



for a greener tomorrow



FACTORY AUTOMATION

DIAMOND PARTNER DISTRIBUTORS

Our Technology Makes Your Customer's Machines Better



**DIAMOND
PARTNER**

EMPOWERING
INNOVATORS

TOGETHER

Mitsubishi Electric Automation Diamond Partners represent one of the world's leading manufacturers of factory automation products. Our partners are empowered through one of the most complete lines of automation products with unmatched performance and quality. Our products and solutions are built to be compatible for the life of our customers for easy migration to leverage new technology as it is developed.

Four Sides of the Diamond:

Many facets are needed to create a diamond, one of the strongest items on earth. As well, many facets are needed to create a strong relationship for success in automation.

- **The Customer:** Customers are the core of why we do what we do. Customers have goals very similar to us – they are working to innovate for their customers' success.
- **Diamond Partners:** Our partners are essential to be able to provide solutions and support for customers. Our partners are an extension of Mitsubishi Electric.
- **Mitsubishi Electric Automation:** As an affiliate of Mitsubishi Electric, we represent the needs of the Americas for our customers and partners, and work to bring the solutions needed for a broad range of applications.
- **Mitsubishi Electric:** Mitsubishi Electric is a \$40 billion global company developing the products and solutions needed in a wide variety of industrial markets. As a major manufacturer themselves, Mitsubishi Electric develops innovative processes and solutions to improve efficiency and quality, which are refined into solutions from which our customers also benefit.



BENEFITS OF BECOMING A DIAMOND PARTNER DISTRIBUTOR

The Diamond Partner Distributor programs focus on aggressively growing sales of automation products, through strategic planning and initiatives identified with the local channel and sales resources.

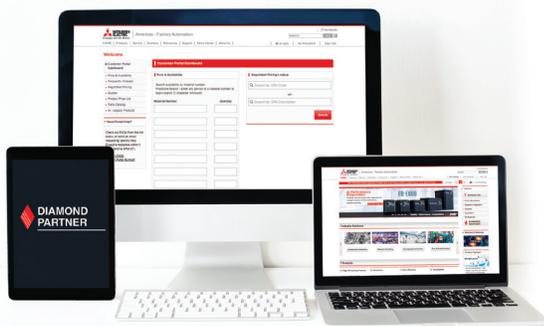


COLLABORATIVE RELATIONSHIP

Customer Portal provides real-time product availability and pricing information.

Software Portal keeps you up-to-date with new and updated configuration software for demonstrations and proof-of-concepts.

Integrated e-Commerce Support helps distributors rapidly deploy an e-commerce solution to facilitate building new business from people who prefer to purchase online, as opposed to more traditional methods.



EXPANDING OPPORTUNITY

Point of Sale Portal helps distributors identify where they are succeeding, and where there are opportunities for growth by industry, geography, salesperson, and customer.

Automated Lead Routing ensures timely delivery of leads to our distributor partners so that customers inquiries can be responded to promptly.

Coordinated Product Launch Program incorporates our channel in product release promotion activity by deploying provided content for their website, social media, and other promotional efforts.



STRONG SUPPORT

Sales Training and Technical Resources builds proficiency and confidence discovering customer needs, specifying appropriate products, and supporting customers throughout their relationship.

Broad Engagement throughout the entire Mitsubishi Electric Automation organization.

24/7 Emergency Support as a value-added service, including weekends and holidays.

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