

## **Eaton Named a 2011 Channel Champion by Everything Channel's *CRN Magazine***

**March 29, 2011** ... Eaton Corporation is pleased to announce that the company was named a 2011 *CRN* Channel Champion in the category of Power Protection and Management, Financial Factors. Winners were announced during the XChange Solution Provider conference. The *CRN* Channel Champions are awarded in 25 technology categories and are based on surveys conducted with top solution providers.

Instrumental to Eaton's success in the information technology (IT) channel has been its strategic focus to listen and understand resellers' needs. Through ongoing discussions with its advisory council, comprised of resellers across the U.S., Eaton continues to gain a keen insight to reseller challenges, requirements and motivations. Specifically, Eaton's PowerAdvantage™ Partner Program provides resellers with the tools to deliver greater value to their customers and maximize revenues within key growth segments, such as power and energy efficiency.

"We are honored by this recognition from *CRN* and the reseller community," said Ramesh Menon, global IT channel manager, Eaton Distributed Power Quality Division. "It is through our channel partnerships that Eaton continues to be successful. As the second largest power protection vendor in the world, resellers know there are advantages to partnering with Eaton and we're working to exceed those expectations."

To further enhance its reseller training tools, Eaton will launch its new PowerAdvantage Partner University in April. These Web-based courses are designed to help optimize the PowerAdvantage partnership with Eaton. In addition to educating resellers about power management and best practices, resellers who meet the proper course requirements will be eligible for additional discounts and enhanced lead generation opportunities.

The *CRN* Channel Champions study measures overall Solution Provider perceptions of vendor products and services. Solution providers were asked to evaluate the importance of partner technology, support and financial criteria in the Channel. They were then asked to rate vendor performance in these areas, based on their perceived importance. *CRN* Channel Champion awards are based on these survey results. Awards are distributed in 25 technology fields and in four categories – technical satisfaction, support satisfaction, financial factors and overall champion.

“The Channel Champions award recognizes the most innovative, reliable and channel-friendly vendors, as voted on by solution providers,” said Kelley Damore, vice president and executive editor at *CRN*. “These awards recognize vendors whose technical innovation and product quality has surpassed the competition, helping to drive increased revenue for their channel partners. This survey is an essential resource for the channel community. We congratulate these leading technology vendors on this recognition.”

Everything Channel is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, Everything Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. Everything Channel is a [UBM](#) company. To learn more about Everything Channel, visit us at [www.everythingchannel.com](http://www.everythingchannel.com). Follow us on Twitter at [twitter.com/everythingchnl](https://twitter.com/everythingchnl).

A sample list of Channel Champions award winners and related study will be published in the April 25, 2011 issue of *CRN* magazine and online at [www.crn.com](http://www.crn.com).

For more information about Eaton’s award-winning PowerAdvantage Partner Program, visit [www.poweradvantage.eaton.com](http://www.poweradvantage.eaton.com).