

## **ABB provides System Integrators and Machine Builders a competitive edge with Global Partner Program in Robotics**

To help system integrators and machine builders to differentiate their business and succeed in the fast expanding robot-based automation market ABB has developed a ***Global Partner Program***.

If the uptake of robotics is to grow as predicted system integrators and machine builders (OEM's) need to increase the capacity of automated robotic solutions and demonstrate how robotic cells can be integrated into production lines to increase productivity, deliver consistent high quality and to improve workplace health and safety.

ABB is helping to make this a reality by ensuring that the tools and information needed to succeed in this growing market are available. The ***Global Partner Program*** demonstrates ABB's commitment to supporting active integrators and machine builders with robots, software and service solutions that are customised for each application. Partners have access to ABB Robotics complete portfolio to help design and support their systems, machines and solutions. ABB can also assist its partners to develop in additional markets - either industrial or geographical.

“At the end of the day, a robot is only a tool” comments Mike Wilson, former Chairman of the International Federation of Robotics (IFR). “It is as good as the system which is built around it. System integrators and Machine Builders are therefore very important to the growth of robot sales. To be successful and provide good systems, they need to understand processes, applications and customer's requirements; and be able to deliver solutions which meet those requirements using the most appropriate equipment.”

When working with system integrators and machine builders, ABB offers robotic technology as a functional package or an off-the-shelf product. The customer ultimately requires a solution that meets both production & quality needs and remains reliable over the lifetime of the system. This requires

standardized, reliable and flexible robotic technology to be combined with knowledge and expertise to be successful.

### **Partnership Opportunities**

For prospective ABB Partners there are three possible levels of entry. ABB's Global Partner Program clearly defines roles and expectations, ensuring all parties are aware of what the partnership will entail at all levels.

The first level; **Partner Level**, provides ABB partners with access to the premium ABB PartnerWeb, where sales support information and e-learning programs are available. Partners are also entitled to use ABB Robotics partner symbol and will be invited to annual global partner seminars. In return, ABB expects its partners to maintain current contact information and provide reports for any ABB robot installations. At this level, partners will gain access to the ABB integration consultancy and demonstration robots. In order to reach this level, system integrators must be able to show their commitment to encouraging robotic uptake, via a dedicated sales support person. Target sales volumes are set in collaboration with the local ABB organisation.



Partners who are selling more than 10 robots per year will join the program with **Preferred Partner** status; this ensures access to co-sponsored market communications, sales leads within selected application areas and priority in sales support and customer visits. ABB's commitment to educating and transforming the industry, requires preferred partners to be equipped with a

dedicated application engineer, prior experience using ABB RobotStudio offline programming and simulation software and relevant market intelligence and business forecasts.

The final level available; **Strategic Partner**, combines all of the advantages of the first two levels, but also offers priority in ABB's research & development (R&D) program. Combined with 'early adopter' access to new products, strategic partners are expected to achieve an annual sales volume of 30 or more robots.

All ABB partners have access to sales, marketing, technical, application and service support as well as robots, software and engineering services; including cell design, programming, installation, gripper design and RobotStudio simulations. They are also invited to attend key industrial events such as global partner seminars and selected trade shows.

### **Proven to work**

Across a wide range of industries, ABB's ***Global Partner Program*** is already working as a great source of support, knowledge and research for integrators. One example is KMT (Karolin Machine Tool), based in Sweden.

KMT is a world leader in robot-based water jet cutting technology. ABB has been providing the company with development of marketing plans, leads and joint sales visits. The company is also benefiting from joint development programs for both controller and off-line programming software.

As an ABB partner, companies benefit from collaboration in areas like marketing and product development. One company enjoying these benefits is AEW Delford, part of the Marel Food Systems Group. The UK-based supplier designs and builds slicing and portioning machines for the meat and fish industries where there is currently a strong trend towards robotics, as many food packaging companies look to increase automation, flexibility and hygiene. ABB takes an active role in the joint development of new machine concepts and the seamless integration of robots into their systems.

Anders Helgeson, Manager of ABB Robotics Global Partner Program comments, “The vision for ABB’s Global Partner Program is simplicity, transparency and a passion for robot technology. The ability to provide systems, machines and solutions is essential for the continued success and predicted growth of robotic technology. Not all integrators and machine builders need help; but those that do can rely on ABB to provide the support needed to be successful. By joining the Global Partner Program, ABB partners can be assured that they have access to the tools, information and support they need to succeed with robot-based automation and achieve a clear competitive advantage. We already have over 2000 companies integrating ABB robots on a regular basis but demand is so high we need more to ensure the growing demand is met.”

Alan Spreckley, Channel Partner Manager for ABB’s UK robotics division comments, “The value of the Global Partner Program is the true spirit of the partnership that is entered into by ABB and its partners. Companies who join the program gain great access to technological innovation. The program has helped us all grow dramatically over the past four years and now the strengths of ABB also lie in the strengths of our partner program and the quality of partners we work with. With the spirit of co-operation and expansion, this partnership has enabled both ABB and our partners to expand and grow globally.”

For more information about becoming an ABB Partner, please email [robotics@gb.abb.com](mailto:robotics@gb.abb.com) or call 01908 350 300.