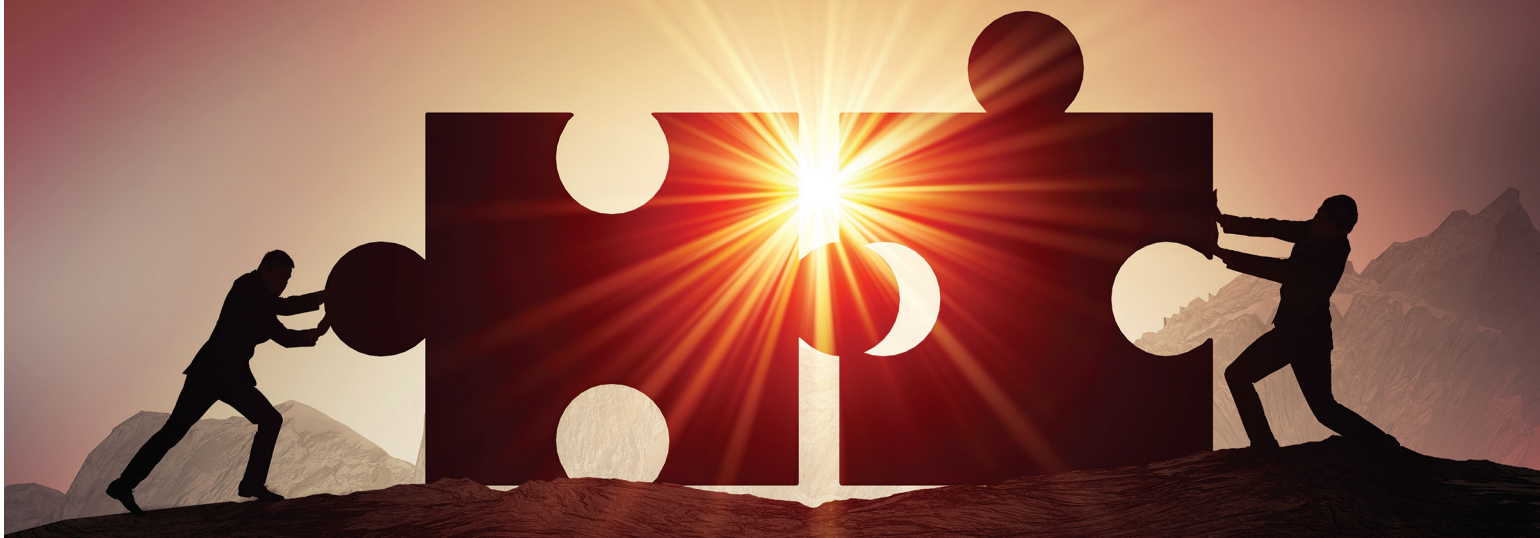# Strength through Alliances

Partnering with Eaton has never been easier – or more LUCRATIVE!

Add value for your customers while increasing your sales!

Eaton's strategic alliances not only enable you to provide a one-stop shopping experience for your customers, but to easily boost your revenue with every sale! Because power protection is only one aspect of the IT environment, Eaton builds strategic alliances with some of the biggest names in the IT industry – providing a distinct competitive advantage by enabling you to:

1. Add value to your customers' IT equipment purchases by furnishing complementary solutions, such as racks, UPS systems, connectivity, rack-mount PDUs, KVMs, cooling, surge protection and software

2. Deliver validated power management solutions designed to seamlessly integrate with leading IT providers

3. Extend the availability of your customers' IT infrastructure through Eaton's alliances

It's not just your customers that benefit – you reap the rewards as well!

✔ **Increase your sales and revenue by adding complementary products**

✔ **Get up to 20% off select Eaton products tied to Cisco or HPE**

✔ **Help solve clients' unique business needs**

When purchasing a server, switch or security device
Your customer will also need…

… a place to put it – quote a RACK

… a way to power it – add a PDU

… a way to protect it - sell a UPS

… a way to monitor it – encourage KVM

… a way to connect it – ensure CONNECTIVITY

… a way to keep it running efficiently – recommend COOLING

EAT•N
Powering Business Worldwide

Tripp Lite is now part of Eaton.

D&H

Partnering with Eaton has never been easier – or more LUCRATIVE!

Help your Cisco customers defend against downtime and reduce costs

CISCO Partner
Solution Partner

Incorporating Eaton Intelligent Power Manager® (IPM) solutions with Cisco solutions boosts your sales revenue, while providing better account control on the way to increasing customer satisfaction. Eaton solutions position you above your competitors by enabling you to deliver a key component missing from their offering: proactive power management.

Eaton's IPM integrates directly with UCS server management to provide power-capping capability, enabling users to extend runtime by setting server consumption limits during extended power outages.

Learn more about Eaton's alliance partnership with Cisco.

Help your HPE customers empower their IT transformation

Hewlett Packard Enterprise
Technology Partner
SILVER PARTNER

Hewlett Packard Enterprise
Technology Partner
Composable Infrastructure Tested
SILVER PARTNER

Eaton solutions have been tested for interoperability with leading and open platforms of HPE. IPM software is an HPE Composable Infrastructure Tested solution, which links power and environmental monitoring and management to data center IT devices to automate provisioning, configuration and monitoring of the infrastructure.

Eaton's IPM integrates with HPE OneView unified API for simplified power management of Composable Infrastructures and Integrated Infrastructures.

Learn more about Eaton's alliance partnership with HPE.

For more information, contact your Eaton representative:

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