Imagine the Possibilities

EATON'S 2024 PARTNER CONFERENCE

PowerAdvantage Program Revamp

Donna St-Denis - Director, Channel Marketing

PowerAdvantage program highlights

Educate
- Free training for sales, technical, marketing
- Quarterly webinars

Enable
- Unlimited access to pre-sales support
- Regional outside and inside sales support
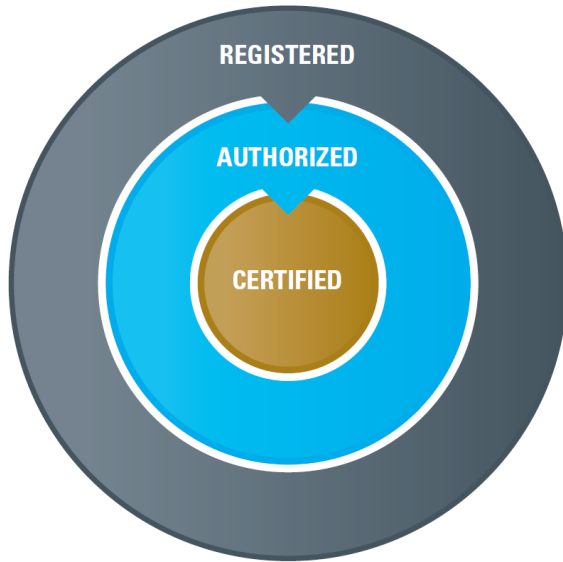- Price protection with deal registration

Reward
- Initiative based MDF for lead generation
- Performance-based incentives, rewards program (+ Bonus)

THE**CHANNEL**CO.
CRN
★★★★★
PARTNER PROGRAM GUIDE
WINNER
2020

THE**CHANNEL**CO.
CRN
★★★★★
PARTNER PROGRAM GUIDE
WINNER
2021

THE**CHANNEL**CO.
CRN
★★★★★
PARTNER PROGRAM GUIDE
WINNER
2022

THE**CHANNEL**CO.
CRN
★★★★★
PARTNER PROGRAM GUIDE
WINNER
2023

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EATON'S 2024 PARTNER CONFERENCE
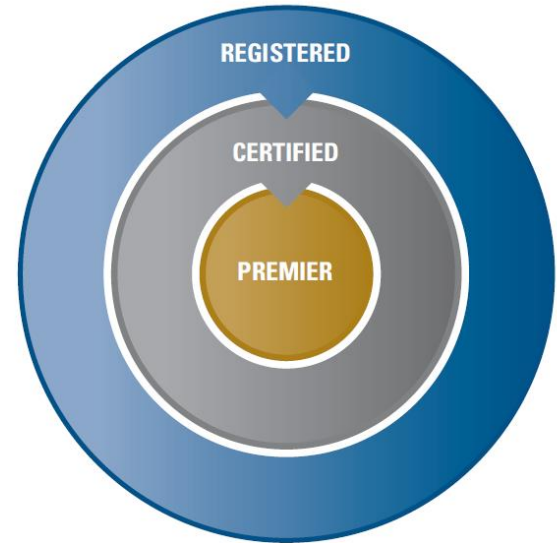
Changing naming convention

REGISTERED ➜ CERTIFIED

- ✓ $100K in qualifying 2023 sales
- ✓ Introductory and Programmatic Trainings*
- ✓ Eaton logo or web banner on company website
- ✓ Annual business plan

CERTIFIED ➜ PREMIER

- ✓ $400K in qualifying 2023 sales
- ✓ Solution and Industry Trainings*

2024

**Still 3 tier program
revenue threshold + increase in benefits**

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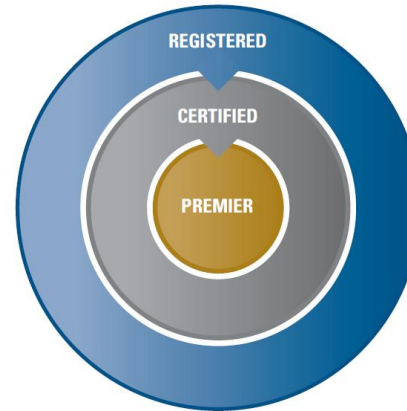EATON'S 2024 PARTNER CONFERENCE

Registered

- **Requirements**
  - Sign up & register
  - Agree to new T&C
- **Benefits**
  - Access to deal registration
  - Access to request NFR units
  - Introduction to Eaton and program training
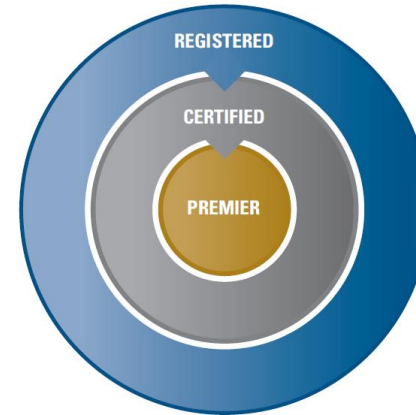 - 10% deal registration
  - Access to 3% Gov/Ed

REGISTERED
CERTIFIED
PREMIER

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REGISTERED
POWER*ADVANTAGE*
Partner

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Certified level

- **Requirements**

  - $100K in revenue (grandfathering 2023 revenue)
  - Complete introductory and programmatic training (valid for 2 years)
  - Logo or web banner on company website
  - Business plan (required to receive MDF)
- **Benefits**
  - Marketing development funds (MDF) by request
  - Access to Rewards Program
  - 15% deal registration
  - Access to 3% Gov/Ed
  - Inclusion in reseller locator
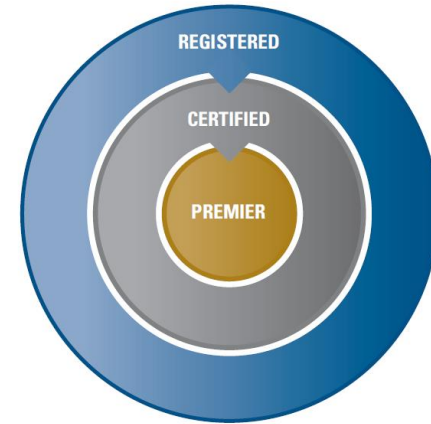 - Channel financing program

