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# Discovering Opportunity Beyond Hyperscale & MTDC

Chris Loeffler – Product Manager: 3PH Flow UPS
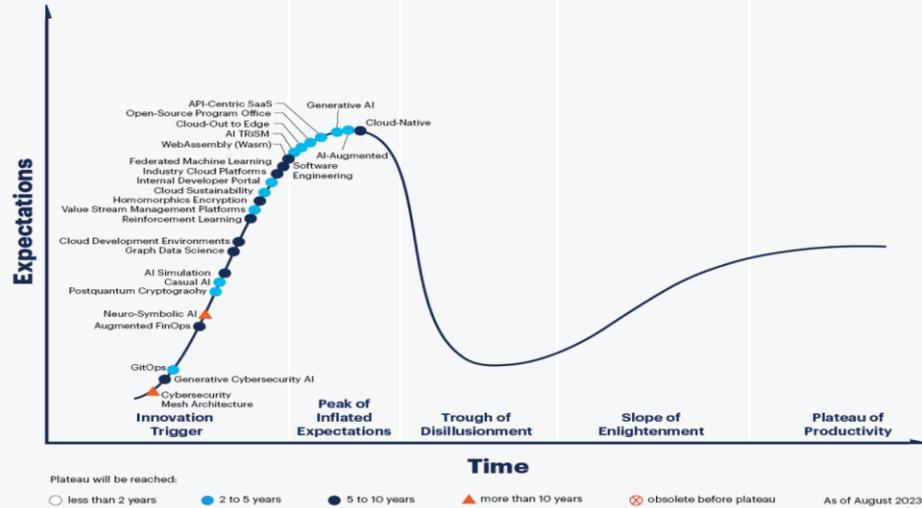
Jeff Kennedy – Director of Sales: System Integrators and Strategic Accounts

Caitlyn Dant – Product Manager: Single Phase Services

# Understanding the Gartner Hype Cycle for AI



## Hype Cycle for Emerging Technologies, 2023

- API-Centric SaaS
- Open-Source Program Office
- Cloud-Out to Edge
- AI TRiSM
- WebAssembly (Wasm)
- Generative AI
- Cloud-Native
- AI-Augmented Software Engineering
- Federated Machine Learning
- Industry Cloud Platforms
- Internal Developer Portal
- Cloud Sustainability
- Homomorphics Encryption
- Value Stream Management Platforms
- Reinforcement Learning
- Cloud Development Environments
- Graph Data Science
- AI Simulation
- Casual AI
- Postquantum Cryptograohy
- Neuro-Symbolic AI
- Augmented FinOps
- GitOps
- Generative Cybersecurity AI
- Cybersecurity Mesh Architecture

Expectations vs. Time

Innovation Trigger · Peak of Inflated Expectations · Trough of Disillusionment · Slope of Enlightenment · Plateau of Productivity

Plateau will be reached:
- ○ less than 2 years
- ● 2 to 5 years
- ● 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

As of August 2023

gartner.com

Source: Gartner
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**Gartner**

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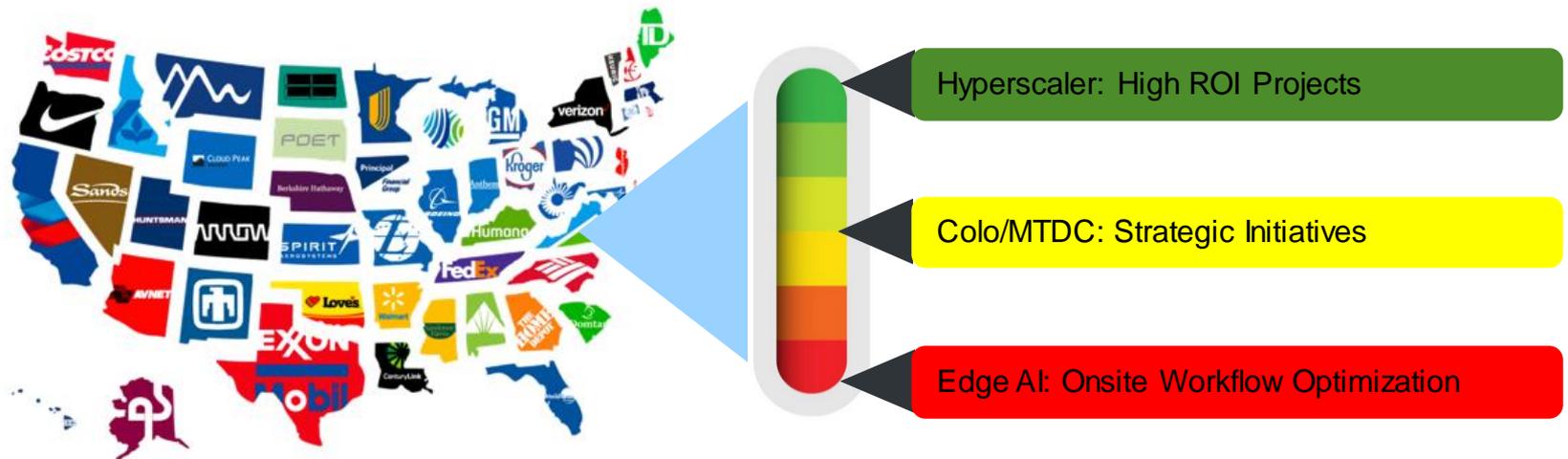
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# Modeling adoption rates around AI



