

# Channel Chief View

## Eaton-Tripp Lite Partners: Prepare For More In 2023

### Q. As we approach the two-year mark of the Eaton/Tripp Lite acquisition, what's in store for 2023?

**A.** 2023 is the year of *more*—more support, more products and more opportunities for our partners. As we finally begin to operate as a single entity, we'll be anchored by an extensive channel sales and support team of more than 165 people. This includes account management teams at the distribution and large DMR levels, partner development managers supporting our channel program, specialists to recruit new partners and dedicated teams calling on system integrators and alliance partners. Additionally, it includes a strong pre-sales and solution architect team.

On the product side, we'll be unveiling the first product lines to take advantage of the manufacturing scale of Eaton under the new Tripp Lite Series moniker. We now can serve all customer needs with the broadest portfolio in the industry, including UPSs, PDUs, rack enclosures, KVMs, power management software and multiple connectivity and peripherals product lines.

From a program perspective, our valuable Power Advantage benefits such as deal registration will be expanded to cover Tripp Lite lines, and we are excited to launch a new dedicated program for MSPs where they can earn more selling Eaton products on a transactional basis.

### Q. What is your combined go-to-market strategy?

**A.** Having commingled the two distinct market approaches of Eaton and Tripp Lite, we're now positioned to be the preferred partner vendor. Leveraging Tripp Lite's push strategy at the distributor level and Eaton's focus on reseller engagement and optimized margins has manifested into unparalleled support across the entire sales cycle—and maximized outcomes for our partners. Winning the prestigious ARC award three years in a row not only underscores our unwavering commitment to the channel but is a solid foundation to continue building great partner relationships.

### Q. What does success look like with your partners?

**A.** First and foremost is our partners' ability to optimize revenue, whether it be through accessing new solutions or reaping the rewards inherent in our PowerAdvantage program. Additionally, our partner success has always come from aligning our front-end sales and marketing organizations and operational support teams. When we collaborate and move as one entity across a common go-to-market strategy, we accomplish larger goals in a shorter amount of time than we ever could separately.



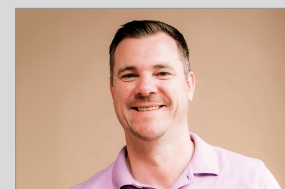
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Herve Tardy

VP, Marketing & Strategy-  
Critical Power & Digital  
Infrastructure Division

// Eaton is the only large vendor offering a complete line of physical infrastructure, connectivity and peripheral products. This not only provides more selling opportunities to our partners but makes it easier for them to achieve their targets in our Power Advantage program. //



Steve Loeb

VP Distributed Infrastructure  
Sales



Learn more about Eaton's award-winning program at:  
<https://www.poweradvantage.eaton.com>