



# Imagine the Possibilities

EATON'S 2024 PARTNER CONFERENCE



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## Product Strategies and 2024 Roadmap

David Posner

Rick Conneely

**EATON**  
*Powering Business Worldwide*

# Product Strategies & 2024 Roadmaps

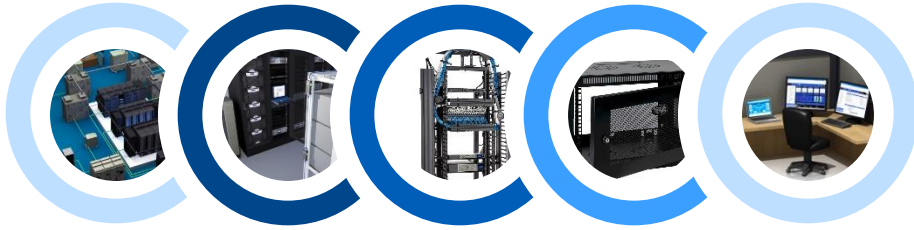
## Winning Solutions for Growth Markets



### Follow the Data – Strategy for accelerating growth

- Get ready to hear about the hottest markets and applications and our latest new and exciting products to help you win more share of your customers' wallet.
- David Posner and Rick Conneely
  - Connectivity and Peripherals
    - DC Network Infrastructure
    - Work from Anywhere Workspace
    - Pro-AV
  - Industrial IT
    - IT by OT and OT by IT
  - Power
    - Higher density PDUs (G4)
    - Lithium-Ion (5 & 9 series)
    - Cloud (3 & 5 series)
  - Metals and Thermal
    - Heavy duty & Security
    - HAC & RapidPODs
    - Supplemental Cooling (Spot & Precision)

# “Follow the Data”



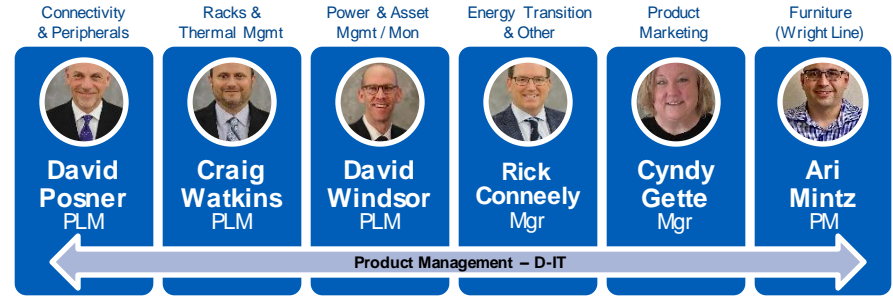
Datacenter

Computer Room

MDF

IDF

Endpoint



Connectivity & Peripherals

Racks & Thermal Mgmt

Power & Asset Mgmt / Mon

Energy Transition & Other

Product Marketing

Furniture (Wright Line)



David Posner  
PLM



Craig Watkins  
PLM



David Windsor  
PLM



Rick Conneely  
Mgr



Cyndy Gette  
Mgr



Ari Mintz  
PM

Product Management - D-IT

## Connectivity & Peripherals



## Racks & Thermal Mgmt



## Power & Asset Mgmt / Mon



## Energy Transition & Other



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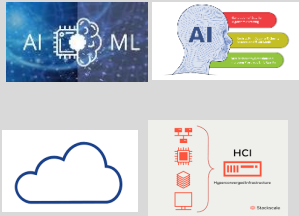