Hyperscaler: High ROI Projects

Colo/MTDC: Strategic Initiatives

Edge AI: Onsite Workflow Optimization

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# Finding Opportunity
# on Mainstreet

# Top growth areas



Enterprise >
Education >
Healthcare >
Small & medium businesses >
Work from anywhere >
Data center >
Retail >
Government >
Industrial >

How are they growing?

How can Eaton help you grow within these areas?

Challenges and opportunity
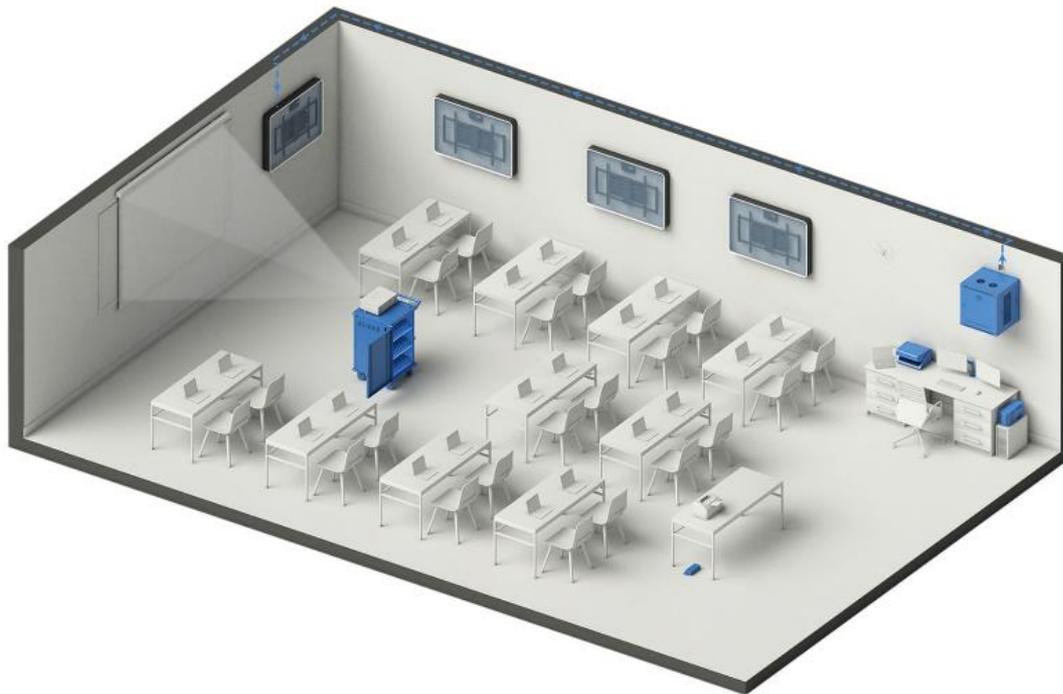
# Education Application



