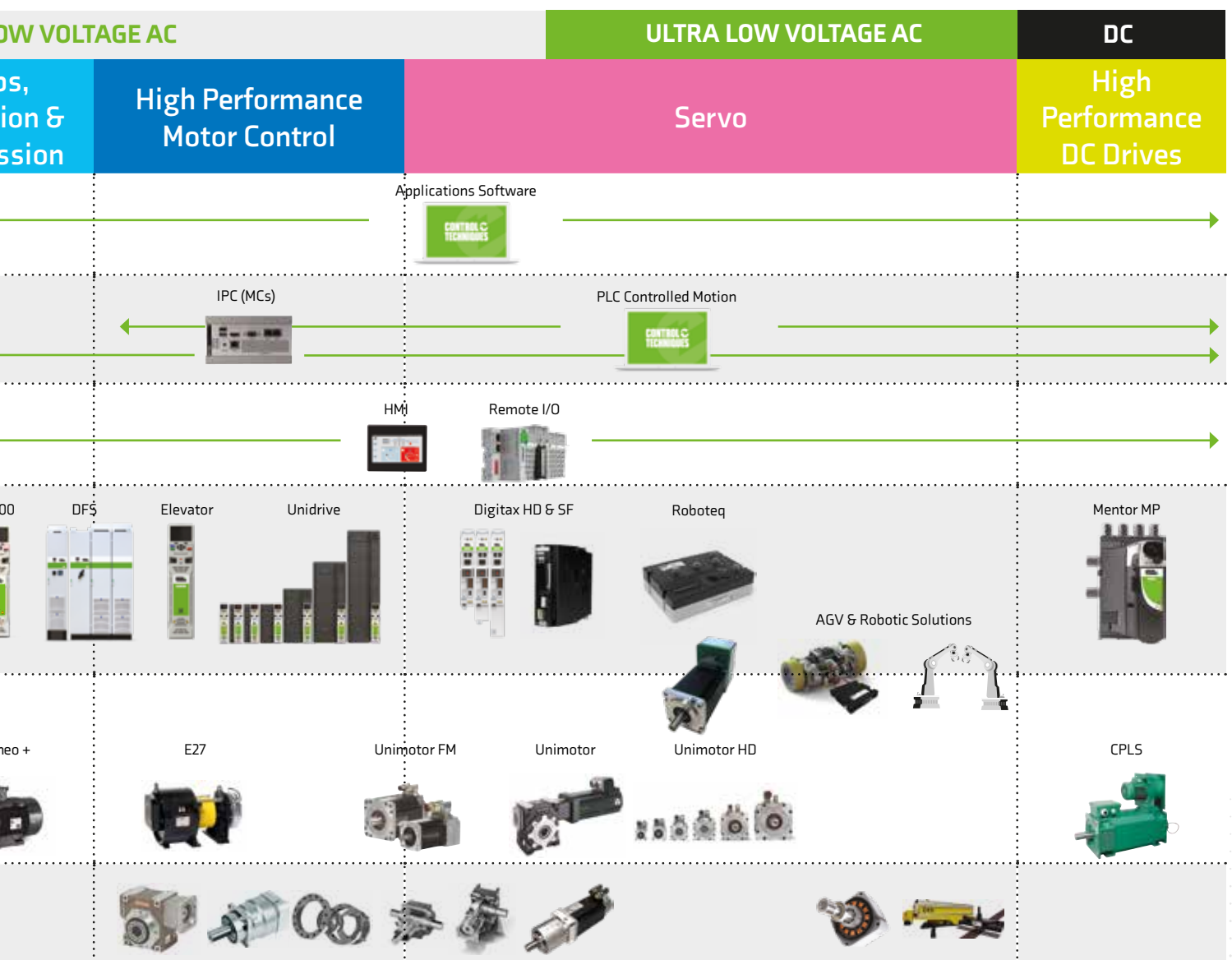


Gears



Nidec

All for dreams



ALL THE SUPPORT YOU NEED

POWER PACK

Diagnostics? There's an app for that



Diagnostic Tool

The Diagnostic Tool App is a fast and simple tool, which allows users to quickly solve any error codes that the drive may show.

Download from:

controltechniques.com/mobile-applications



*For Microsoft users, this mobile app operates with Windows 10 only.

Control Techniques Global Training Centers offer a unique program of drive, servo and software training solutions.

Train in a safe and dedicated environment with highly qualified and experienced trainers for a great mix of classroom and practical 'hands-on' learning experience. Most Drives Centers offer both standard and bespoke courses. To find out about training courses near you, locate your nearest Drive Center.



SALES MATERIALS



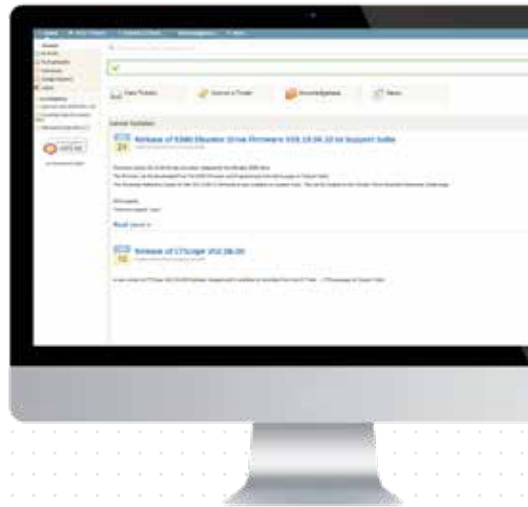
GREEN BOOKS

FIND THE ANSWER ON SUPPORT SUITE

Support Suite is our online tool with masses of technical information that you can access whenever you need to.

You can submit enquires to the Control Techniques technical support network and share enquires within your own organisation, as engineers can view their colleagues' enquiries. These can be prioritised for a fast response.

It also gives you access to a vast amount of technical information and the Knowledgebase Library, including product documentation, application notes, approvals and certifications, PC tools and web based diagnostics.



DRIVE OBSESSED



Control Techniques has been designing and manufacturing the best variable speed drives in the world since 1973.

Our customers reward our commitment to building drives that outperform the market. They trust us to deliver on time every time with our trademark outstanding service.

More than 45 years later, we're still in pursuit of the best motor control, reliability and energy efficiency you can build into a drive. That's what we promise to deliver, today and always.

1.4K+

Employees

70

Countries

#1 FOR ADVANCED MOTOR AND DRIVE TECHNOLOGY



Nidec Corporation is a global manufacturer of electric motors and drives.

Nidec was set up in 1973. The company made small precision AC motors and had four employees. Today, it's a global corporation that develops, builds and installs cutting-edge drives, motors and control systems in over 70 countries with a workforce of more than 110,000.

You'll find its innovations in thousands of industrial plants, IoT products, home appliances, cars, robotics, mobile phones, haptic devices, medical apparatus and IT equipment all over the world.

109K

Employees

\$14.6B

Group Turnover

70+

Countries

330+

Companies



CONTROL TECHNIQUES IS YOUR GLOBAL DRIVES SPECIALIST.

With operations in over 70 countries, we're open for business wherever you are in the world.

For more information, or to find your local drive centre representatives, visit:

www.controltechniques.com

Connect with us



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Registered in England and Wales. Company Reg. No. 01236886.

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