# Product Strategies for Channel Alignment

## Market Trends

## Future Products / Technologies for "Distributed" Applications

Depth

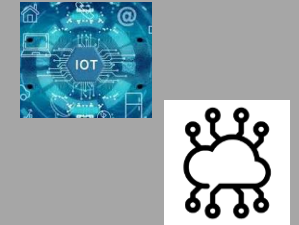


**Thermal Management:** Supplemental & Precision Cooling and Airflow Containment.

**KVM's and Racks:** New Premium product offering targeting Enterprise & Hyperscales / MTDC's.

**Technologies:** to reduce footprint and increase power density. ABM+ and Cloud for customer experience.

Breadth



**Buildout Industrial Product Portfolio.**

**Energy Transition:** Energy storage systems with and without EVCI's for temporary and fixed applications.

**Buildout Edge - MDC and TAA.**



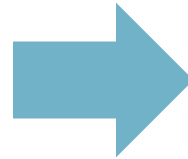
# DC Network Infrastructure Product Strategy

Current Success Driven by:

*Feature Set*

*Availability*

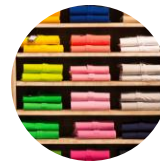
*Custom Offering*



With these Customer Segments



SMB & MTDC



Retail



Education



Government

Trends impacting Network Infrastructure:



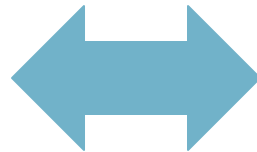
Digital Transformation



Artificial Intelligence



Distributed Workforce



Product Strategies we are leaning into

*Single source for your infrastructure –  
Data, Enclosures & Power*

*Higher Speed Networks (up to 400Gb)*

*Monitor and Intelligence*



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# Existing Products to capitalize on these trends



## KVM Switches

Wide assortment  
w/wo LCD console  
Most are TAA

### Target Segments

MTDC / CoLo  
Enterprise DC  
Retail

### Competition

Raritan  
Vertiv



## Cabling

Complete solution  
Up to 800G networks  
Well stocked or custom

MTDC / CoLo  
Enterprise DC  
Financial

C2G  
Startech



## Power Cords

Every combination  
Variety of colors  
Easy add-on to PDUs

MTDC / CoLo  
Enterprise DC  
Retail

C2G  
Startech



## Panels & Robot

From passive patch  
panels to full  
automation robot

MTDC / CoLo  
Enterprise DC  
Government

None

# New Products to capitalize on these trends



## Multi-user IP KVM

### Highlights

High density  
w/wo LCD console  
Secure, Java Free

### Target Segments

MTDC / CoLo  
Enterprise DC  
Retail

### Competition

Raritan  
Vertiv



## TAA Fiber

Complete solution  
Custom capabilities  
TAA approved

MTDC / CoLo  
Enterprise DC  
Government

C2G  
Startech



## Power Cords

Adding Colors  
Broadening offering  
Adding categories

MTDC / CoLo  
Enterprise DC  
Retail

C2G  
Startech



## Transceivers

1Gbps up to 400Gbps  
Matched to top sellers  
Solid Brand, well priced

MTDC/ CoLo  
Enterprise DC  
Financial

Cisco/Juniper/Arista  
Addon, Ortronics



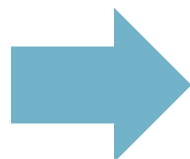
# Workspace Product Strategy

Current Success Driven by:

*Broad, comprehensive solution set*

*Strong focus on new products*

*Competitively priced to grow business*



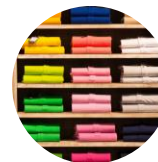
With these Customer Segments



Home & Office



Education



Retail



Government

Trends impacting the workspace:



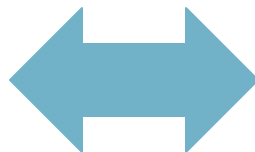
Hybrid Work  
Environment



Technology  
Changes



Distributed  
Workforce



Product Strategies we are leaning into

*Flexible workforce and work environment*

*New Hardware and new technologies*

*More devices to power / charge quickly*

# Existing Products to capitalize on these trends



## Docks/Adapter

### Highlights

Supports USB & ThunderBolt  
For existing and new technologies

### Target Segments

Corporate/home office  
Education  
Retail

### Competition

Startech  
Dell/Lenovo/HP



## Surge

Complete solution with AC, USB A and C options

Corporate/Home Office  
Education/Government  
Retail/Healthcare

Belkin  
APC



## Cabling

Every combination  
All technologies  
Well stocked

Corporate/home office  
Education  
Retail  
C2G  
Startech



## Display Mounts

Comprehensive offering including desktop, wall, rolling carts

Corporate/home office  
Education/Government  
Retail/Healthcare  
Chief  
Peerless