## Power Infrastructure Opportunity

➢ High Efficiency
➢ Ease of Use
➢ Battery Technology
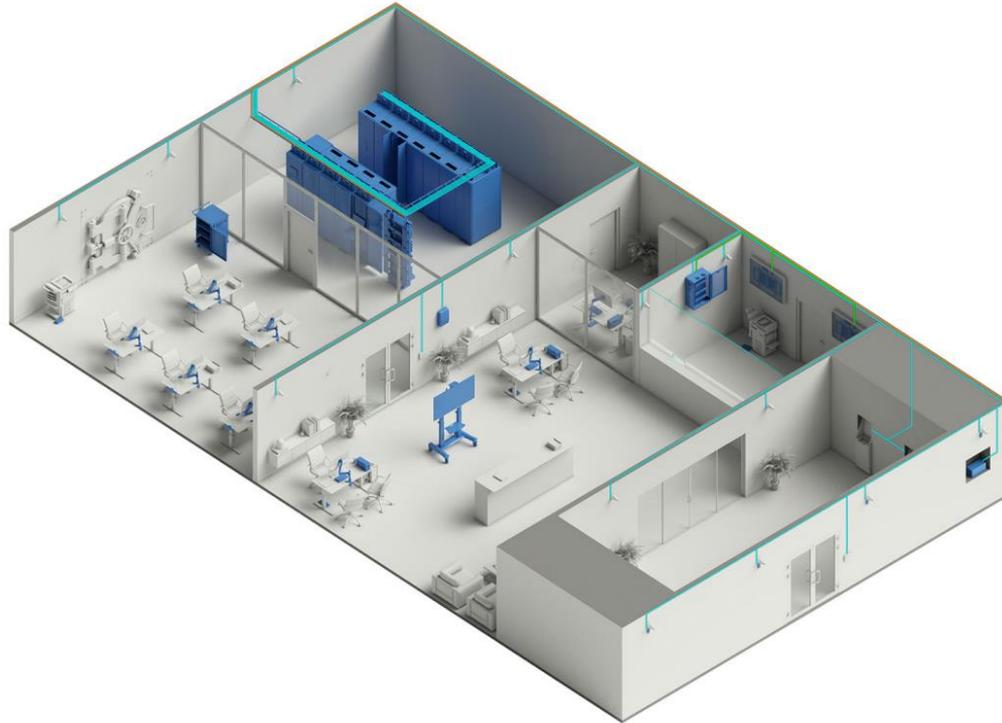➢ Remote Management

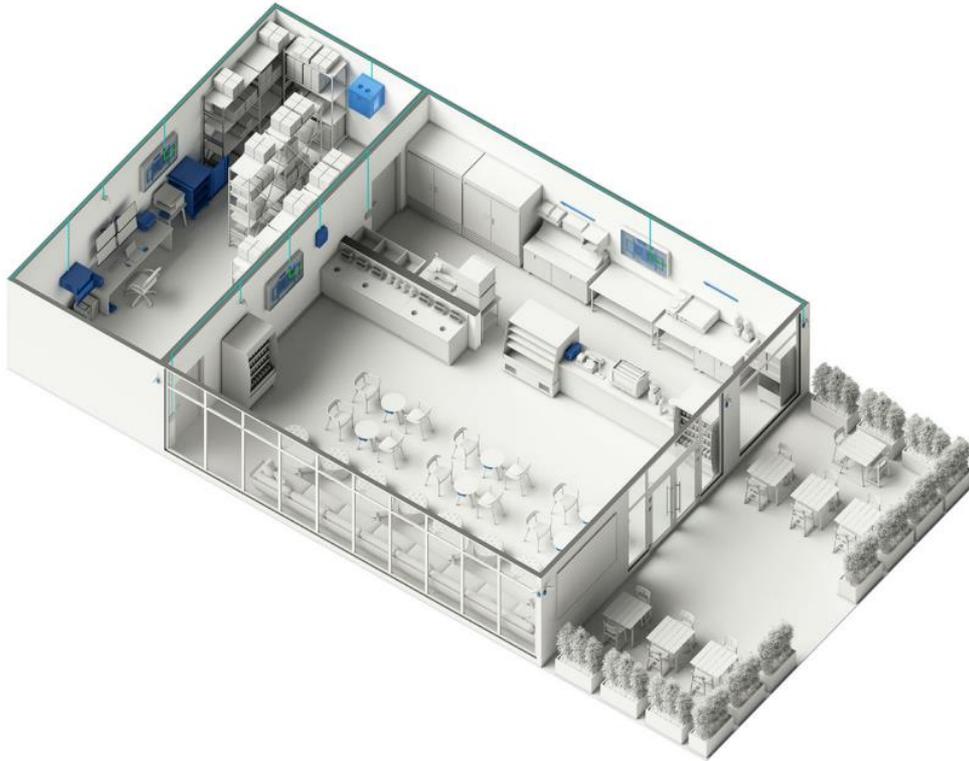## Connectivity & Peripherals

➢ Price
➢ Availability
➢ Options

## Software & Service Opportunity

➢ Remote Monitoring
➢ Recurring Service Contracts
➢ Preventative Maintenance
➢ Bundled Part Numbers- Power Protect

# Banking Application



## Power Infrastructure Opportunity

➢ High Efficiency
➢ Ease of Use
➢ Battery Technology
➢ Remote Management

## Connectivity & Peripherals

➢ Price
➢ Availability
➢ Options

## Software & Service Opportunity

➢ Remote Monitoring
➢ Recurring Service Contracts
➢ Preventative Maintenance
➢ Bundled Part Numbers- Power Protect

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# Retail Application



## Power Infrastructure Opportunity

- ➤ High Efficiency
- ➤ Ease of Use
- ➤ Battery Technology
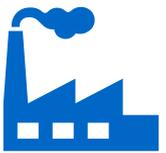- ➤ Remote Management

