



Growing our businesses together

Alfa Laval channel partner programme



# A global partner committed to your success

Every one of our channel partners is important to us. They are a core part of how we do business, helping us achieve a global presence in the marketplace. That's why we are dedicated to helping each of our channel partners grow. Becoming an Authorized, Certified or Master Alfa Laval channel partner provides you with tools and support that aid in growing your business from new and existing customers.

Your channel partner level depends on the scale of your business, how closely you work with Alfa Laval and your ambitions for the future. Each level boosts your business by offering tools and support for your day-to-day work. We offer a variety of training programs, sales-supporting web tools, marketing materials, and more.

Developing our partnership is a collaboration. Your local Alfa Laval channel manager works with you to create a business plan and set specific goals for us to strive towards together.



# A proven strategy for

Our channel partner programme is dedicated to creating stable partnerships that stay profitable over the long-term. It does this by delivering concrete business results in three main areas:

## A brand that is easy to sell

Customers around the world know the Alfa Laval brand stands for quality, innovation and reliability. Those values are seen not only in our products, but also in our service and support. That makes it simpler to convince end users they are getting the best equipment and service solution.

### Alfa Laval has:

- A vast customer base and the world's largest installed product base, creating new business opportunities for you, such as service offerings
- A strong brand and active marketing helps you grow your existing business as well as generate new
- A firm commitment to business ethics and sustainability



# mutual growth

## The industry's most attractive product range

You can count on our wide range of products to meet customer demands and industry standards while keeping up with market trends. Alfa Laval Anytime, our eBusiness, makes doing business with us simple by giving you online access to ordering tools, product documentation, various sizing and configuration tools, and more.

### Alfa Laval provides:

- An unparalleled product portfolio within heat transfer, separation and fluid handling
- Product innovations based on customer insights
- Global and local support to meet rapidly changing customer needs
- Alfa Laval Anytime – our innovative eBusiness
- An extensive service and spare parts offering

## A partnership with mutual benefits

Our partner programme is built on a long history of combining Alfa Laval's strength as an international industry leader with our channel partners' closeness to – and experience in – their markets. These come together to create unique customer value.

### Together, we benefit from:

- Continuous training and marketing programmes that support you in driving an efficient business while your insight into customer needs supports us in continuously developing our offering
- Knowledge and best practice sharing within the channel network
- Stronger brand recognition for both of us through active partnership communications

# Many ways to success



Competence

- Access selected training programmes

Marketing

- Communication materials

Transactions

- eBusiness via Alfa Laval Anytime 24/7

Relations

- Presented on Alfa Laval website

There are four main categories where your business benefits from being an Alfa Laval channel partner. Every partnership level opens new ways to increase the value and explore business opportunities. Below you will find an overview of what each partner level offers. The diagram shows just a few examples of the benefits you can expect from our partnership.



- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>■ Access to Alfa Laval expertise and facilities</li> <li>■ Access all training programmes</li> </ul> | <ul style="list-style-type: none"> <li>■ Customized development programmes</li> <li>■ Access to Alfa Laval expertise and facilities</li> <li>■ Access all training programmes</li> </ul> |
| <ul style="list-style-type: none"> <li>■ Joint marketing and communication activities</li> <li>■ Communication materials</li> </ul>         | <ul style="list-style-type: none"> <li>■ Marketing co-operation</li> <li>■ Joint marketing and communication activities</li> <li>■ Communication materials</li> </ul>                    |
| <ul style="list-style-type: none"> <li>■ eBusiness via Alfa Laval Anytime 24/7</li> </ul>   | <ul style="list-style-type: none"> <li>■ eBusiness via Alfa Laval Anytime 24/7</li> </ul>  |
| <ul style="list-style-type: none"> <li>■ Events &amp; seminars</li> <li>■ Presented on Alfa Laval website</li> </ul>                        | <ul style="list-style-type: none"> <li>■ Join council meetings</li> <li>■ Events &amp; seminars</li> <li>■ Presented on Alfa Laval website</li> </ul>                                    |

## Level 1

# Authorized Partner

The Authorized Partner level opens up access to new tools that help your business run more efficiently and give your people new skills, while placing limited demands on your time and resources.