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# Existing Products to capitalize on these trends



## Docks/Adapter

New models supporting newest technologies



## Surge

Replacing APC's discontinued models as well as adding new features and price points



## Cabling & Charging

New products for new Technologies (USB4, ThunderBolt5, Wireless charging)



## Display Mounts

New models capitalize on Hybrid Workplace

### Highlights

### Target Segments

### Competition

Corporate/home office  
Education  
Retail

Startech  
Dell/Lenovo/HP

Corporate/Home Office  
Education/Retail  
Government/Healthcare

Belkin  
APC

Corporate/home office  
Education  
Retail

C2G  
Startech

Corporate/Home office  
Education/Government  
Healthcare/Retail

Chief  
Peerless



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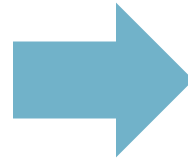
# ProAV Product Strategy

Current Success Driven by:

*ProAV features at IT pricing*

*Easy to install and deploy*

*Strong pre and post sales support*



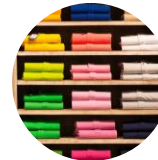
With these Customer Segments



Corporate



Education



Retail



Food Services

Trends impacting the ProAV:



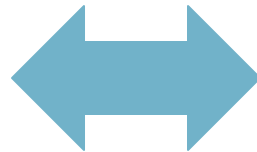
Hybrid Work Environment



Technology Changes



Return to the Office



Product Strategies we are leaning into

*Collaborative workspaces*

*New technologies*

*Growth in Retail*

# Existing Products to capitalize on these trends



## Extenders

Also comes in splitters and switches  
For those who don't need all ProAV Features

### Highlights

### Target Segments

Corporate  
Education  
Retail

### Competition

Startech  
Kramer/Extron/Atlona



## Surge

Selection of products that includes AC, USB, Coax, RJ11 and RJ45

Pro Av/Corporate/Home Office  
Education

Belkin  
APC



## Cabling

Every combination  
All technologies and resolutions  
Well stocked

Corporate/home office  
Education  
Retail

C2G  
Startech



## Display Mounts

Broad selection of rolling carts compatible with any display; move the message to your audience.

Corporate/home office  
Education

Chief, Peerless  
Startech

# Existing Products to capitalize on these trends



## Extenders

New models supporting newest technologies (HDBaseT 3.0)  
Highest resolution (8K)

### Highlights

### Target Segments

Corporate/home office  
Education  
Retail

### Competition

Kramer/Extron/Atlona



## Surge

Adding new models, Features and price points

### ProAV

Home Office/Corporate  
Education

Belkin  
APC



## Cables & Adapters

Support for new 8K resolutions  
Long length high resolutions solutions

Corporate/home office  
Education  
Retail

C2G  
Startech



## Display Mounts

New rolling carts designed to complement any environment or decor

### Pro AV

Corporate / Home Office  
Education

Chief  
Peerless

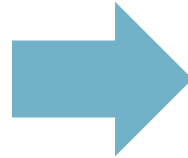
# Industrial IT Product Strategy

Current Success Driven by:

*Product Breadth and features*

*Right Form Factor*

*Environmental*



With these Customer Segments



EV/Battery



Warehousing  
& Logistics



Consumer  
Packaged Goods



Eco Industrial

**Discrete Manufacturing**

**Hybrid Industries**

Trends impacting Industrial IT:



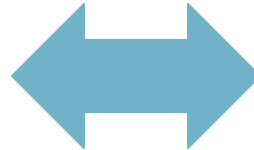
**Digital  
Transformation**



**Demographics**



**Energy  
Transition**



Product Strategies we are leaning into

*Physical Infrastructure - Power, Data, Enclosures*

*Industrial Protocols*

*Monitor and Intelligence*

# Existing Products to capitalize on these trends



## DIN Rail UPS

Wide Temperature range  
UL508 recognized  
Fanless design for reliability

### Highlights

### Target Segments

OEM/Machine Builder  
Discrete Manufacturing  
Panel Builders  
Warehouse Logistics