REGISTERED

CERTIFIED

PREMIER

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Partner

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Premier level

- **Requirements**

  - $400K yearly revenue (grandfathering 2023 revenue)
  - Business plan
  - Minimum of one individual completing applications training
  - Minimum of one individual completing industry training
  - Partner marketing engagement
- **Benefits**
  - 17% deal registration
  - Access to 3% Gov/Ed
  - Inclusion in Eaton.com reseller locator
  - MDF set aside
  - Access to exclusive promotions/contests
  - Fast track to partner conference
  - Channel financing

REGISTERED
CERTIFIED
PREMIER

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Educate

Imagine the Possibilities
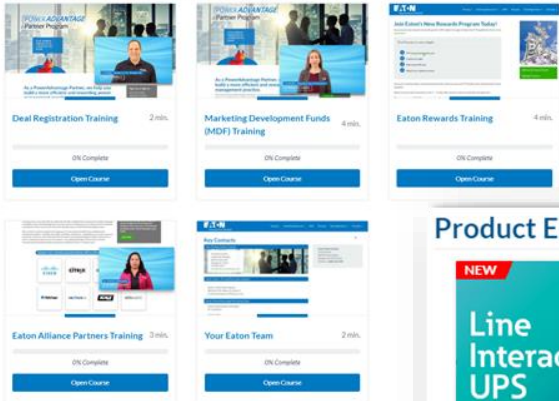
EATON'S 2024 PARTNER CONFERENCE

PA Academy, Newsletter, Power ½ hour

Updated educational webinars & detailed product training

Enable

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Deal Registration – Software Promo

BUNDLE AND SAVE TODAY!

*Eaton is making it even **more lucrative** to add software to your Eaton solutions.**

For any deals over $10K (MSRP) registered in the PowerAdvantage program, the discount will apply to your choice of DCPM, DITPM, EPMS or PredictPulse*** purchase:

Partner Level	Deal Reg Discount	Stackable SW-only Discount	Total SW Discount
Registered	10%	10%	20%
Certified	15%	10%	25%
Premier	17%	10%	27%

For any deals over $25K (MSRP) registered** in the PowerAdvantage program, the discount will apply to your choice of DCPM, DITPM, EPMS or PredictPulse*** purchase:

Partner Level	Deal Reg Discount	Stackable SW-only Discount	Total SW Discount
Registered	10%	20%	30%
Certified	15%	20%	35%
Premier	17%	20%	37%

* Stackable software discount percentage on software only.   ** Bundle not stackable with PBE.   *** Requires a 3-year PredictPulse subscription or longer to qualify.

For Deal registration flyers please login to
www.poweradvantage.eaton.com

Not for resale (NFR) program

For your internal solution

We offer not for resale equipment to be used for in-house demo.

For your customer

We offer not for resale equipment to be installed at your customers sites for demo purposes.

Demo program — WE CAN HELP

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Align and execute with an Eaton business plan

- Establish annual goals with your Eaton sales and marketing team to help grow your business

- Business plan is a requirement to request marketing development funds (MDF)

- One step process now!

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MDF

- Generate leads and increase revenue with Eaton's support

- Channel marketing team brainstorms, creates and executes!
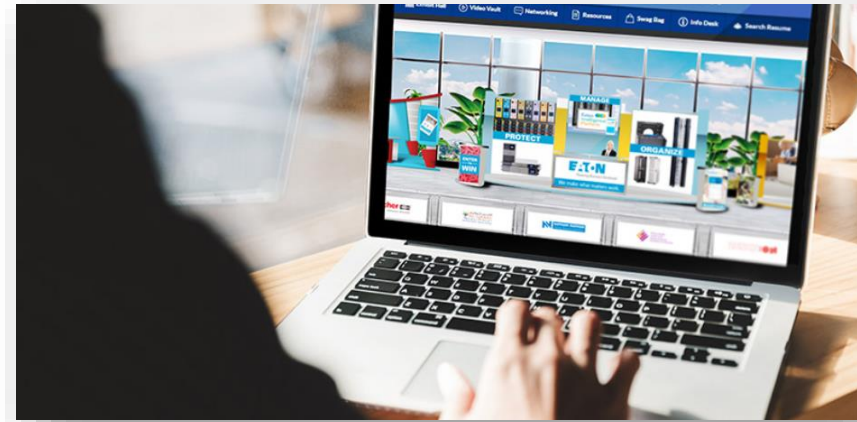
New MDF opportunity – LAB visit in Raleigh, NC

Spend 2 full days in Eaton's Raleigh Customer Experience Lab – and use MDF!

Offer details:

✔ Available to Certified and Premier partners only.

✔ Bring a guest of your choice to show them all the solutions available and talk to Eaton experts.

✔ You'll be reimbursed for your flight, ride share, and a 2-night hotel stay. Food and entertainment expenses are not covered.

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Channel financing program

Eaton is helping improve partner's cash flow by paying interest up to 60 days, on Eaton and Tripp Lite by Eaton products

- Available at **Ingram Micro, Tech Data, Synnex, ScanSource, Catalyst, D&H**

Need credit line at either financial institution?   Use these contacts:

- DLL credit application or contact:
    - Michelle Perritt, michelle.perritt@dllgroup.com, 610.386.3563
- Wells Fargo credit line contact:
    - Heidi Brooks, Heidi.brooks@wellsfargo.com, 470.307.3685

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Amplify (by Hootsuite): A New PowerAdvantage benefit!

- Ready-to-share, pre-written social media content for partners' business (X/Twitter, Facebook) and personal (LinkedIn) social media accounts

- Content features Eaton products, services, campaigns, etc.