## Connectivity & Peripherals

- ➤ Breadth of portfolio
- ➤ Always-on/High Availability
- ➤ Customization

## Software & Service Opportunity

- ➤ Remote Monitoring
- ➤ Recurring Service Contracts
- ➤ Preventative Maintenance
- ➤ Bundled Part Numbers- Power Protect

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# Industrial Application



## Power Infrastructure Opportunity

- ➤ High Efficiency
- ➤ Security
- ➤ Battery Technology
- ➤ Dinrail
- ➤ Outdoor Modular Enclosure

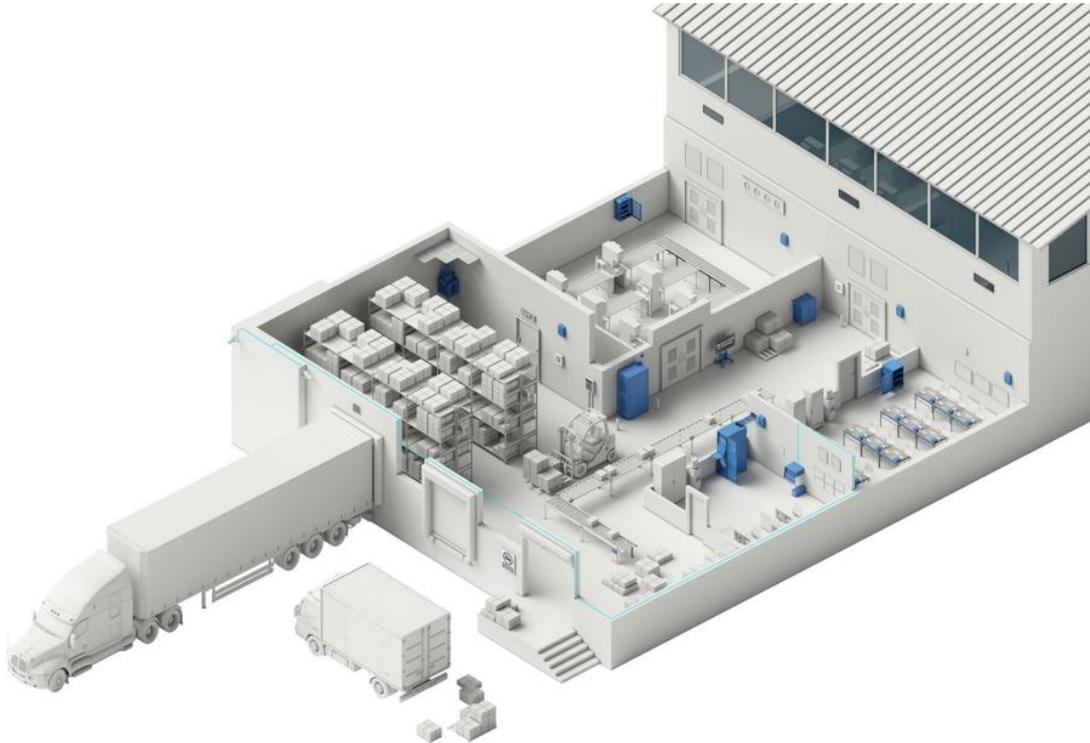## Connectivity & Peripherals

- ➤ Competitively priced
- ➤ Always-on/High Availability
- ➤ Customization

## Software & Service Opportunity

- ➤ Remote Monitoring-PredictPulse
- ➤ Service Contracts
- ➤ Preventative Maintenance
- ➤ Service Life Extension Program

# Warehouse Application



## Power Infrastructure Opportunity

➢ Security
➢ Battery Technology
➢ Temperature Control
➢ Commercial EV Charging

## Connectivity & Peripherals
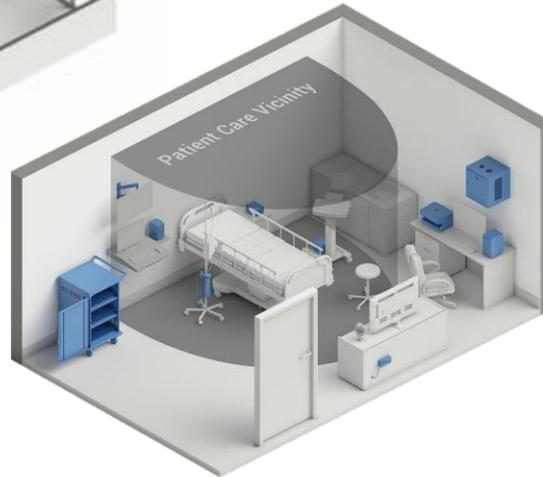
➢ Competitively priced
➢ Always-on/High Availability
➢ Customization

## Software & Service Opportunity

➢ Remote Monitoring-PredictPulse
➢ Service Contracts
➢ Preventative Maintenance
➢ Service Life Extension Program

