



REVOLUTION
DISTRIBUTION

The Revolution Distribution Partner Alliance Program Program Overview

Simple to join. Clear to grow. Built for your success.



The Revolution Distribution Partner Alliance Program

Revolution Distribution is Australia's leading national distributor of critical power products and solutions.

As a 100% channel-led business, we partner with world-class critical power vendors to deliver products, expertise, and support to help our partners achieve exceptional outcomes for themselves and their customers.

- **Proven Partnership with ABB:** As ABB's trusted distribution partner, Revolution Distribution combines global technology leadership with local expertise. We give partners access to world-class products, reliable supply, and the latest innovations, training, and support.
- **National Reach, Local Care:** With teams across Australia, we deliver national capability backed by local service. Whether it's a single-site install or a multi-site rollout, we provide the scale, stock, and expertise to keep projects moving.
- **Experts in Growth:** Our team brings deep experience across IT, power, and infrastructure — making it easy to quote, plan, and deliver with confidence.
- **100% Channel-First:** We don't compete with partners — we enable them. Our success is built on yours. Every engagement, incentive, and process is designed to protect partner opportunities and drive long-term profitability.



Why Join?

Everything we do is built around one simple idea; your success is our success.

- **Grow Your Business:** Access ABB's PowerValue UPS portfolio and new opportunities across fast-growing market segments.
- **Drive Profitability:** Increase margins and grow revenue through value-added opportunities, exclusive promotions, and programs designed to help you sell more, win more, and earn more.
- **Build Customer Trust:** Deliver confidence through proven technology, reliable supply, and the backing of a trusted national distributor.
- **Enablement and Support:** Gain the tools, content, and training you need to compete effectively, differentiate your offer, and grow sustainably.

Our promise is simple: We'll always be easy to work with, transparent in how we operate, and invested in your long-term success.

Because when our partners thrive, so do we.

Who is this Program For?

The Partner Alliance Program has been designed to help our partners build stronger, more profitable businesses. Whether you're focused on high-volume sales, end-to-end solutions, or recurring service models, the program gives you the structure, tools, and support to grow with confidence.

IT Resellers

Simplify sales. Protect your margin. Sell more, faster.

For resellers, success depends on speed, reliability, and competitive pricing. Our Partner Program makes it easier to sell ABB UPS and critical power solutions by giving you access to consistent pricing, protected opportunities, and fast, accurate quoting.

What you'll gain:

- Strong margins and profits, including, margin protection for competitive deals.
- Co-branded campaigns and ready-to-use marketing tools to drive demand.
- Dedicated support to help you close deals quickly and confidently.

Why join: To work with a distributor who understands your business and is committed to helping you sell more, with less friction and more profit.

Mid-Size Resellers

Grow your market. Strengthen your brand. Build customer loyalty.

Mid-size resellers thrive on relationships and reputation. Through our Partner Program, you'll have access to incentives, enablement, and joint marketing designed to help you stand out and scale your business.

What you'll gain:

- Tiered rewards that recognise growth and engagement.
- Access to ABB product expertise, sales training, and vertical market content.
- Co-marketing and campaign support to reach new customers.

Why join: To strengthen your position in a competitive market and deliver greater value to your clients through partnership with a trusted national distributor.

Integrators

Deliver complete solutions. Win larger projects. Build long-term value.

Integrators bring technology together to deliver outcomes. Our program helps you embed ABB UPS and power systems into broader infrastructure, IT, and industrial solutions, backed by technical resources and deal support every step of the way.

What you'll gain:

- Access to ABB technical documentation and enablement content.
- Dedicated support for complex integrations and projects.
- Co-development opportunities and business planning with RD.

Why join: To gain a distribution partner who understands solution-based selling and provides the tools, collaboration, and expertise to win more complex opportunities.

Managed Service Providers (MSPs)

Create recurring value. Strengthen reliability. Grow customer trust.

MSPs rely on performance and partnership. Our Partner Program helps you build recurring revenue and deliver stronger service outcomes through ABB's trusted UPS range and our dedicated support.

What you'll gain:

- Recurring-revenue opportunities with ABB critical power solutions.
- Tools and training to position UPS as part of your managed service offer.
- Joint marketing and renewal support to keep customers connected.

Why join: To enhance your managed service offer, improve uptime for clients, and grow recurring revenue with a distributor that's fully invested in your success.



Built for Your Business

No matter your model — reseller, integrator, or MSP — the RD Partner Program gives you:

- A simpler way to do business.
- Transparent pricing and fair rewards.
- Training, tools, and marketing support that drive results.