- [Sign-up form](#) and [login](#) required

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Reward

Imagine the
Possibilities
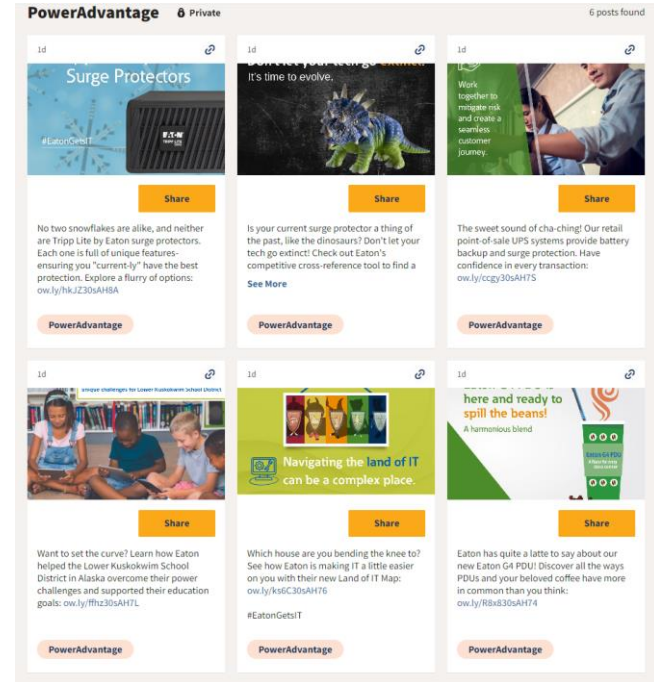
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Eaton Rewards program

Certified and Premier partners can earn cash rewards for selling Eaton products!

3 easy steps:

- Visit eatonrewards.com
- Create your account
- Attach customer invoice within 60 days of the sale and rewards are depositing on Visa debit card

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Rewards bonus

Product categories*	Bonus Payouts
UPS	1 category = **$0**
Batteries/packs	2 categories = **$50**
Accessories	3 categories = **$100**
Software	4 categories = **$150**
PDU/racks/ATS	5 categories = **$200**
Tripp Lite Series KVM/ Console/Console Server	6 categories = **$250**
Tripp Lite Series Connectivity & Peripherals	7 categories = **$300**

- Sell deeper into our portfolio and earn bonus payout each month

  - Includes batteries, accessories and software

- Earn extra **$300** per month

*Certified and Premier partners only

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FREE onsite power assessment

- No minimum opportunity threshold
  - Initial discovery call required

- **$1,500** value waived for partners

- Field team across US to perform assessment

- [Request form](#)

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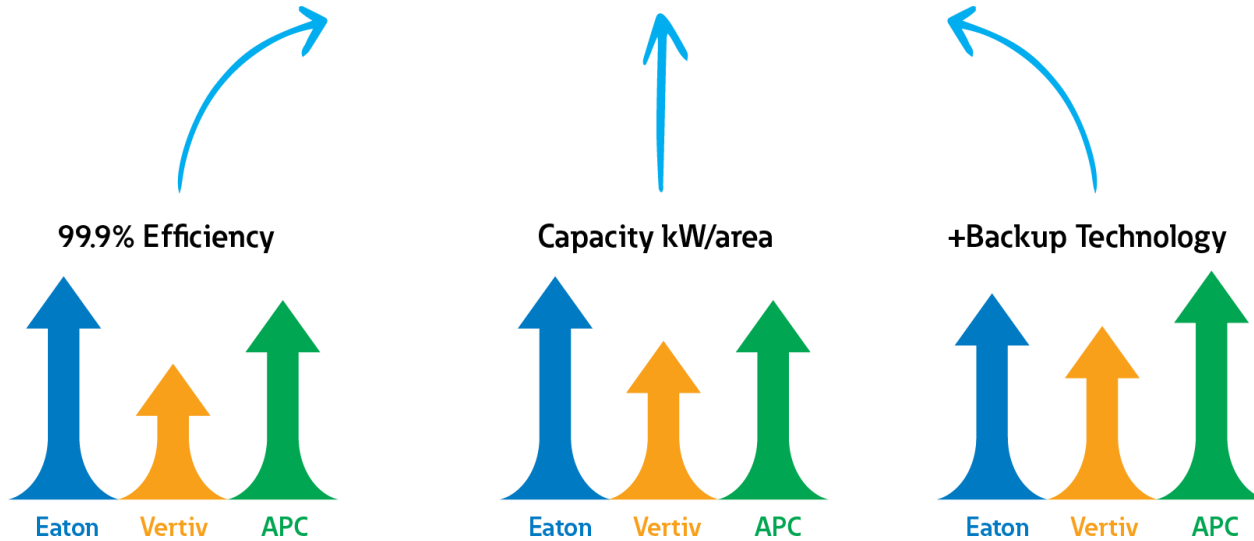# How our alliances can help you sell

Adolfo Morales & Regie Greene- Alliances

Why alliances?

Top (and very similar) UPS

99.9% Efficiency

Eaton Vertiv APC

Capacity kW/area

Eaton Vertiv APC

+Backup Technology

Eaton Vertiv APC

Eventual lack of differentiators

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The biggest channel story of 2024

- Broadcom acquired VMware in Nov 2023

- 2,000 top accounts taken direct

- Channel program eliminated / Impossibility to Deal Reg any new project.

- Creates massive Fear/Uncertainty/Doubt in the channel

Virtualization ▶

Scared, Angry And Terminated, VMware Partners Unload On Broadcom

BY O'RYAN JOHNSON ▶
JANUARY 4, 2024, 12:00 PM EST

'I'm optimistic that we will meet the revenue criteria and continue to be partners, but I'm scared [expletive]-less about what is going on inside VMware,' a longtime partner tells CRN.

Did Broadcom lose their mind?

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We need to change our focus

- For Eaton, it all started with VMware 15 years ago!