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# Healthcare Application



## Power Infrastructure Opportunity

- High Efficiency
- UL Patient Facing
- Battery Technology
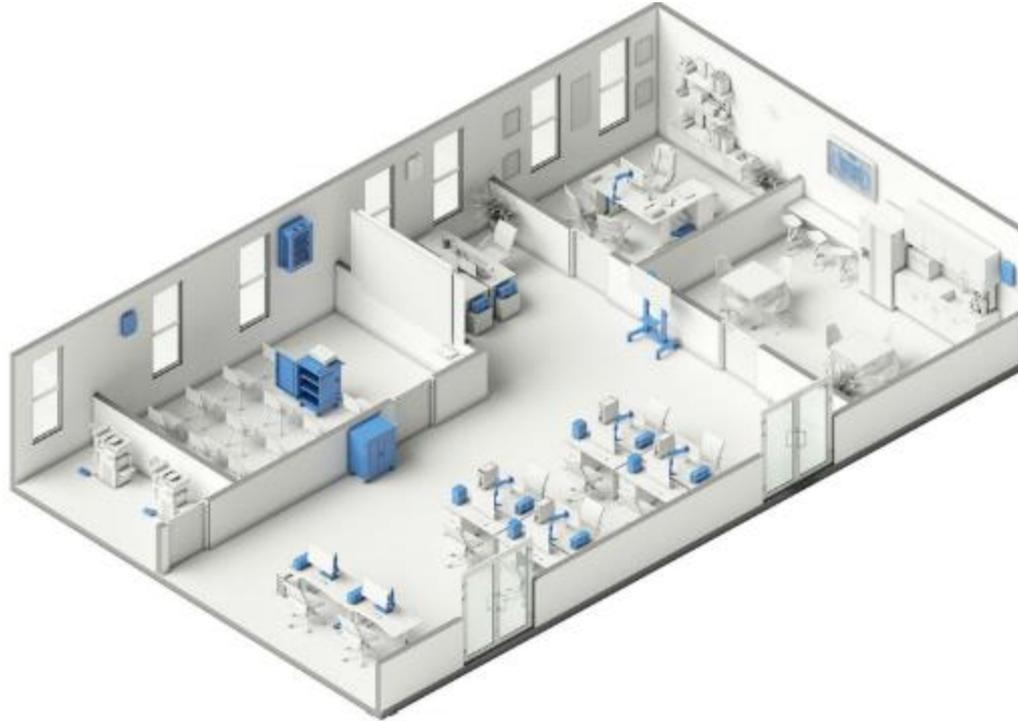- Remote Management

## Connectivity & Peripherals

- Always-on
- Availability
- Germ Resistant

## Software & Service Opportunity

- Remote Monitoring
- Recurring Service Contracts
- Preventative Maintenance
- Bundled Part Numbers- Power Protect
- Service Life Extension Program

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# Government Application



## Power Infrastructure Opportunity

- High Efficiency
- Cybersecurity
- Battery Technology
- Remote Management

## Connectivity & Peripherals

- Security
- Competitively priced
- Customization

## Software & Service Opportunity

- Remote Monitoring-PredictPulse
- Recurring Service Contracts
- Preventative Maintenance

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# Expanding Eaton service offerings through channel

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# Eaton service offering comparison

| Service offering | 1-Phase UPS* | 3-Phase UPS | PDU/RPP/STS | Cooling** |
|---|---|---|---|---|
| Startups & commissioning | X | X | X | X |
| Extended warranties | X | X | X | X |
| Contracts | X | X | X | - |
| Remote monitoring | X | X | — | - |
| Modifications (batteries, caps & fans) | X (batteries only) | X | X | - |
| Modernization services (SLEP & SBM Retrofit) | — | X | — | - |

*Concurrent services for Eaton Tripp Lite series models now available

**Launching in 2025

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# Services for Cooling

| Service offering | InRow | Portable |
|---|---|---|
| Startup | X | 2025 |
| Preventative Maintenance | X | 2025 |
| Annual Contract | X | 2025 |
| Extended Warranty | - | 2025 |

# What is Power Protect?

## Bundled skus

- One customer facing part number
- Embedded services – startup, 5-year Flex plan, 5-year PredictPulse (optional)

## Select UPS models

- High run rate 5-series and 9-series
- Lithium models included

## E-rate eligible

- A portion is eligible for government funding
- on average 44-52% of the total cost

## Environmentally friendly

- Disposal of old unit included
- No fees

## Helpful links:

- ✓ Understanding E-Rate with Eaton
- ✓ Power Protect service
- ✓ Power Protect brochure