### Competition

SolaHD – Emerson  
Phoenix Contact



## NEMA Enclosures

Indoor/Outdoor rated  
Built-in cooling with thermal switch  
Up to 12U for 23D equipment

Manufacturing  
Construction  
Utility plants  
Warehouses

Hoffmann



## TAA Industrial Switches

Extreme Temp (-40° to 167°F)  
Fast and Gigabit speed  
With or w/o PoE

OEM/Machine Builder  
Discrete Manufacturing  
Panel Builders  
Warehouse Logistics

Moxa  
Perle



# Existing Products to capitalize on these trends



## PRODUCT NAME

Enables remote monitoring  
SNMP and ModbusTCP  
Low Profile

### Highlights

### Target Segments

Discrete Manufacturing  
Panel Builders  
Warehouse Logistics

### Competition

SolaHD – Emerson  
Phoenix Contact



## Industrial Cabling

DIN Rail cable management  
Expanding solutions to organize  
connectivity in industrial installations

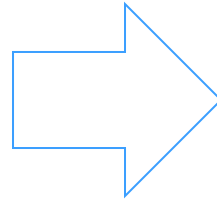
Discrete Manufacturing  
Panel Builders  
Warehouse Logistics

Panduit

# Power Infrastructure Product Strategy

## Current Success Driven by:

Lithium-Ion (9PX, SmartPro)  
New PDU G4  
Brightlayer capabilities



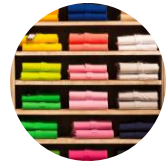
## With these Customer Segments



DC / MTDC



Education



Retail

## Key trends being addressed:



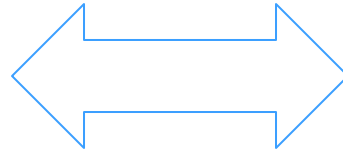
Artificial  
Intelligence



Distributed  
Workforce



Technology  
Changes



## Product Strategies we are leaning into

- Set-it-and-forget it (Li-Ion)
- Digital-first mindset (NMC & Cloud)
- Do-it-all offerings (G4 UPDU)

# Existing Products to capitalize on these trends

## PDU G4



## Lithium-Ion UPS



## Cloud-connected UPS



### Highlights

C39 outlet future proofs installation  
 (42) Outlets in 42 U  
 Next gen network card  
 Universal input options

Lithium-Ion  
 Remote UPS FW upgrade avail  
 The most models & options

Cloud enabled out of box  
 Remote outlet control  
 Scalable cloud for enterprises

### Target Segments

MTDC  
 Enterprise datacenter  
 AI / ML applications  
 Computer room

K/12 & Higher Ed  
 Enterprise IT  
 SMB  
 Retail

Retail applications  
 SMB  
 Work from anywhere

### Competition

Legrand  
 Vertiv / Geist  
 Schneider

Schneider  
 Vertiv



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# New Products to capitalize on these trends

## NETWORK-M3



### Highlights

- Unified NMC experience
- GB speed standard
- 802.1x & root of trust
- Cybersecurity focus: UL2900-1

### Target Segments

Any customer or product segment where remote monitoring is needed

### Availability

Launching now

## TLS TAA UPS



- Full RM TAA portfolio
- Aggressive price points

Federal gov opportunities  
-Drive the spec or bid response

SmartPro – Launching Now  
SmartOnline – Sept

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## 93PX UPS



- Up to 20kW RM capable
- Plug-n-play out of the box
- MBP / PDU integration

Computer room / closet  
Distributed AI/ML  
Distributed Edge

Targeting Shipping Q4 2024

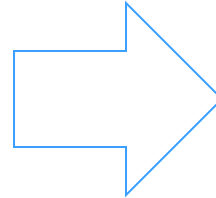
# Metals and Thermal Product Strategy

Current Success Driven by:

*Pods/EIS/FFD rack lines*

*Wide range of wall cabinets/open wall racks*

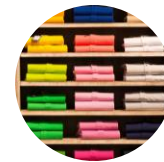
*Hot Aisle Containment*



With these Customers



DC / MTDC



Retail / SMB



Commercial



Industrial

Key trends being addressed:



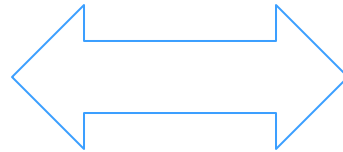
Artificial  
Intelligence



Speed of  
Demand



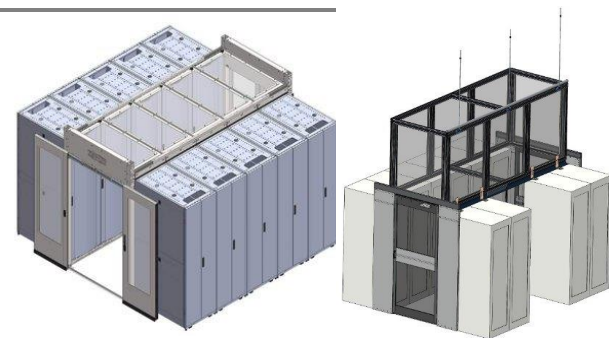
Distributed IT  
Workforce



Key trends being addressed:

- Cabinet line flexibility w/ 'in-stock' components for fast delivery
- Heavy weight capacities (5k lbs) for AI servers
- Deeper than 'typical' depths (up to 54") for new AI server platforms
- White Color options
- MDC Pods

# Existing Products to capitalize on these trends



## Highlights

Wide variety of configurations to fit any space. Conventional, Vertical, Side mount, NEMA rated  
All in-stock for quick deployment

## Target Segments

Retail applications  
SMB  
IDF

## Competition

Startech, Chatsworth,  
nVent/Hoffman

Wide variety of configurations to fit any requirement. 3 widths, 6 depths, 5 heights  
All components in-stock for quick local assembly

SMB  
Computer rooms  
Enterprise DC  
MTDC

APC, Chatsworth,  
GreatLakes, Rittal

Standard/stocked configs  
Custom built configs  
All depending on the space.

MTDC  
Enterprise DC

Sub Zero,  
Local contractors

# New Products to capitalize on these trends



## Highlights

- Precision thermal management
- Ease to configure and distribute power between racks
- Rapid deployment from stock components

## Target Segments

- Micro Data Center
- Distributed AI/ML
- Distributed Edge

## Availability

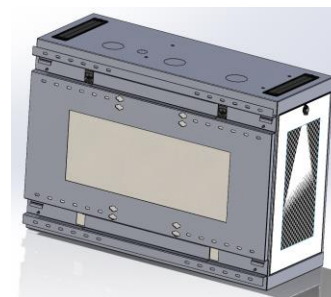
Launching Now



- Ready for new AI server platforms
- 5,000 lb weight capacity
- EXTRA deep for larger server sleds (54" deep)

- AI Pods
- Hyperscale DC
- High Density Storage arrays

Late Q2/Early Q3



- Accommodates full server depths while only extending into the room 12"
- Multiple sizes available

- Retail applications
- SMB
- IDF

Launching Now



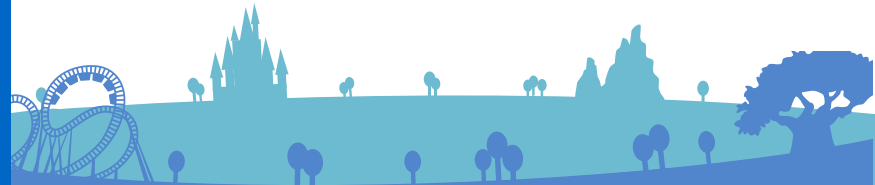
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