- Consequences:
  - Don't mention VMware to a channel partner any longer!
  - But still expect questions from large enterprise customers for their VMware installed base.
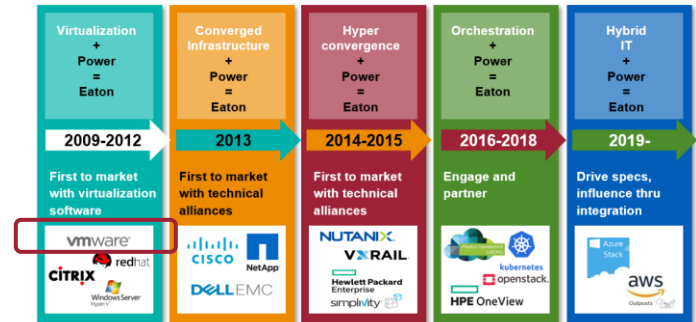
We have an opportunity to highlight our many integrations

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Increase your revenue

At Eaton we usually think of software when we think about alliances.

But it all starts with the right hardware

Remember, it's a win-win

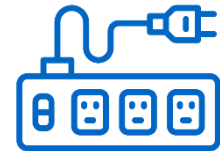Powered by Eaton

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Enclosures & ORV3

Brightlayer
Data Centers suite

UPSs

Busway

Connectivity

Power Distribution

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Reminder of how it works

Power capping

Cluster shutdown

VMs Shutdown

RMM integration
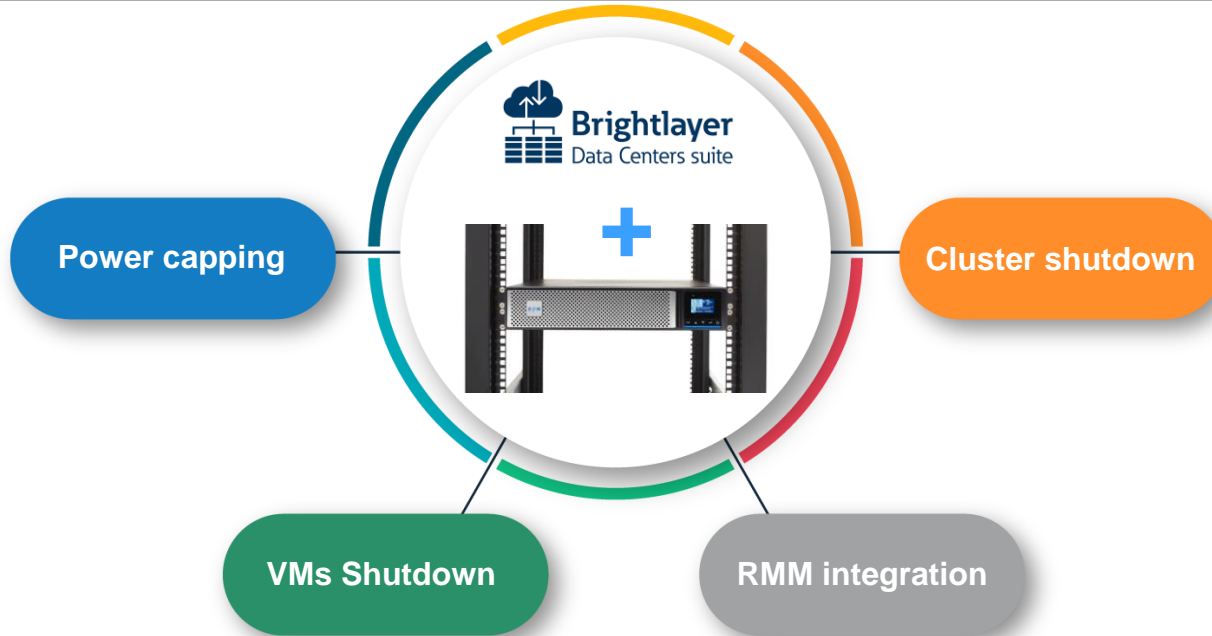
Requires investment in development and maintenance

PbE – Eaton is your rock!

In these shifting seas of Virtualization, look to Eaton

Starting May! Silver and Gold partners can add PBE to their deal registration (**additional 3%**) when the opportunity is associated with either **Nutanix** or **Scale Computing**.

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Material that speaks the IT language

Eaton.com/Alliances

- Gen AI Designs (HW/SW)

- Virtualization compatibilities

- Edge deployments (HW/SW)

- Enterprise solutions (HW/SW)

Scale Computing

The VMware Alternative for SME and Edge

Proven Virtualization Alternative

The VMware Alternative for SME and Edge

- **Dusty Koekenberg**
  Sr. Director of Marketing and
  Strategic Alliances

- Who is Scale Computing?

- Verticals & Opportunities

- Why Partner with Scale Computing?

Who is Scale Computing?

HELPING CUSTOMERS IN EVERY INDUSTRY

Ahold Delhaize · Benchmark electronics · Resorts World LAS VEGAS · M · Coca-Cola · Northern Marine · National Bank · Hilton HOTELS & RESORTS

BUILDING THE FUTURE

Customers in 60+ Countries

15,000+ Systems

91 NPS

24 Patents

ESTABLISHING TECHNOLOGY ALLIANCES

Lenovo · Google Cloud Platform · EATON Powering Business Worldwide · intel · Parallels · SUPERMICRO · wasabi · Acronis · DELL · LEOSTREAM

HQ & Support
Indianapolis

R&D
San Francisco

Sales Offices In Amsterdam, London, Toronto

RUNNING APPLICATIONS WHERE YOU NEED

Maximize uptime beyond	Improve operational efficiency	Reduce overall costs
99%	**50%**	**70%**

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Who is Scale Computing?