**NEW! Eaton's Power Protect Services**

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# Power Protect SKUs

| Bundled Sku | UPS | Network Card | Startup | 5 year onsite, next day response | 5 year PredictPulse |
|---|---|---|---|---|---|
| 5PX1000RTG2-PP | 5PX1000RTG2 | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 5PX1000RTG2-PPP | 5PX1000RTG2 | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 5PX1500RTG2-PP | 5PX1500RTG2 | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 5PX1500RTG2-PPP | 5PX1500RTG2 | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 5PX2000RT3UG2-PP | 5PX2000RT3UG2 | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 5PX2000RT3UG2-PPP | 5PX2000RT3UG2 | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 5PX2000RTG2-PP | 5PX2000RTG2 | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 5PX2000RTG2-PPP | 5PX2000RTG2 | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 5PX3000RTG2-PP | 5PX3000RTG2 | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 5PX3000RTG2-PPP | 5PX3000RTG2 | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 9PX1000RT-PP | 9PX1000RT | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 9PX1000RT-PPP | 9PX1000RT | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 9PX1500RT-L-PP | 9PX1500RT-L | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 9PX1500RT-L-PPP | 9PX1500RT-L | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 9PX1500RT-PP | 9PX1500RT | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 9PX1500RT-PPP | 9PX1500RT | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 9PX2000RT-L-PP | 9PX2000RT-L | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 9PX2000RT-L-PPP | 9PX2000RT-L | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 9PX2000RT-PP | 9PX2000RT | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 9PX2000RT-PPP | 9PX2000RT | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 9PX3000RT-L-PP | 9PX3000RT-L | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 9PX3000RT-L-PPP | 9PX3000RT-L | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 9PX3000RT-PPP | 9PX3000RT-L | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 9PX3000RT-PP | 9PX3000RT | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 9PX5K-PP | 9PX5K | installed | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 9PX5K-PPP | 9PX5K | installed | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 9PX6K-PP | 9PX6K | installed | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 9PX6K-PPP | 9PX6K | installed | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 9PX6K-L-PP | 9PX6K-L | installed | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 9PX6K-L-PPP | 9PX6K-L | installed | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |
| 9PX700RT-PP | 9PX700RT | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | N/A |
| 9PX700RT-PPP | 9PX700RT | Network-M3 | EMSU052XXX-6009UC | EMWFLN75XX- 2509UC | EMXX5YNEXX-6009UC |

➢ **Each sku will come with network card**

➢ **SKUs ending with -PP, do not have PredictPulse contract**

➢ **SKUs ending in -PPP, have PredictPulse contract and will need to add an environmental monitoring probe to bill of material**

➢ **All skus are deal registration eligible**

➢ **For the startup to be trigged, end customers would need to fill out the startup checklist form and submit, once a PO is placed**

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# Power Protect
## Value Add



**Peace of mind**

**Ease of use**

**Array of applications**
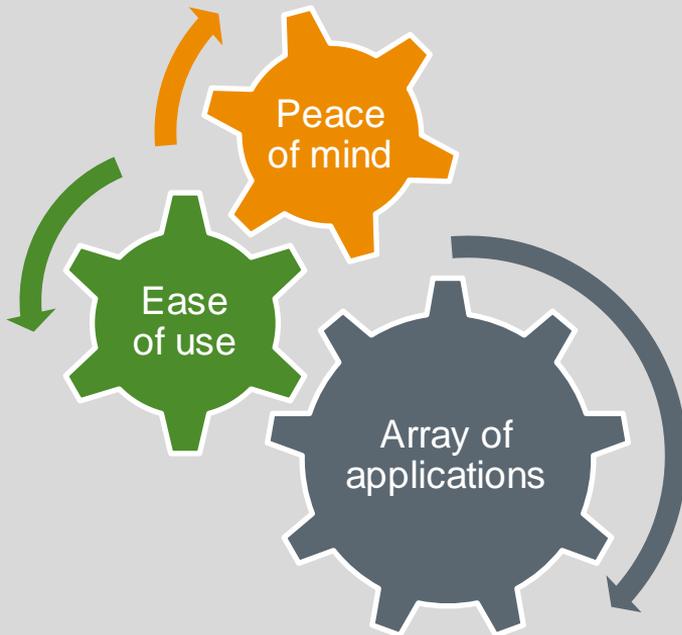
### Comprehensive Coverage

- combined with startup and 5-year onsite service brings peace of mind and long-term reliability

### Ease of use

- taking the burden off IT Staff with seamless operations

### Multiple Applications

- any application where IT staff is pulled in many directions

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# The value of services
## Channel example

### 9PXM Lifecycle example



Chart legend:
- 9PXM Costs to Buy (blue)
- 9PXM Margin (dark blue)
- 9PXM Svc Costs to Buy (orange)
- 9PXM Svc Margin (green)