Together, we'll help you strengthen relationships, grow revenue, and deliver exceptional value to your customers.

Program Tiers

Our Program is built to recognise and reward the commitment of our partners. It's designed to make it easy to understand where you stand, how to progress, and what benefits you can unlock as your engagement and capability grow.

Our tiering model is simple and transparent, built around contribution, capability, and collaboration. Whether you're new to the program or a long-term strategic partner, each level provides clear value, meaningful rewards, and the support you need to succeed.

Tier 1

Getting started. Building foundations.

Tier 1 is the entry point to the program, ideal for businesses beginning their journey with Revolution Distribution and ABB solutions. This tier focuses on access, education, and establishing a strong base for growth.

Expectations

- Aligned objectives and performance expectations.
- Maintain active engagement with Revolution Distribution through quoting or purchasing activity.
- Participate in introductory onboarding and product training.

Benefits

- ✓ Access to ABB product information and Revolution Distribution's quoting tools.
- ✓ Eligibility for deal registration and pricing support.
- ✓ Regular partner updates and access to technical and sales resources.

The focus: Learn, connect, and begin building success through the program.

Tier 2

Active engagement. Growing performance.

Tier 2 Partners are established resellers, integrators, or MSPs who actively promote ABB PowerValue critical power solutions. They have consistent sales activity, demonstrate engagement with the program, and are developing their technical or sales capability.

Expectations

- Regular sales or project activity with Revolution Distribution.
- Participation in training and co-marketing initiatives.
- Maintaining alignment with program standards and values.

Benefits

- ✓ Enhanced margin opportunities and deal protection.
- ✓ Access to ABB-led and RD-led training sessions.
- ✓ Co-branded marketing materials and campaign templates.
- ✓ Eligibility for marketing development funds (MDF).

The focus: Deepen engagement, grow performance, and build market presence.

Tier 3

High performance. Strategic collaboration.

Tier 3 Partners represent Revolution Distribution's most engaged and capable channel members. They are trusted advisors in their markets and work closely with RD to plan, market, and deliver ABB solutions at scale.

Expectations

- Demonstrated sales growth and strong alignment with Revolution Distribution's channel strategy.
- Participation in co-business planning and strategic initiatives.
- Consistent delivery of customer satisfaction and market development.

Benefits

- ✓ Top-tier pricing, rebates, and margin rewards.
- ✓ Priority access to leads and joint opportunity planning.
- ✓ Dedicated account management and marketing support.
- ✓ Co-funded demand generation campaigns and events.
- ✓ Eligibility for the Partner Advisory Council.

The focus: Collaborate strategically, drive growth, and shape the future of the channel.

Our Promise

Every part of the RD Partner Program is designed to make partnership easy, supported, and rewarding.

From your first interaction to your first co-marketing campaign and beyond, we're here to ensure you have the structure, resources, and people you need to succeed.

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The Partner Journey

The Revolution Distribution Partner Program is designed to make joining, learning, and growing as simple as possible. Every stage is supported by our team and backed by resources that make it easy to get started, build capability, and unlock greater rewards as your business grows.

- **Join: Start your partnership with RD.** Apply or register your interest through our website to begin your journey as an RD Partner.
- **Onboard: Get set up for success.** You'll be guided through a structured onboarding process that introduces you to our systems, program benefits, and best practices for selling ABB UPS and critical power solutions.
- **Enable: Build capability and confidence.** Once you're up and running, we help you strengthen your sales, marketing, and technical skills to help you grow and deliver more value to your customers.
- **Grow: Achieve recognition and rewards.** As your business grows, your partnership with RD grows too. You'll move through the program tiers, gaining greater benefits.

Interested in finding out more?

Reach out to our team to discuss how the Revolution Distribution Partner Alliance Program can support your business.



Revolution Distribution is Australia's leading national distributor of critical power products and solutions, built entirely for the success of our channel partners.

We partner with world-class critical power and vendors to deliver the products, expertise, and support that help our partners deliver exceptional outcomes for their customers. Our role is not just to supply equipment, but to enable our channel, giving resellers, integrators, and managed service providers the resources, confidence and opportunity to make more money and grow in a fast-evolving market.

Every part of our business model is designed with partners in mind. From product selection and technical support through to logistics, marketing, and after-sales service, our focus is on helping partners deliver quality, efficiency, and value at every stage of the customer journey. We succeed when our partners succeed.



Contact Details

Terry King, General Manager

Hotline: 1300 255 880

Email Address: sales@rvds.com.au

Address: 4 Carson Road, Malaga, WA, 6090