AVAILABILITY

- Eliminate single points of failure
- Self-healing
- Failover, redundancy and resiliency are fundamentally designed into every aspect

SIMPLICITY

- Centralized management
- Fully-integrated compute, storage, virtualization and disaster recovery environment
- Automated error-free provisioning and configuration

EFFICIENCY

- No need to over-provision and pay for idle resources
- Seamlessly add or remove compute and storage capacity when needed, without disrupting applications or other workloads running in the environment
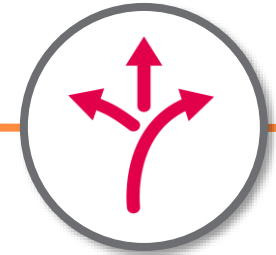
SCALABILITY

- Simply mix and match old and new capacity and performance requirements, hardware, and legacy applications on the same infrastructure for a future-proof environment

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Who is Scale Computing?

SC//PLATFORM

SC//HYPERCORE

STORAGE   SERVERS   HYPERVISOR   DISASTER RECOVERY

VIRTUAL SERVERS   VIDEO SURVEILLANCE
VIRTUAL DESKTOPS   CONTAINERS
BUSINESS RESILIENCE   ROBO
HYBRID CLOUD   IOT

SC//FLEET MANAGER

MANAGEMENT & ORCHESTRATION AT SCALE

CENTRALIZED MANAGEMENT   FIRMWARE UPGRADE MGMT
PROACTIVE ALERTING   ZERO-TOUCH PROVISIONING
SINGLE SIGN-ON   ACCESSIBILITY

ON-PREMISES HARDWARE   CLOUD-MANAGED

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Who is Scale Computing?
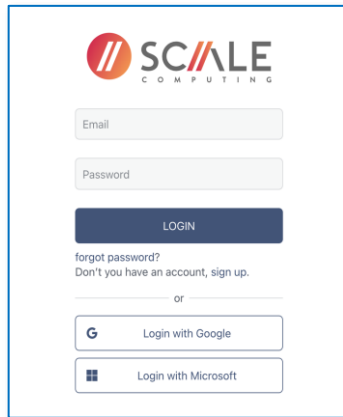
- **All-In-One** (Server, Storage & Virtualization)
- Deploy in 30 Minutes
- Create VMs in seconds
- **Self-Healing** AI Platform
- Single Vendor Support
- No additional software to license
- Low **TCO**

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Who is Scale Computing?

Simplicity is engineered into everything we do.

Scale Computing Fleet Manager is the cloud-based starting point for managing your global fleet of clusters running Scale Computing HyperCore.

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Who is Scale Computing?

HE100   HE500   HC1000   HC3000   HC5000

EDGE

DATA CENTER

SC// PLATFORM

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Target Markets

CORE DATA CENTER

- Smaller IT teams (1-10 in IT)
- Benefit from less complexity
- Easily scaled for fast growth companies
- SLED, manufacturing, healthcare, financial services, etc.
- Use cases: datacenter refresh, VDI, remote offices, hybrid cloud

ENTERPRISE EDGE

- Edge Computing
- Tens to hundreds to thousands of sites
- Require quick deployment, ease of use and simplified remote management
- Limited to no IT staff onsite

What to listen for?

- Server Refresh
- Storage Refresh
- Virtualization software renewal
- Cloud
- Extended Lead Times

OTHER USE CASES

- Video Surveillance
- VDI
- Backup / DR
- Edge

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Target Markets

Satellite Sites

New to Virtualization

Hardware Refresh

Business Resiliency

VMWare Expansion or Renewal

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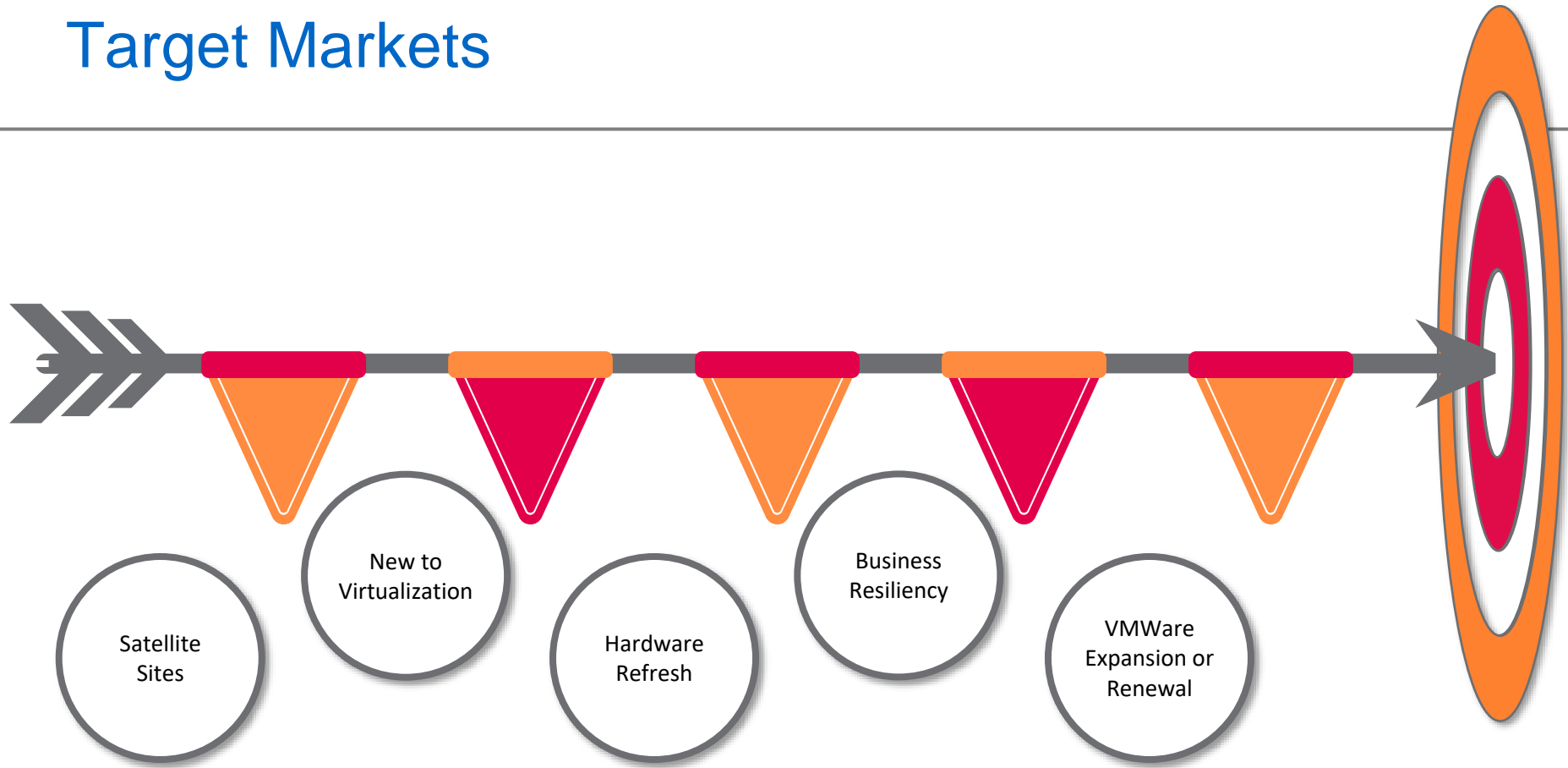
Why partner with Scale Computing?