X-axis: Year 0, Year 1, Year 2, Year 3, Year 4, Year 5, Year 6, Year 7, Total
Y-axis: $-, $10,000, $20,000, $30,000, $40,000, $50,000, $60,000, $70,000, $80,000

*Notes:*
- *US product and service sales example*
- *UPS system use case assumptions: 9PXM 12 slot HW + EBM*
- *Full contract in years 1-7 with both UPS and battery PM contracts included*
- *VRLA battery replacements in year 4-5*

**Prevent failures**
20X more reliable

**Optimize performance**
Minimize downtime & extend life

**Eaton becomes trusted solution**

# Eaton's full EV Charging Infrastructure portfolio works together with energy management

| Max output power rating: | AC CHARGER RANGE | | | DC CHARGER RANGE | POWER DISTRIBUTION EQUIPMENT | ENERGY STORAGE | DIGITAL SOLUTIONS | |
|---|---|---|---|---|---|---|---|---|
| | Eaton Green Motion EV smart breaker charger | Eaton Green Motion Building Series | Eaton Green Motion Fleet Series | Eaton Green Motion DC Fast Charger | Eaton Broad Portfolio of Power Distribution Equipment | Eaton xStorage Battery Energy Storage System | Eaton Green Motion EV Charger Manager app | Eaton Green Motion EV Charging Network Manager |
| | 7.7 kW @ 240 Vac | 11.5 kW @ 240 Vac | 19.2 kW @ 240 Vac | 50 - 150 kW @ 480 Vac | 120 Vac – 38 kVac | 200 kW – 1,000 kW power rating | | |
| Residential private | ● | | | | ● | | ● | |
| Multi-tenant residential | ● | ● | ● | | ● | ● | | ● |
| Workplace & Community | | ● | ● | ● | ● | ● | | ● |
| Fleet and Highways | | ● | ● | ● | ● | ● | | ● |

Eaton's "Buildings as a Grid" approach

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Support resources

# Channel Solutions Engineering Resources

## Daily focus
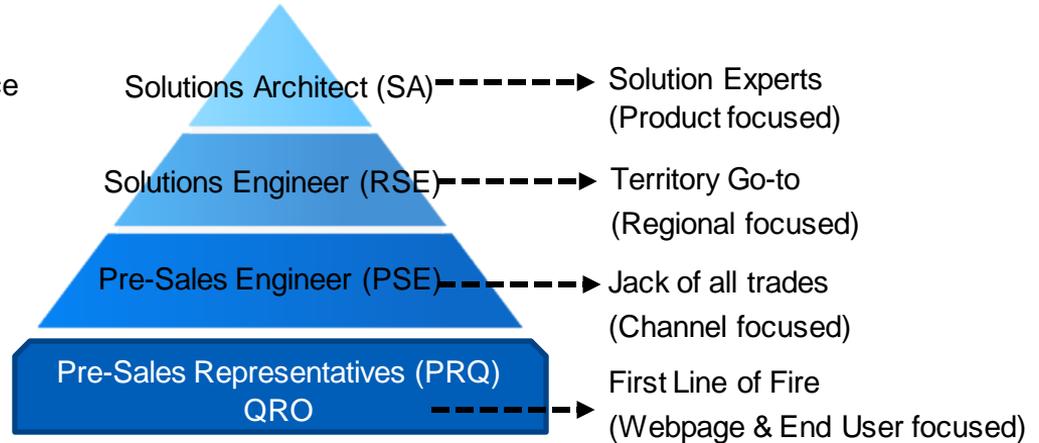
- Product and solution focused sales guidance for all CPDI offerings

  Email (24-hour SLA):
  CPDIsalesengineering@eaton.com

  Phone: (1) 773-869-1236

  Live Chat: Chat online with Eaton's technical experts

Solutions Architect (SA) - - - - ► Solution Experts (Product focused)

Solutions Engineer (RSE) - - - - ► Territory Go-to (Regional focused)

Pre-Sales Engineer (PSE) - - - - ► Jack of all trades (Channel focused)

Pre-Sales Representatives (PRQ) QRO - - - - ► First Line of Fire (Webpage & End User focused)

## Team profile

- Deliver a breadth of technical acumen – team is focused on answering deep technical questions that span the product portfolio
- Validate proposed solutions to drive business value and minimize RMA occurrences
- Promote ease of doing business by delivering BOM generation, technical documentation and quote output with base pricing and lead time per channel spanning CPDI offerings
- Execute commercial processes across all CPDI channels

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# Service Resources

## Need help ❓

### Contact your RSSS

| Region | SME |
|--------|-----|
| **Northeast** | Nick Murley |
| **Central** | Nellie Howe |
| **Southeast** | Delia Smith |
| **Gulf** | Delia Smith |
| **West** | Robert Bokma |

