

ENGINEERING
TOMORROW



Danfoss MVP Program®

Create **definite-purpose** MV solutions

Are you ready to become a game changer in the MV drives business?
Will you join us in the revolution?

A full-page background image of an offshore oil rig at dusk. A long, brightly lit yellow walkway with railings leads from the foreground into the distance, flanked by large yellow structural beams. In the background, the complex machinery of the oil rig is visible against a dark blue sky and the ocean.

**Get
access**

to unique modular
medium-voltage
drive resources

drives.danfoss.com

VACON®

A large industrial machine, likely a motor or generator, with a worker inside. The machine has a large, circular, ribbed interior. The worker is wearing a blue jumpsuit and a yellow hard hat. The machine is mounted on a metal frame. The background is a dark, industrial setting.

We should talk!

Our medium-voltage drives offering can take your customers' MV drive solutions to the next level

Medium Voltage Partners **for serious business**

You're the application experts

You are experts in your field, in some of the toughest applications imaginable: Specialists who are used to working with high powers, helping your customers stay in absolute control, as they face the most complex, heavy-duty engineering challenges on the planet. You know how vital AC drives are to their business, where space and weight limits are crucial – and downtime is a disaster.

We are the drive experts

Danfoss Drives, on the other hand, is expert in drives. Our people know drives like nobody else and we've

always pushed innovation to the limit in our quest to deliver the best drives in the world.

A unique modular approach

Today we have revolutionized the way medium-voltage drives are designed and delivered, with a unique modular approach. This modularity facilitates creation of definite-purpose drives, giving you the chance to build new, ultimate solutions for your customers.

Danfoss Drives is pushing the boundaries on the medium-voltage drives market with its VACON® 3000 Drive Kit, containing the necessary

modules – together with engineering support and documentation we enable System Integrators and OEMs like you to assemble your own purpose-built products.

We should talk!

The combination of your application expertise, our drives expertise and this entirely new approach to medium-voltage drives can take your customers' MV drive solutions to the next level, thanks to custom-designed, definite-purpose drives.

What is the Danfoss **MVP Program®**?

At Danfoss, MVP stands for Medium Voltage Partner. The Danfoss MVP Program® is a partner program we offer to select OEMs and System Integrators. In the program, we share our knowledge and engineering resources with these partners to enable them to create unique solutions using the VACON® 3000 modular medium-voltage AC drive.

The program offers

- Authorization as Medium Voltage Partner
- Access to documentation, resources, and engineering support materials via a web portal
- Training online and in person



The best in the world

"In the Danfoss MVP Program® we combine the best in the world: excellent OEMs and System Integrators and one of the world's leading AC-drives manufacturers, Danfoss Drives.

Being part of the program allows you to tap into our expert knowledge within drives. This gives you the opportunity to become a unique solution provider of medium-voltage definite-purpose drives. We provide you with the tools, training and support you need, and together we offer superior medium-voltage solutions to customers.

I look forward to welcoming you to our program."



Vesa Laisi

President, Danfoss Drives

Join the Danfoss MVP Program®

We supply you with the MV drives modules, while you engineer and assemble them in cabinets for your customers.

It is a straightforward partnership where we create synergies that enable you to deliver medium-voltage drives with a new, unique value proposition.

Are you our future partner?

The Danfoss MVP Program® is available to select value-add partners including System Integrators and OEMs.

We are looking for committed partners who are capable of adding value when selling medium-voltage drives. Our partners continuously receive support via Danfoss MVP Program®.

As our partner, you will add value by being able to create unique system and cabinet offerings, tailored perfectly to applications and segments where you are the expert.

"We'll supply you with the MV Drives modules. You'll engineer, design and assemble the final product for your customers."

Your benefits and **privileges**

As a Medium Voltage Partner, you have the privilege to access exclusive content on the portal.

- Knowledge transfer – Training tailored to your needs and ongoing new information about medium-voltage drives, as Danfoss Drives develops new products and brings them to the market
- Engineering support – Answers to your questions about design and customization to suit specific applications.
- Reference design - IEC and UL Certified pre-engineered reference design, circuit diagrams, and 3D model
- Business collaboration – Danfoss Drives promotes the Danfoss MVP Program® partners in its communications.
- Promotion – You have the right to promote your business as a Danfoss Medium Voltage Partner



Dedicated access
to Danfoss
MVP Program®



Access to
comprehensive
documentation



Access to
Danfoss Drives' experts
and support teams



Business
collaboration



Accurate, simple and
easy to work with



Specialized engineering
support



Danfoss MVP Program®
authorization



Mechanical and
electrical cabinet
reference design



Exclusive training
opportunities

You get access to **all-round training**

As a Medium Voltage Partner you can enroll for training in these areas:

- Product – VACON® 3000 design, assembly, installation and troubleshooting
 - Application – Application-specific engineering considerations, for example approvals, harmonics, EMC, bearing currents, and cooling
 - Value proposition – VACON® 3000 features, benefits and unique values, competitive value, how to take advantage of the MVP Portal
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What **competences** do you bring?

These are the skills and competences you need, to join us as a Medium Voltage Partner, creating the ultimate in medium-voltage drives solutions

- Low or medium-voltage drives as a core and strategic business element
- Proven competence in the AC drives business
- Access to customers using medium-voltage drives
- Willingness to invest in the medium-voltage drives business
- Engineering, product integration and project management capabilities
- Competent and capable technicians, sales and service people
- World-class standard operating procedures and risk mitigation management
- Segment and application focus
- Willing to serve customers in the best possible way
- Experience in integrating medium-voltage equipment, for example MV switchgear



What steps do I take to become a Medium Voltage Partner?

Enrollment steps for the Danfoss MVP Program®:

- You answer a brief **survey** to establish that the company profile and requirements are in place
- You as partner agree to Danfoss Drives' **terms and conditions**
- You participate in a **competence assessment** to establish a detailed strength profile of you as our partner, and to ensure we provide the best possible training.
- Danfoss awards you **authorization** as Danfoss MVP Partner®
- Danfoss gives you **access** to the portal which provides documentation, training, and support in engineering design

Terms and Conditions of the Danfoss MVP Program®

As the first step in becoming a Medium Voltage Partner, and before using the Danfoss MVP Program® services provided via the website mvp.danfoss.com, the partner is required to accept the Terms and Conditions of the Danfoss MVP Program®.

Contact us now at
MVP.danfoss.com