



**WOAH! THE BAR
HAS BEEN RAISED!**

The Eaton® PowerAdvantage® Partner program

Any way you look at it, we help you build a more rewarding power and data center practice.

There may be other partner programs out there—but you won't find one that's more rewarding. That's because we see things from a unique perspective: yours. We know your clients look to you to help them keep their businesses up and running. So we created a program that provides the solutions you need, the support you want and the rewards you deserve. Here are a few ways we'll help you make the most of any opportunity:

We empower you

We give you industry-leading solutions and the resources you need to expand your power expertise. You'll find everything from our PowerAdvantage Academy tutorials to co-marketing materials to content syndication.

We invest in you

Easy on line access to Marketing support for our authorized and certified level partners. We help you market and promote your Eaton power management practice.

We reward you

We offer unique rebates, training and value-driven rewards. Regardless of your partner tier, you'll enjoy incentives that make it easy to win business—and grow it. In addition, you can protect your deal and receive a discount by registering your opportunity through our Deal Registration program.

We support you

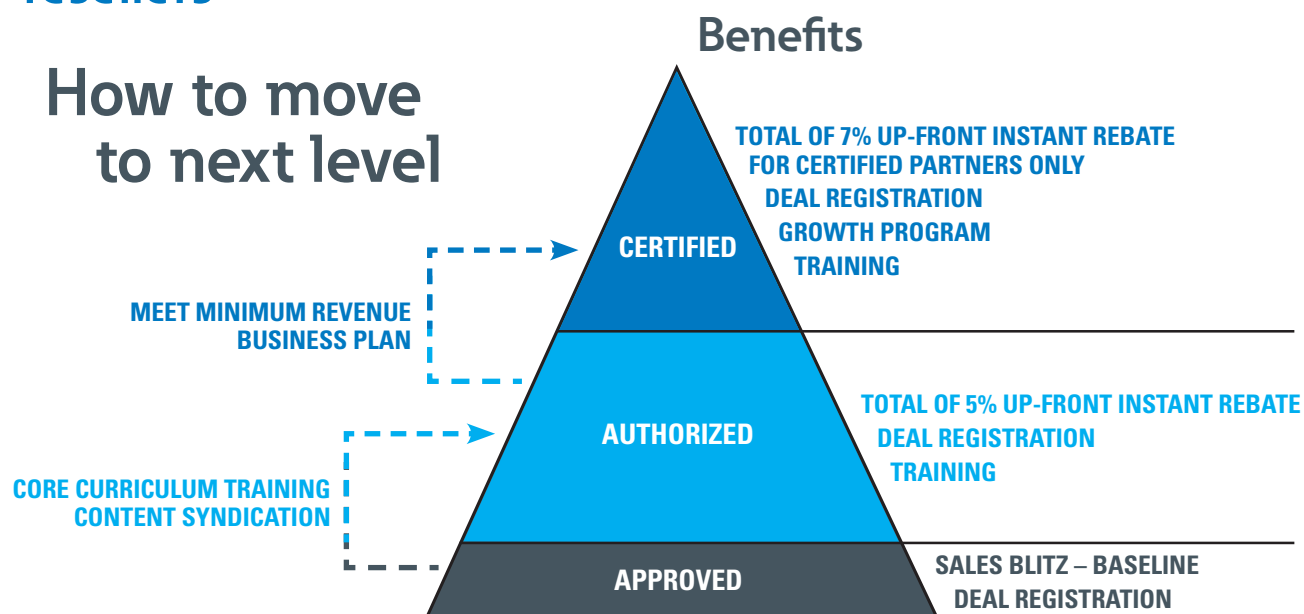
We have national sales and marketing support, plus a team of inside sales engineers who are available to assist you and your customer on designing the right power management solution.

Get a closer look at the benefits of Eaton partnership.

To learn more and become a partner, visit poweradvantage.eaton.com or contact your Eaton Channel Manager at 1.800.461.9166, press 5 for sales.

IT resellers

How to move to next level



Benefit from our unique perspective.

We've leveraged our singular approach into features that give you an edge. See how they stack up.

Benefit	Our unique approach	Eaton program features
DEAL REGISTRATION	Protect your deals. Eaton offers deal registration for all partner levels.	Automated deal registration program ensures price protection and discounts
BUSINESS DEVELOPMENT	Increase demand generation. Demand generation activities to increase sales and new customer acquisition.	Eaton web showcase Training Business plan On-site power assessments
GROWTH PROGRAMS	Provide aggressive rebates. We reward our partners based on value delivered—not just volume.	Up-front instant rebate Rewards program
MARKETING SUPPORT	Provide easy access for all. Eaton gives them to all partners to help you grow your business.	Co-marketing collateral Ad retargeting
SALES SUPPORT	Dedicated support. We give every partner access—regardless of the size of the partner or the opportunity.	Inside sales support Regional field sales support

Become an Eaton PowerAdvantage Partner today.

Contact your Eaton Channel Manager at 1.800.461.9166, press 5 for sales.



Powering Business Worldwide

poweradvantage.eaton.com

© 2016 Eaton. All Rights Reserved. Eaton and PowerAdvantage are registered trademarks. All other trademarks are property of their respective owners. PA06FXA 0331 / GG 0216