### Contact your ISSR

Team Lead:

**LIZ MOLLOY**

LizMolloy@eaton.com
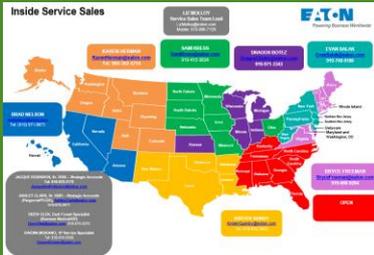
## Service Order Management

- **Parts:** UPSParts@eaton.com or call 1-800-843-9433, Opt. 3

- **International Parts:** InternationalService@eaton.com

- **Service Order Management:** BatteryOrder@eaton.com or serviceorder@eaton.com or call 1-800-843-9433, Opt. 4

## Services websites

- Eaton single-phase services
- Eaton Service & Maintenance

## Quote tool

**CPDI Service configurator**

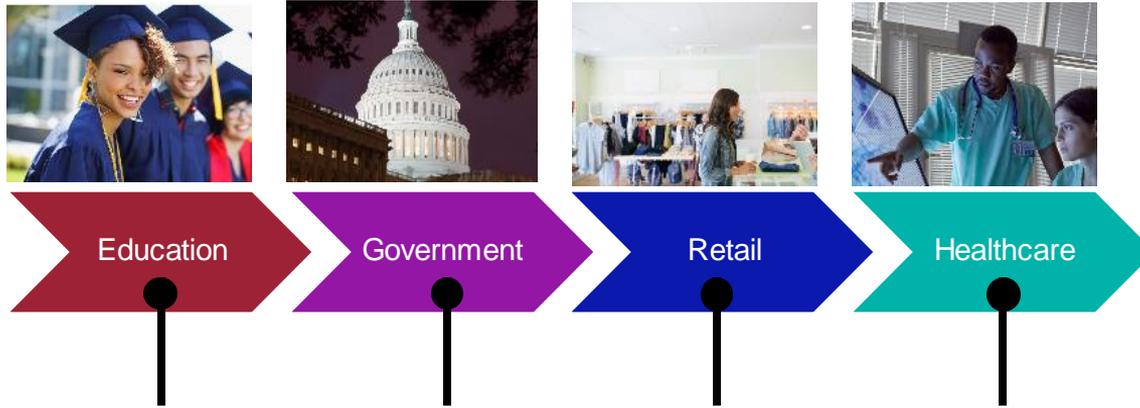Imagine the Possibilities

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# Slide highlight the past

- The way we did business 10 years ago: Anything CPS beyond MTDC & hyperscalers.

- Declining small computer room market forces us to look at other use cases

- Opportunities in the non-DC space driven by digitization: Tunnels, toll roads, casinos, healthcare, Oil & gas, cruise ships, Industrial IoT, etc.

- New messages around smaller PDUs/RPPs for enterprise customers, service for EOL products.

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# Vertical Business Development Resources



Education   Government   Retail   Healthcare

# Reference: 9 themes to cover all aspects of our CPDI market

| Theme | Rationale |
|---|---|
| 1 – Data Center of the Future | • Deploying the Eaton story around the consequences of AI for DC designs and infrastructure<br>• Service for MTDCs<br>• Sustainability message<br>• How can we help them get connected faster (97% uptime to get credits) |
| 2- Beyond Hyperscalers/ MTDC | • The way we did business 10 years ago: Anything CPS beyond MTDC & hyperscalers.<br>• Declining small computer room market forces us to look at other use cases<br>• Opportunities in the non-DC space driven by digitization: Tunnels, toll roads, casinos, healthcare, Oil & gas, cruise ships, Industrial IoT, etc.<br>• New messages around smaller PDUs/RPPs for enterprise customers, service for EOL products. |
| 3 – Energy Transition | • Participate in Eaton ES marketing activities<br>• Storage and peak mitigation |
| 4- White Space | • Position Eaton in a space where we don't actively play today<br>• Leverage our G4 product line<br>• KVMs, Fiber connectivity |

| Theme | Rationale |
|---|---|
| 5 - AI at the edge | • Promote higher end solutions for the channel: 93PM, 9PXM, 9PX6KL, High Power PDUs, In-Row cooling |
| 6 – Managing distributed sites | • Cloud connected Monaco launch<br>• Remote management of distributed systems<br>• Life cycle management |
| 7 – Work from Anywhere, even your office! | • Need to get back in growth mode for C&P<br>• And find ways to outgrow the market |
| 8 – Surge suppressors | • Leverage APC's exit from this market<br>• Leverage Electrical Distribution for Isobars & SPD |
| 9- ProAV Market | • Rapid digital signage growth<br>• Multiple opportunities in numerous verticals |

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