



SMA SERVICE Medium Power Solutions

Information
for installers







SMA SERVICE

GOOD SERVICE MAKES THE DIFFERENCE

SMA products equal cutting-edge technology and highest quality. We take great efforts to make it possible: We subject our inverters to extensive function and load tests, produce under CO₂ neutral conditions in one of the most advanced factories in the world, and let external test technicians look over our shoulders. The result is SMA products designed with a service life of over 20 years, even when used under extreme conditions.

However, not only our products make us the market and technology leader in the solar industry. We have also achieved excellence in service. Our goal is to impress our customers with our services. Our latest customer survey confirms the effectiveness of this strategy: more than 90 percent of customers are satisfied with SMA's service, and 83 percent would recommend it to others*. It is no surprise, as we rely on qualified employees, quick reaction times and custom-tailored product solutions.

Achieving More Together

If a service call is necessary, we will provide fast and professional support – today and in the future. In case of a warranty claim, we will send a replacement device, provide support via SMA Service Line and even help on-site, if requested. With over 90 customer service stations worldwide, our highly qualified personnel are always there, whenever and wherever needed.

Furthermore, we are working to expand our collaborative service business by developing customized service options which can easily be added to service portfolios. This ensures the best service for your customers. Good service really does make all the difference.

*Results from the 2013 German SMA Service customer survey



SERVICE EXCELLENCE COMES STANDARD

SAFE OPERATION THROUGHOUT THE ENTIRE SYSTEM LIFE OF THE PV PLANT

From commissioning to maintenance all the way to an SMA Upgrade: Apart from specific, individual service options, we also provide our customers with a full service package. SMA approaches service holistically to meet all system requirements for the entire service life of a PV system.

Consistent Quality Standards – Worldwide

We set high standards for ourselves: Streamlined processes, consistent standards and top-notch quality are only a few examples. SMA Service Line experts and service technicians attend regular training sessions to provide increasingly better support according to your needs. Every service employee is always up-to-date on product innovations and changes.

STRENGTH IN NUMBERS

SERVICE AS A KEY TO YOUR SUCCESS

The photovoltaic market is still in a state of flux. Along with day-to-day business, additional services are becoming increasingly important. Excellent service options will help you to score high marks with customers and make you stand out from competitors. A comprehensive service portfolio creates valuable additional business even after PV system installation. The advantage not to be overlooked.

Increasing Customer Loyalty

It is not about figures. It is all about service. Good service is a convincing factor for your customers and guarantees that they will be

in the best hands, even after purchasing a system. Word gets around about outstanding service and satisfied customers are key to success.

Service Tailored to Your Needs

We know that we can only be successful if our partners are successful. To provide you with the best support, we are continually developing new service features that can easily and quickly be adapted. SMA Remote Service, for example, allows you to offer your customers fast and proactive service. SMA Upgrade can be used to modernize your customer's PV system and

makes it possible to integrate accessories into the system.

In particular, your customers benefit from excellent service. Plant operators can be absolutely sure that their system will operate optimally and smoothly, 100 percent of the time. And if a service call is necessary, we will immediately help you to put the system back into operation.

Our entire service spectrum is described on the following pages.



SMA WARRANTY CONCEPT

SECURITY - GUARANTEED. FLEXIBILITY - GUARANTEED

If service is required, our customers enjoy full service thanks to our five-year factory warranty. The SMA extended warranty is the best option for plant operators who want to feel secure even after the factory warranty has expired. Seamless operation of your customer's PV system is ensured for a minimum monthly fee.

You also benefit. You create customer loyalty and convince with your excellent services. Just like our factory warranty, the SMA extended warranty does not include any hidden costs - not even in the fine print.

Extended Warranty Active

For Your Individual Service Portfolio

Do you offer customers your own service contracts and have a well-developed service infrastructure? We recommend the extended warranty Active for you. With the extended warranty Active, it is always you who performs the inverter replacement for the system operator. Your benefit: You maintain contact with your customers and win them over with your expertise and speed.

Extended Warranty Comfort

Full-service Warranty for Security

Do you prefer to rely on the support of our service technicians during service operations or take advantage of SMA service rebates for your services? The extended warranty Comfort is the right choice for your product portfolio. You and your customer continue to enjoy all the benefits also covered by the five-year factory warranty.