### **Smother business and greater visibility**

To help create new advantages for you, we provide various tools and information. That can include the ability to place orders online with just a few clicks, as well as access to a library of training programs, product information, certifications and specifications. You also gain access to Alfa Laval communication materials that give you greater visibility in the marketplace.

### **Profile of an Authorized Partner**

A typical Authorized Partner has completed technical training, has after sales capabilities and often works with Alfa Laval as one of multiple suppliers and could have a focus on logistics.

Your business runs smoother  
with access to new tools



## Examples of Authorized Partner benefits

- Access to selected training programs
- Access to communication materials and various tools
- Access to Alfa Laval Anytime, our eBusiness
- Trace orders and view updated stock levels and delivery times
- Access to Installed Base information for service and spare parts business
- Contact details featured on the local Alfa Laval website



## Level 2

# Certified Partner

Taking the step to become a Certified Partner means bringing our businesses closer together to create new opportunities for mutual growth.

### **Expanding your capabilities**

When you become a Certified Partner, we draw up a business plan detailing future growth targets and development activities. Training from our specialists helps you improve your business thanks to greater application knowledge while marketing efforts give you greater reach. You can also visit our facilities to find new ways to improve your business. Every partnership works towards specific growth goals to ensure its value to your company.

### **Profile of a Certified Partner**

A typical Certified Partner has completed technical, commercial and application training, maintains stock of relevant spare parts and considers Alfa Laval one of their key suppliers.

Close collaboration gives you  
competitive advantages

## Examples of Certified Partner benefits

(in addition to Authorized benefits)

- Access to Alfa Laval expertise and facilities helps you optimize your business
- In-depth training from specialists
- Support from an Alfa Laval specialist at local customer events
- Spare parts consumption analysis to optimize supply chain



## Level 3

# Master Partner

Becoming a Master Partner means a high level of mutual engagement. This creates opportunities that only a global market leader can provide.

### **Engineering and marketing specialists add new strengths to your business**

Our specialists collaborate closely with Master Partners to strengthen your market position. That involves tailored, in-depth training that supports your sales efforts by making your staff highly knowledgeable about Alfa Laval products and services. We also give you access to marketing materials that can help attract new customers. Each Master Partner agreement comes with a tailored business plan and ambitious business goals we strive towards together.

### **Profile of a Master Partner**

A typical Master Partner has a high level of technical, commercial, application and after sales training, staff dedicated to covering the product range and all market opportunities, a strong presence in the market through marketing and trade shows, maintaining agreed stock volumes and providing after sales service.

You gain greater access to  
Alfa Laval specialists

## Examples of Master Partner benefits

(in addition to Certified benefits)

- Participation in international councils with fellow master channel partners
- Preferred status when quick turnaround needed
- Extensive specialist training
- Support from Alfa Laval specialists
- Implementation of all channel marketing activities from Alfa Laval



# Alfa Laval Anytime – our eBusiness for channel partners

## **A matter of simplicity, freedom and competitive power!**

Find, customize and order your Alfa Laval products with just a few simple clicks, 24/7.

Not connected yet? Please contact your local Alfa Laval representative to make sure you don't miss any business opportunities and to always be up-to-date with our products and offerings.





### **Shop**

Order on-stock article-number-based products and configured items. Easy-to-use configuration tools help you pick the right products for optimal compatibility, function and efficiency.



### **Products**

Find detailed product catalogues and documentations. View the latest product updates and your prices for the Alfa Laval products you need.



### **Marketing**

Get access to the marketing and promotional material you need to make a big impression.



### **Training**

You can choose to attend special partner training programmes in different countries. Get valuable insights on product knowledge, relevant applications and general industry information.

## **Discover your new business opportunities**

If you want to get in touch with your local channel manager to learn more about the Alfa Laval channel partner programme, please visit **[www.alfalaval.com](http://www.alfalaval.com)** for contact information.

## **Alfa Laval in brief**

Alfa Laval is a leading global provider of specialized products and engineering solutions.

Our equipment, systems and services are dedicated to helping customers to optimize the performance of their processes. Time and time again.

We help our customers to heat, cool, separate and transport products such as oil, water, chemicals, beverages, foodstuffs, starch and pharmaceuticals.

Our worldwide organization works closely with customers in almost 100 countries to help them stay ahead.

## **How to contact Alfa Laval**

For more information and local contact details, visit **[www.alfalaval.com](http://www.alfalaval.com)**.