Profitability
- Higher margins, higher profitability
- Unique pricing models to fit you and your customers

Perfect Fit
- Ideal hyperconvergence solution that fits your customers
- An edge-to-core platform with pricing that start around $2k per node

Ease of Doing Business
- Incredibly easy to quote, configure, and sell
- No minimum certification requirements to sign up
- 100% channel

Stronger Together
- Leverage our local and online resources for lead gen, opportunity qualification, configuration, cost analysis
- Your success is our success.

Why partner with Scale Computing?

1 — Deal Registration

- Deal Registered via SC// Partner Portal.
- SC// Regional team will reach out to discuss, qualify & schedule introduction to customer.

2 — SC// Demo

- Solution Overview & Technical Demo provided to customer
- SC// Regional Sales and Engineer to help qualify and scope opportunity

3 — Sizing & Configuration

- Customer will be provided with a LiveOptics tool following demo
- Once run, Scale Computing will review, size, and config a solution that meets the customer's needs

4 — Quoting

- Quote will be passed through Distribution partner of choice to send quote
- Scale Computing team can advise on competitive pricing

5 — Installation & Migration

- Installation, configuration, and migration services available through Scale Computing
- No requirements for certifications, etc.

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How to get started.

Partners.ScaleComputing.com

Partner Portal
- Sales
- Marketing
- Support
- Training

SALES TRAINING CERTIFIED

TECHNICAL TRAINING CERTIFIED

// SCALE COMPUTING

USER LOGIN

Email

Password

☐ Remember Me   LOGIN

❓ Forgot Password?

Need portal access? Register here

Become a Partner: Apply Now

SCALE COMPUTING: SIMPLICITY ENGINEERED

PARTNER FIRST

Your one-stop shop for access to register and manage deals, access all Scale Computing sales, technical, and support assets, and develop and launch virtual marketing campaigns.

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UPS
5P1500R-L
- 1.1 kW 1U line-interactive UPS
- Lithium-ion batteries with 8 years of time life
- Intelligent automation through optional network card
- The first UPS connectivity device to meet both UL 2900-1 and IEC 62443-4-2 cybersecurity standards

Racks and Enclosures
SRWF10UMOD
- 10U of mounting space for rack equipment up to 16.5 deep
- 1U Shelves for Modem and other non-rack devices
- Vented front door with built-in combination lock
- Brush-strip cable plates (on both sides)

Cable
N201 series
- Integral strain-relief
- PVC 4-pair stranded UTP
- Snagless RJ45 connectors

Scale Computing HCI system
HE100 series
- A fully-functional HCI offering based on small form-factor hardware
- Perfect fit for a 15VMs or less application

Rack PDU
EMAT09-10
- Managed rack PDU
- Monitor and control critical factors such as voltage, current and power factor

Switch
NG16
- AC power input
- RJ45 gigabit ethernet connectors

Brightlayer
Data Centers suite
Click here to learn more about our portfolio of software applications for distributed infrastructure management and data center operations.

Perfect for:
🛒 Retail   📱 Mobility

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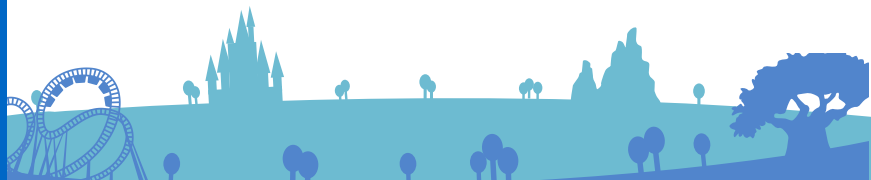
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THANK YOU!

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Dell NativeEdge

An edge operations software platform

D&LL Technologies

Dell NativeEdge

Securely scale your edge operations to power any use case

Zero-trust
security

Zero-touch
onboarding

Multicloud
connectivity

Infrastructure management

Application orchestration

Edge operations software platform

D&LL Technologies

The edge has unique edge challenges

Distributed
systems operation

No local
IT support

Operations technology
workload support

Secure operations
support

Environmental &
hardware diversity

Silos & proliferation

Unifying infrastructure and application management vision

Applications

Solution Blueprint (Outcome)

NativeEdge Orchestrator

Blueprints	Secure device onboarding	Zero touch provisioning
Catalog	Lifecycle management	Fleet management

Application and Service Delivery (Virtualized/Containerized)

Security and Estate Lifecycle Management

NativeEdge Endpoints

Multicloud Environment

Edge

Core datacenter

Cloud

Distributed Computing Estate

DELLTechnologies

Brightlayer With NativeEdge

Centralize deployment and management of Brightlayer

Dell NativeEdge - Orchestrator

Welcome Gil

Alerts (last 24 hours)

✕ 0	⚠ 12	ⓘ 23
Critical	Minor	Informational

VIEW ALL ALERTS

Recent Events, Rules and Tags

Recent Events	Rules	Tags

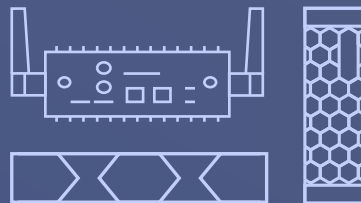| Time ↑	Type	Action	User
May 23, 2023 12:53:01 PM EST	session	connect	admin@dell.com
May 23, 2023 12:53:01 PM EST	request	login	admin@dell.com

EDGE Estate De...