	SMA FACTORY WARRANTY	SMA EXTENDED WARRANTY COMFORT	SMA EXTENDED WARRANTY ACTIVE
POWER ↑	SMA on-site service/ SMA service rebate	SMA on-site service/ SMA service rebate	Service of solar power professionals
	Technical support by SMA Service Line	Technical support by SMA Service Line	Technical support by SMA Service Line
	Complete shipping processing*	Complete shipping processing*	Complete shipping processing*
	SMA replacement device	SMA replacement device	SMA replacement device
	OPTION →		

* according to warranty conditions

OUR TIP:

Offer the extended warranty to your customers whose inverter factory warranties will expire shortly. This will ensure plant operators that they can rely on you and your services, even after purchasing a PV system. But we also recommend mentioning the extended warranty in the initial planning stages.

The warranty can be extended for a period of 10, 15, 20 or 25 years at any time during the five-year factory warranty. Customers who already have an extended warranty can extend it within the first ten years. You can find the order form as well as additional information about the SMA warranty concept on our website at www.SMA.de/en/Service.

Detailed information on SMA service rebate can be found on page 20.

Different services apply from country to country. For more information see website of respective subsidiary or contact your local SMA Service Line directly. Telephone numbers can be found at www.SMA.de/en/Service/Service-worldwide.html.

Benefits:

- Long-term availability of the right replacement devices
- Increased customer loyalty
- Integration of your own service contracts
- Improved business

Benefits for your customers:

- Long-term PV system operation guaranteed
- Minimal downtime thanks to easy device replacement
- No hidden costs
- Possible tax benefits thanks to additional investment in PV systems

SMA REMOTE SERVICE

ALWAYS ON THE SAFE SIDE

With SMA Remote Service*, SMA monitors its customers' inverters and supports them in daily activities. As soon as our system reports an irregularity, a service ticket is created and processed with the highest priority. Our experts contact you immediately and provide you with professional recommended solutions.

This allows us to work more effectively because the relevant data has already been analyzed. Plant operators can rest easy knowing that their PV systems will run smoothly, and that they will be able to protect themselves from unforeseen system failures preventing possible yield losses. And you provide your customers with fast and full service.

Outlook

You will be able to provide your customers with proactive customer service. To prevent system failures, SMA offers service at planned intervals and provides additional support in optimizing yields via environmental analyses. This service is expected to become available from 2014.

You can find the order form as well as additional information about SMA Remote Service on our website at

www.SMA.de/en/Service. Please contact your local SMA Service Line directly to receive country specific information. Respective telephone numbers can be found at **www.SMA.de/en/Service/Service-worldwide.html**.

* A Sunny WebBox with a permanent Internet connection and fixed public IP address is required for the use of SMA Remote Service.

** Data retrieval in 10-second intervals depending on the data connection

*** During SMA Service Line business hours (Mon. - Fri. 8 a.m. - 6 p.m.)

Services:

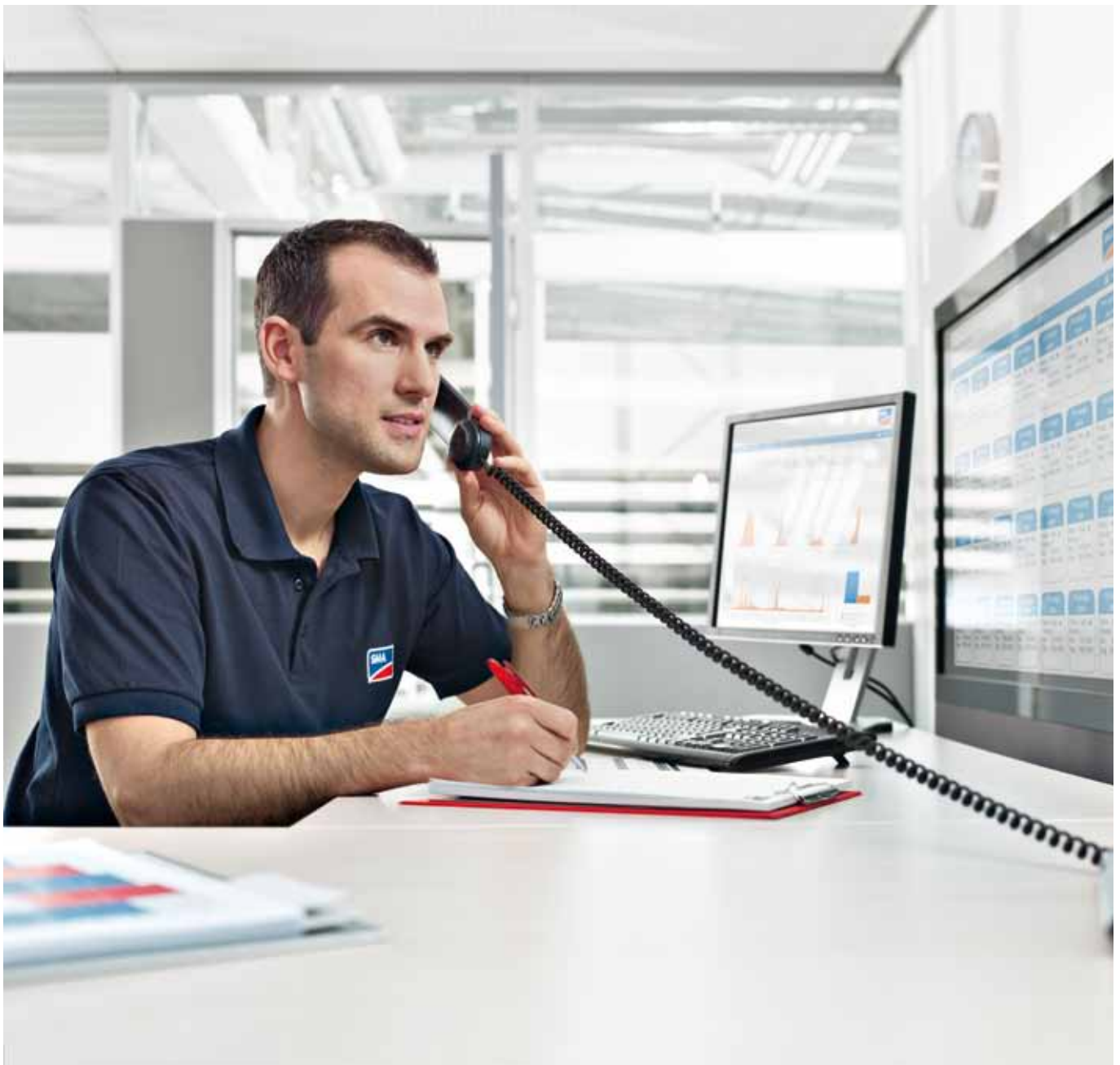
- Complete inverter monitoring in nearly real-time**
- If service is required, fault notification by email within just a few minutes
- Contact by telephone within four hours***
- Analysis of the error pattern by SMA experts
- Advice and professional recommended solutions
- Regular reporting

Benefits:

- Fewer service calls for initial diagnostics
- More effective service calls, as data is already available
- Faster response times
- Direct contact with SMA experts
- Increased customer loyalty
- Commitment to transparency through reporting

Benefits for your customers:

- Simplified system monitoring
- Smooth PV system operation
- Early detection of irregularities
- Minimal or no downtime



SMA REMOTE SERVICE

Monthly reporting
Telephone call to discuss possible solutions
Proactive error pattern analysis
Notification by e-mail
Creation of a service notification
Inverter monitoring
Analysis for yield optimization¹
Service interval planning¹

¹ expected availability 2014





SMA UPGRADE

FOR MORE SYSTEM POWER

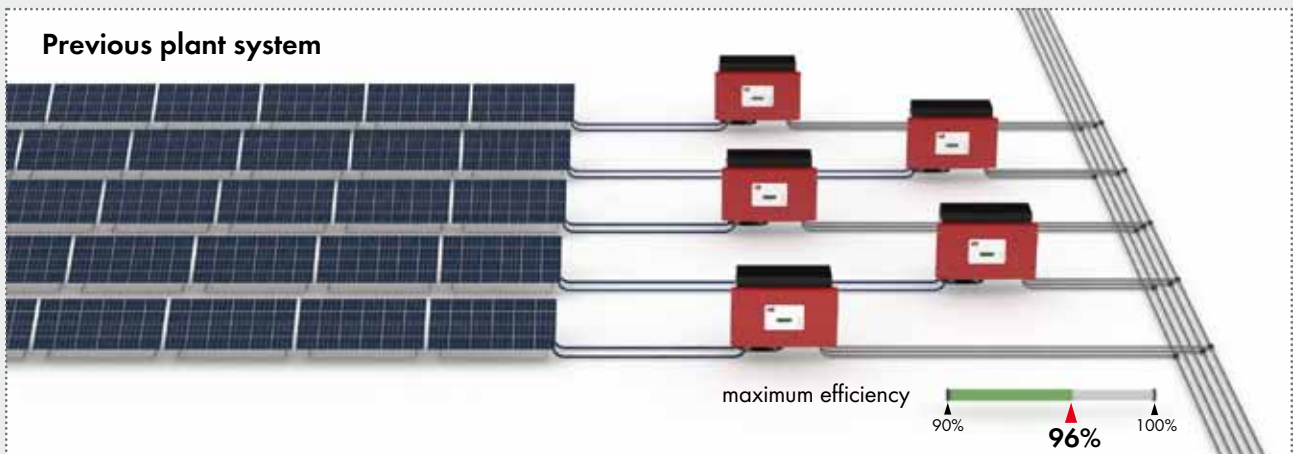
SMA Upgrade is the smart alternative when service is needed. SMA analyzes the design of your customer's PV system based on detailed system data and offers a replacement inverter that perfectly fits the existing system. Upon request, instead of a standard replacement device, our customers receive an inverter from our latest product portfolio with new technology and higher efficiency.

