



SIDirect - The Direct Automation System Integrator Programme

About Direct Automation

Direct Automation Pty Ltd is a direct seller of automation and industrial control products such as PLCs, sensors, pushbuttons, AC drives/motors, enclosures, operator interfaces, and much more. Through our free CD catalogue and this full-featured Web site, we are able to offer the most practical industrial automation products at the industry's lowest prices.

Partnering with Direct Automation

Direct Automation is providing smaller, smarter, faster solutions for machinery OEMs, panel builders and industrial users.

Join us and network with our sales organization and technical resource center to offer customers lean automation solutions that provide more efficient processes and capture more data than ever before, while also improving their time-to-market. There has never been a better time to partner with Direct Automation.

What does this mean for me?

The Direct Automation System Integrator SIDirect Program provides System Integrators with credentials that acknowledge their skills using Direct Automation products. System integrators are a cornerstone of our success. We rely on their services and expertise to take us into new opportunities and markets. Direct Automation does not compete with our System Integrators. Rather, we invest in our SIs by supporting them with the right tools and products to maximise their success.

What are the benefits?

The SIDirect Program is a support system that recognizes participants by their level of experience with Direct Automation products, delivery capabilities, and industry-related expertise. To foster mutual growth and deliver enhanced value to our System Integrators and mutual customers, Direct Automation will provide an exclusive level of support to authorized Systems Integrators including:

Competitive discount structure

We offer our participating Integrators a nominal 10% discount on all the products purchased allowing them to be more competitive in the marketplace and gain more business.

Lead forwarding

The SIDirect program enables Direct Automation to refer new and existing customers to qualified System Integrators who have expertise with our products

Free Training

The SIDirect Program promotes the training of System Integrators on Direct Automation products and assists them in acquiring the necessary tools to effectively and efficiently select, program, and install Direct Automation core products such as PLCs, HMIs, AC Drives and Servos.

Free software

Free technical support

We don't charge our integrators for technical support. There are no annual or per-incident support fees. Why should you pay for support when you are promoting and selling our hardware and software? You support your customers, we support you.

Website listings

As a Direct Automation System Integrator, you are eligible to be listed on our website. Being an Internet based company, we attract a lot of business through our website which in turn strengthens your market presence.

What is required?

The following items are requirements that each System Integrator will need to satisfy before being accepted into the SIDirect Program:

Programming Toolkits

The main requirements for acceptance into the SI program is the integrator's ability to both support and promote core Direct Automation products. This requires the SI to possess the necessary software and cables. This will be discussed in more depth with each SI.

Product Knowledge

We expect our SI's to be confident in both the selection, limits and operation of the Direct Automation products they have elected to represent. Direct Automation will endeavour to upskill, train and provide assistance where necessary.

Probation Period

The performance of each SI will be monitored and recorded. We believe that a period of 1 year is sufficient to ascertain if the partnership is in the best interest of both parties.

Communications

Direct Automation's staff will be in periodic contact with the SI's for both market feedback and any company feedback. This information will enable us to make adjustments to our marketing strategies and assist the SI with any shortcomings.

System Integrator Admission

The SIDirect Program reserves the right to grant and deny admission to any System Integrator. Failure to meet or maintain SIDirect requirements or maintain a good financial account at Direct Automation will be grounds for dismissal from the program. Feedback from end users and from our Technical Support Team will be factors in determining continued eligibility in the program.

Business Development

SIDirect integrators will be considered for opportunities to work with the Direct Automation Business Development Team. This team searches out large end user accounts that sometimes require local service, support or installation. Unlike other suppliers, we do not have an internal engineering team to assist them. The SIDirect Program provides an available external resource for design, installation, and support.