Estate Device...

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Location Map

Polaris Ave

Virtual Machines , Containers , Solution Blueprints

NativeEdge OS	Kubernetes	VMware vSphere

NativeEdge Endpoints

D©LL Technologies
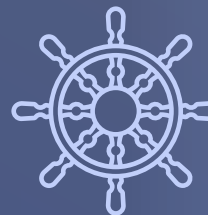
NativeEdge is architected using a zero-trust security framework

User Trust

Multi-Factor Authentication

User Authorization

Conditional Access

Device Trust

Authentication Management

Inventory

Compliance

Network Trust

Micro-Segmentation

Transport Encryption

Session Protection

Telemetry and Analytics

Accounting & Risk Analysis

Security Incident & Event Management

Continuous Drift Detection

Data Trust

At-rest protection

Integrity

Data Loss Prevention

Data Classification

Application Trust

Single Sign-On

Isolation

Any Device Access

Automation and Orchestration

Continues Compliance

Incident Response

Continuous Security Assessment

API Standardization & Security

Based off NIST, CISA and DoD Zero-Trust Standards

D&LL Technologies

Dell NativeEdge

The Easy Button for Deploying Eaton Brightlayer
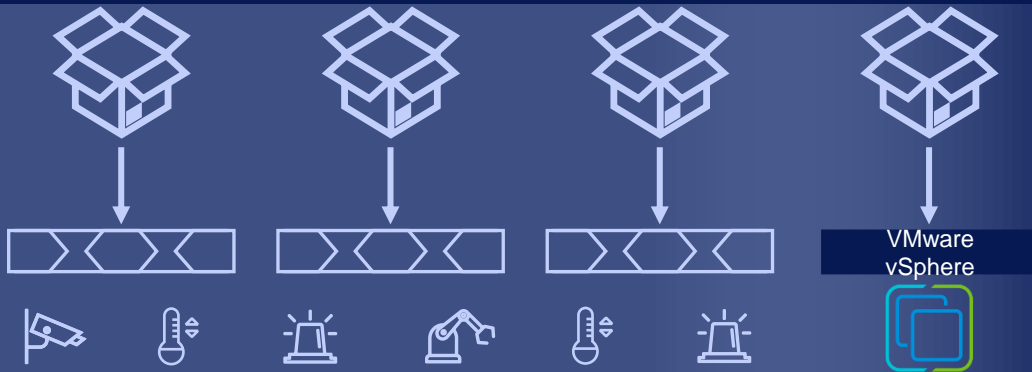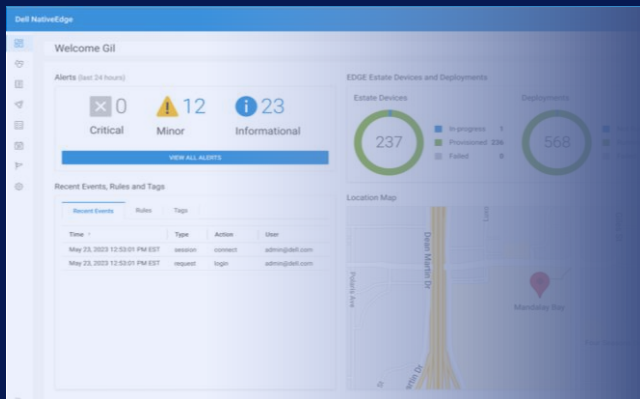
Next

NativeEdge
Use cases

D∕ELL Technologies

Deploying new application across manufacturing sites

Situation

- 30 factories
- Heterogeneous legacy technology footprints
- Siloed solution stacks in factories

Goal

- Deploy a new manufacturing application
- First, deploy at one factory via PoC
- Then, roll out across all factories
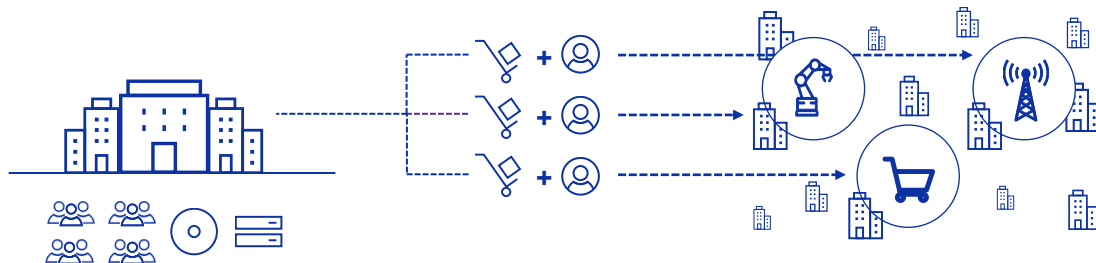- Centrally manage infrastructure and application lifecycle

Concerns

- Security at all steps
- Challenges with time, labor, delays, inconsistent deployments
- Today
  - No central management
  - No fleet management
  - No lifecycle management