The result: You optimize the operation of the PV system and can continue to rely on first rate quality. Quality from SMA.

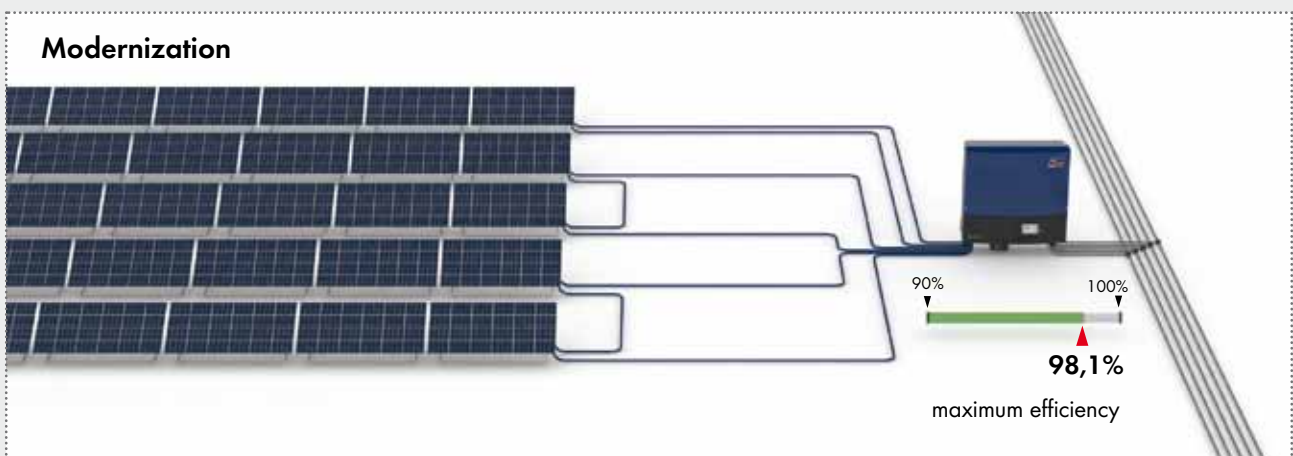
With devices from newer SMA product families, even larger PV systems can be operated with only one inverter. The SMA Upgrade thus often replaces several devices with a single SMA product. The following example shows that the SMA Upgrade is a worthwhile investment for your customers.

A 10.2-kWp system was operated with five SWR 2000 inverters. After the upgrade, the system runs with only one SMA Sunny Tripower 10000 TL-10 and efficiency has increased from 96 to 98 percent.

Previous plant system



Modernization



Another plus: With the SMA Upgrade, the PV system automatically complies with the VDE application guide 4105 according to the 2012 Renewable Energy Sources Act (EEG). Furthermore, the integration of the latest SMA communication products, which you can offer to your customers, is also possible.

Please contact your local SMA Service Line directly to receive country specific information. Respective telephone numbers can be found at www.SMA.de/en/Service/Service-worldwide.html.

Services:

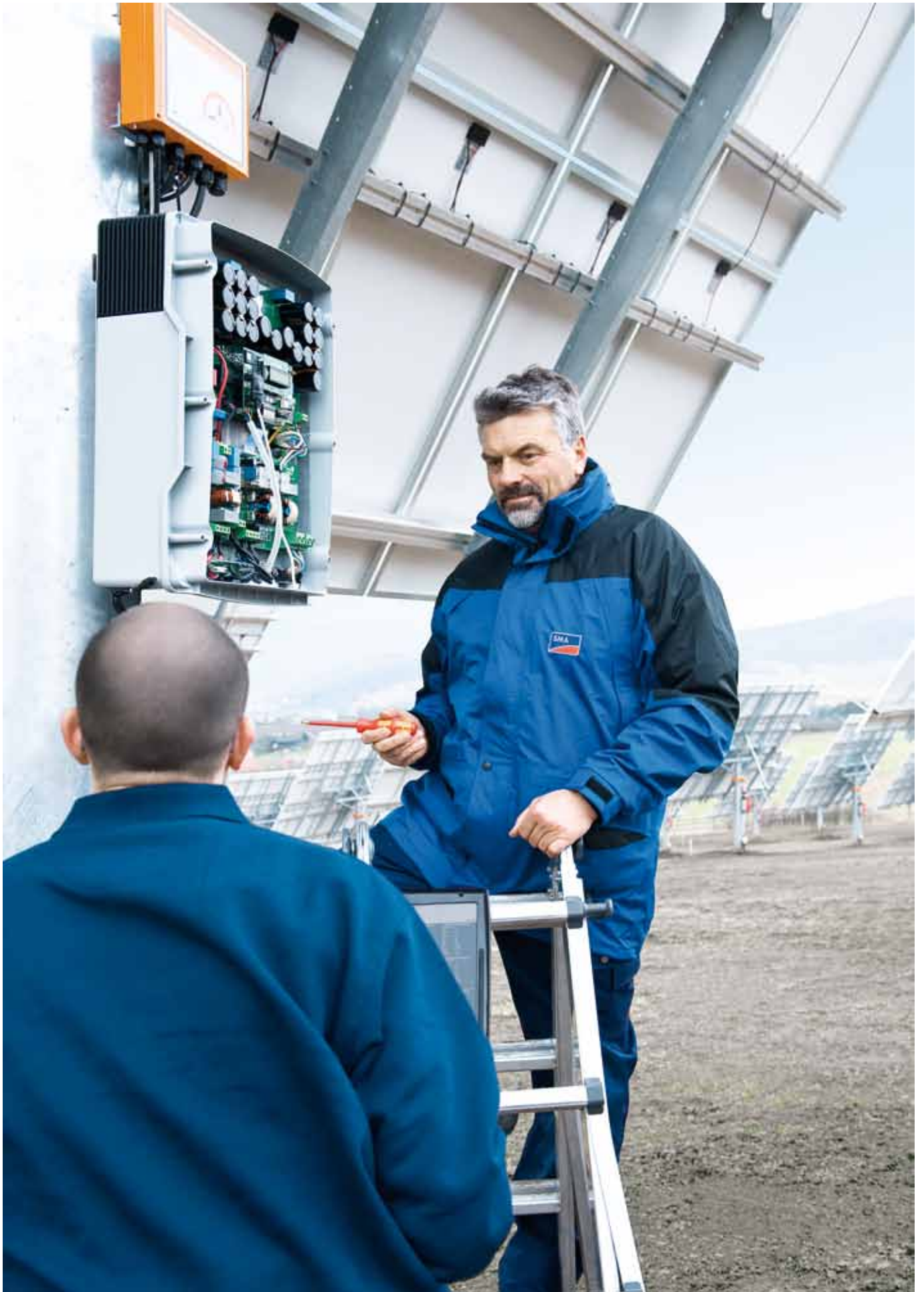
- System design analysis
- Individual offer: inverters with greater efficiency from the latest SMA product portfolio
- Upon request: support in replacing the inverter

Benefits:

- Customer loyalty thanks to high-quality consultancy and attractive offers
- Communication product sale

Benefits for your customers:

- System operations are resumed quickly
- Modern PV system with state-of-the-art technology
- Improved system performance
- Low maintenance costs
- Remaining warranty period is transferred to the device, at least full one-year warranty
- Optional connection with SMA communication products



A STRONG TEAM

BACKING YOU UP

SMA Service has built a strong team that is always there to back you up. SMA Service Line is the first place to go for customers who need professional support. If an inverter has to be replaced, our Service Logistics team ships a replacement device as quickly as possible, allowing you to tend to your customer and their system immediately. For your efforts you will receive the SMA service rebate. Our competent

service technicians also assist you in replacing the inverter upon request.

Quality Meets Cutting-edge Technology

Flexibility, streamlined processes and continuous development: These aspects are a given for us. We also apply the lean management principle – designing the value chain efficiently – when it comes to service.

This lays the foundation for quality and short repair times. The benefit for our customers: You profit from quick response times and fast device replacement. Thanks to the use of the latest technology in our Service Center, we can receive and process your inquiry with minimum turnaround, allowing us to support you even more effectively.



SMA SERVICE LINE

EXPERT ADVICE OVER THE PHONE

SMA Service Line can answer all your product questions and provide you with technical support. We also assist you if an inverter does not function properly. For this purpose, our experts carry out an initial error analysis over the phone. Working shoulder to shoulder, we find a solution and ensure that seamless operation of your customer's PV system is restored as quickly as possible.

Coincidentally, according to 92 percent of customers who responded to our latest customer survey there is no technical sup-

port hotline in the photovoltaic industry offering more than the SMA Service Line. Our first-call resolution rate of over 70 percent speaks for itself*.

Our teams of inverter and communication product experts are available Monday through Friday from 8 a.m. to 6 p.m. You may also use our contact form at www.SMA.de/en/Service/Contact to get in touch with us.

*Results from the 2013 German SMA Service customer survey

**Sunny Boy, Sunny Mini Central,
Sunny Tripower, Windy Boy:**
+49 561 9522-1499

**Sunny Island, Sunny Backup,
Hydro Boy:** +49 561 9522-399

Sunny Central: +49 561 9522-299

Communication products:
+49 561 9522-2499

The telephone numbers of our country specific SMA Service Lines can be found at www.SMA.de/en/Service/Service-worldwide.html.

OUR TIP:

Register in the SMA Online Service Center. This allows us to respond to contact inquiries even faster. More information on the SMA Online Service Center can be found on page 16.





SMA ONLINE SERVICE CENTER

FAST, UP-TO-DATE, EXCLUSIVE

The Online Service Center allows you to work even faster and more effectively. From a structured overview of your systems and devices to replacement device ordering: The portal manages your systems and inverters and supports you in your daily business activities. You can, for example, check when the factory warranty of certain devices will expire and recommend an extended warranty to your customers.

24 Hours a Day, 365 Days a Year

Speed and expertise are essential when it comes to service. If your customers' data is recorded in the Online Service Center, we can ensure an even faster response, as relevant data is already available. The system also provides information on the status of your request for a replacement device. We are there for you 24/7.

Another benefit: With our FAQ & Support troubleshooting system we pass SMA expert knowledge directly on to Online Service Center users. This allows you to always be up-to-date - benefiting from full access.

The SMA Online Service Center is available to our customers in Germany, Austria and Switzerland.

www.SMA.de/en/Service

A Summary of Your Functions



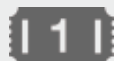
System Overview

With the system overview you can manage your customer's system data and always have a structured overview.



Device Replacement

Ordering a replacement inverter is fast and easy. The system automatically informs you when the replacement device has been shipped, allowing you to better plan service visits with your customer.



Ticket Tracking

You can track your inquiry status with ticket tracking, ensuring you always have an overview of your orders.



Extended Warranty

You can extend the factory warranty for your customers online. Another plus: You see exactly when the factory warranty will expire and can act accordingly.



Contact

We can be reached 24 hours a day via the Online Service Center and are able to respond to your inquiries even faster, as important information is already saved in the system.



FAQ & Support

In case service is necessary, the FAQ & Support troubleshooting system is available. We also provide tips and tricks for your daily work.

OUR TIP:

Recommend the Online Service Center to your customers. For seamless collaboration, plant operators can enter their inverters and system data and appoint you as the responsible installer.



SMA REPLACEMENT DEVICE

FOR MAXIMUM SECURITY

If a failure occurs, we keep PV system downtime to a minimum by providing a replacement device. After a call or an online request is received, the replacement inverter is generally shipped the same day. In return for the defective inverter, your customer will receive a comparable device with all necessary updates. You can request assistance from one of our skilled service technicians to carry out the inverter replacement.

If a device is replaced within the warranty period, the remaining warranty period carries over to the replacement device. In any event, we provide a full one-year warranty on all replacement devices whether or not the original warranty is still valid.

Benefits:

- Fast response times
- Minimum downtime
- Comparable device with all necessary updates
- SMA service technician support during device replacement

OUR TIP:

If your customers require service, point out the SMA Upgrade and offer them an inverter from the latest SMA product portfolio instead of a standard replacement device. More information can be found on page 11.

SMA ON-SITE SERVICE

SUPPORT STRAIGHT FROM THE SOURCE

You can rely on us. We have a well-developed service network with 95 customer service stations worldwide.

We can thus be on-site quickly to offer support in case of a warranty claim. Our service technicians provide many years of

practical experience which is maintained through regular training sessions. From commissioning and maintenance to inverter replacement, we support our customers.

Benefits:

- Manufacturer expertise
- Quick response times
- Minimum downtime

Contact your local SMA Service Line for information on whether the SMA on-site service is available in your country. Telephone numbers can be found at www.SMA.de/en/Service/Service-worldwide.html.



SMA SERVICE REBATE

FAST AND WITHOUT THE RED TAPE

We pay the SMA service rebate to solar power professionals who provide special services to their customers. This includes, for example, replacing defective inverters. The principle is simple. You support us if a warranty claim is made and, in return, receive a fixed fee from SMA.

Service rebate and Warranty Concept

The SMA warranty concept means that you receive the service rebate for an inverter replacement if the factory warranty on the device is still valid or the device has an extended warranty Comfort.