D‹LL Technologies

ISV delivering & managing edge application

BEFORE

ISV Developers

Appliance Solution stack
S/W components + HW

ISV Admin

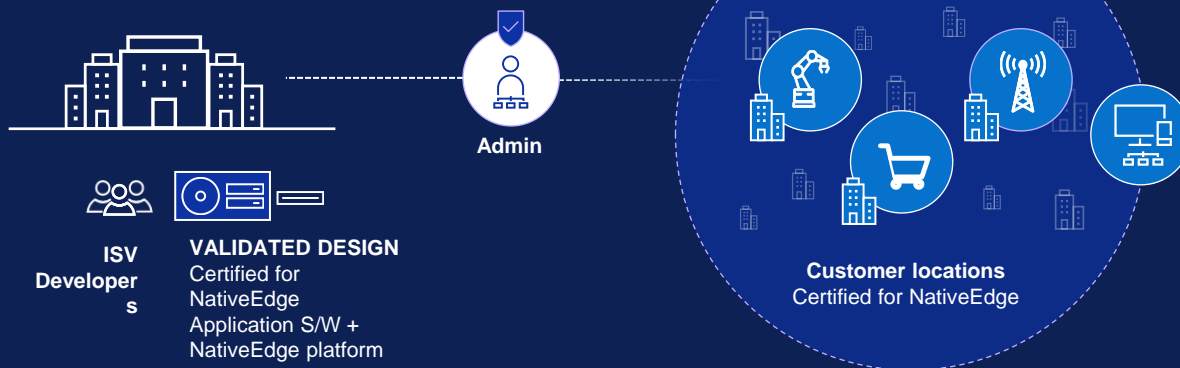### Without NativeEdge

- X Long time-to-value
- X Lack of security
- X Siloed manageability
- X No lifecycle management

AFTER

ISV Developers

VALIDATED DESIGN
Certified for NativeEdge Application S/W + NativeEdge platform

Admin

Customer locations
Certified for NativeEdge

With NativeEdge

- ✓ Time-to-value
- ✓ Zero Trust with Zero Touch
- ✓ Infrastructure management
- ✓ Fleet management
- ✓ Application orchestration
- ✓ Lifecycle management

DELLTechnologies

Dell NativeEdge: Early Experiences

" "

Dell NativeEdge empowers us to provide a streamlined and consistent experience in orchestration, deployment and lifecycle management of our power management application Brightlayer Suite, designed to protect devices from unexpected events.

Eaton will bring Brightlayer Suite in the NativeEdge application catalog where it can be securely deployed across an entire device ecosystem managed by NativeEdge, delivering a consistence experience to our customers across their entire edge estate.

Martin Winter
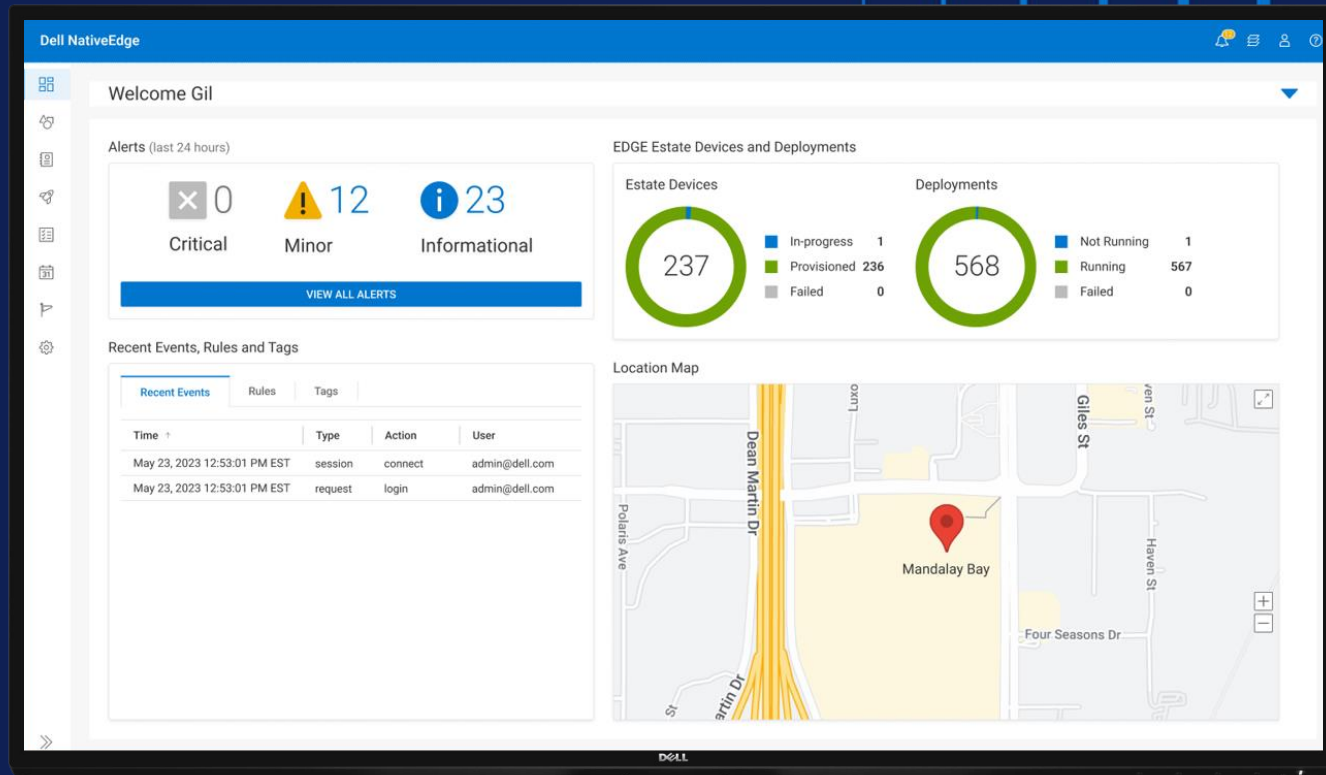System Integrator
Alliance Manager

- Long time Dell partner
- Edge Design Program participant
- Bringing to NativeEdge: Brightlayer software for energy management

- **Brightlayer with NativeEdge:** Secure, consistent deployment experience, application orchestration and lifecycle management

- **Self-certification** for NativeEdge application catalog, exploring Validated Design in future

D&LL Technologies

Thank you

LEARN MORE AT
www.dell.com/NativeEdge