The service rebate is paid only under the extended warranty Comfort.

You can find more information on the warranty concept and service rebate as well as payment conditions on our website at www.SMA.de/en/Service.

Benefits:

- Fixed fee for your contributions
- Easy request via invoice form
- You are your customers' contact and thus strengthen customer loyalty

Different fees and conditions apply from country to country. For further information on country specific fees and conditions see website of respective subsidiary or contact your local SMA Service Line directly. Telephone numbers can be found at www.SMA.de/en/Service/Service-worldwide.html.



GLOBAL PRESENCE

95 SERVICE STATIONS, 21 COUNTRIES, 1 SERVICE

SMA has 21 subsidiaries and 95 service stations worldwide. With this comprehensive service network we are able to provide you with service in all relevant photovoltaic markets and assist your customers quickly. Thanks to our service logistics we deliver a replacement device as quickly as possible, anywhere in the world.

Our SMA Service Line staff is always ready to provide you with advice and assistance. Our employees on-site will answer any questions in your native language. This ensures successful implementation of all necessary information.

The country specific telephone numbers for our expert teams can be found at www.SMA.de/en/Service/Service-worldwide.html or on the website of the respective subsidiary.





PARTNERSHIP

COOPERATION IS KEY TO SUCCESS

When it comes to excellent service, we work hand in hand with our partners whether through the SMA partner program Sunny PRO Club or by sharing our knowledge at the SMA Solar Academy. Partnerships with our customers are an essential part of our

philosophy. Only together can we advance photovoltaics. Often, your requests and suggestions for improvement are implemented directly in our products and new services.

SUNNY PRO CLUB

MAKES STRONG PARTNERS STRONGER

Those who want to stand out from their competitors need a convincing presentation with the right arguments. To this end, the SMA partner program Sunny PRO Club provides its members with competent support in sales and marketing. Another benefit: We remain in regular contact with you. We present things such as exclusive training sessions and new developments directly

in your region with our conventions held all over Germany. You benefit from advanced knowledge when it comes to SMA products, technology and market activities. In addition, professional marketing materials and training sessions help you to convince your customers of your high-quality service.

Get a personal consultation on the benefits of membership in the Sunny PRO Club. Our SMA partner program Sunny PRO Club is established in Germany, France and Italy. The SMA Advance Program offers benefits in Australia and Spain.

For further information please contact your local SMA Service Line. Telephone numbers can be found at www.SMA.de/en/Service/Service-worldwide.html.

SERVICES:

- Professional presentations and forums to share experience in your region (regional forums) as well as other events
- Exclusive seminars and training events at the SMA Solar Academy
- Marketing advice on the Club hotline
- Sales and marketing materials printed with your logo and company details
- Regular newsletter
- Registration of your company in the solar power professional search platform on the end customer website www.Solar-is-Future.de and at www.SMA.de

BENEFITS:

- Advanced knowledge through seminars, events and up-to-date information
- Exclusive training sessions and events
- Improved communication with customers and customer loyalty thanks to professional sales and marketing materials
- Active sales support leading to an increase in your sales
- Market presence with the SMA solar power professional partner logo



SMA SOLAR ACADEMY

SHARING KNOWLEDGE

Greater success through added know-how: The SMA Solar Academy provides expertise and training in photovoltaics, SMA products and service considering latest developments and current topics in the industry. From system planning, through our complete range of SMA inverters to service and maintenance, our seminars will teach

you everything you need to know for your daily business and what will take your business to the next level. However, we also learn from you. After all, this is the only way we can make our products even more user-friendly and efficient.

Further information on the SMA Solar Academy and on our range of training events can be found at www.SMA.de/en/partner. Training sessions are also offered at our international SMA subsidiaries. For detailed information on our range of seminars see respective website.



OUR SERVICES:

- Seminars on practical applications for our products and services as well as on energy management and storage solutions
- Specialists in the area of renewable energy and experts from the fields of electronic network engineering, energy management, thermal engineering and communication technology
- Customized offers for individual needs
- In-house training upon request
- Range of seminars offered in English

YOUR ADVANTAGES:

- Theory combined with direct practical experience
- Conversational exchange with industry professionals and experts
- Taking the lead in knowledge

SHARING EXPERIENCE

DOWN TO THE VERY LAST DETAIL

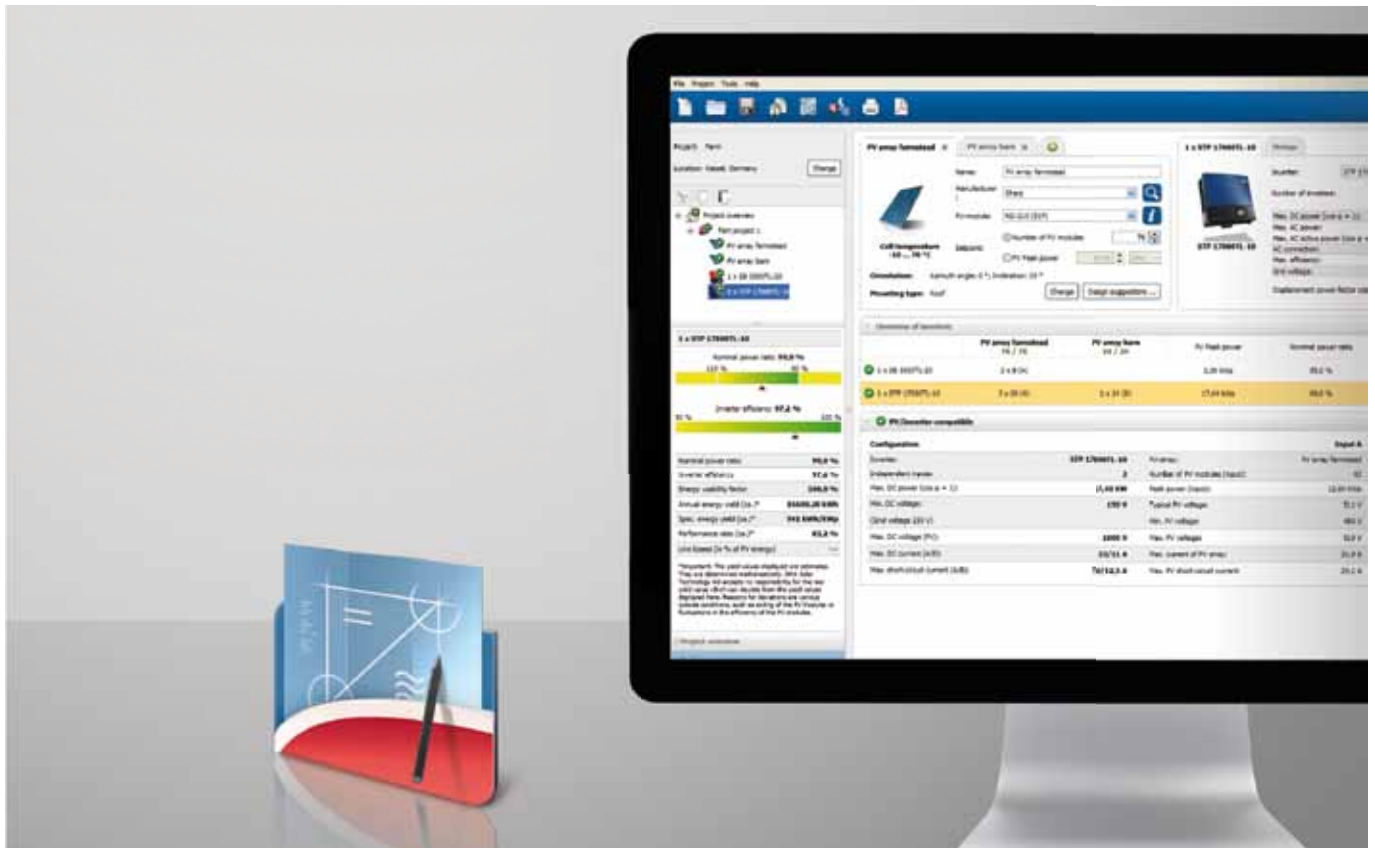


TECHNICAL SALES SUPPORT

Experienced Project Support

From modular plugs to grid connection: Our experts advise you during every phase of a project. Whether it is the planning and design of a PV power plant, the development and installation of monitoring solutions or DC and AC cabling concepts: SMA assembles all the components for PV power plants individually and supports the customer during the approval process for grid connection.

Email: Sales@SMA.de

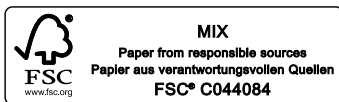


SUNNY DESIGN

System Design Made Easy

With Sunny Design, designing PV systems is now easier than ever. Simply enter all required details and within a few minutes you will receive the optimal system configuration. Your customer receives a tailored PV system, and you save valuable time.

www.SMA.de/en/SunnyDesign



ENERGY
THAT
CHANGES



We Are Happy to Assist You

If you have any questions or need individual advice, do not hesitate to contact us.

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SMA on the social web : www.SMA.de/en/Media-Newsroom :  Facebook :  Twitter :  YouTube :  SMA Corporate Blog