



Why partner with Eaton?

Our priority is you

Eaton's award-winning channel partner program—offering exceptional margin—ensures the success of your business by providing ways to increase your revenue and instill long-term growth.

- ✓ We understand the challenges
- ✓ We have the expertise
- ✓ We offer best-in-class solutions
- ✓ **We make IT easy**

With unparalleled knowledge of electrical power management, you can trust Eaton as your single source for comprehensive power management solutions that organize, protect and manage IT environments.

Key market differentiators

- **Award-winning power management software** provides a new source to expand your revenue stream.
- **Integration and lab validation with key IT industry leaders** allows you to easily attach power to your deals, offering a more complete solution and increasing your revenue.
- **Industry leading three-year warranty** with advanced replacement option and free tech phone support. Provides peace of mind while saving time and money with a full coverage, longer-than-industry-standard warranty.
- **24/7 field support from nationwide service organization** quickly delivers the on-site support you need.

Channel-friendly programs

Deal registration

Protect your deals from direct competition and get additional discounts, ensuring you get the best price. Register your opportunities with Eaton at poweradvantage.eaton.com.

Free on-site power reviews

\$1,500 value – price waived for your customer. Eaton field sales team available throughout U.S. to perform power assessments at the customers' location on your behalf.

Rewards program

Earn **cash rewards** from select UPS, PDU, rack, enclosure and software sales.



Powering Business Worldwide

Join our award-winning partner program

Contact Eaton today at ITResellerSalesEG@Eaton.com or visit PowerAdvantage.Eaton.com

Benefits of attaching Eaton power: Increase ROI

Increasing your revenue by attaching power looks great on paper, but the benefit doesn't stop there. By better meeting your customers' needs, you will strengthen your relationship and create long term growth. Attaching power to your data center sales allows you to:

- ✓ **Sell the complete solution**
simplifying the buying experience by becoming the only place your customers need to shop
- ✓ **Become a trusted power expert**
giving you account control by providing your expertise to your customers
- ✓ **Create more touch points**
including equipment refresh opportunities by managing the products' lifecycles

Arm yourself for a successful pitch

Make use of these available online resources from Eaton

- [Eaton.com/UPSselector](https://www.eaton.com/UPSselector)
Find the right UPS for your power needs
- [Eaton.com/rackPDUselector](https://www.eaton.com/rackPDUselector)
Find the right PDU to distribute power within a rack
- [Eaton.com/IntelligentPower](https://www.eaton.com/IntelligentPower)
Learn more about IPM software
- [Eaton.com/VPM](https://www.eaton.com/VPM)
Learn more about Visual Power Manager software
- [Eaton.com/epdug3](https://www.eaton.com/epdug3)
Learn more about our rack PDUs
- [Poweradvantage.eaton.com](https://www.poweradvantage.eaton.com)
PowerAdvantage™ Portal with deal registration, UPSgrade, promos, training
- [Switchon.eaton.com](https://www.switchon.eaton.com)
Eaton Power Quality end-user site with general info, contests and more

Don't just take it from us.



Hear what your peers have to say about working with Eaton.

"Eaton and their team is easy to work with, help with all pre-sales builds, reasonably priced with a great warranty and offer free ground shipping!"

- **Guy Gallelli**
Senior Account Manager
Vology

"Eaton is our first choice not only because of their great customer support, but for how they put our clients first and provide us with a quality product to provide to our clients."

- **Shelley Deane**
Senior Technology Consultant
JEM Tech Group

"Eaton is a rare exception that both understands the IT channel and takes an interest in the success of our business. Their channel-friendly programs are easy to use and we receive excellent support from our dedicated channel sales team."

- **Ed Floyd**
Director of Marketing and Business Development
En-Net Services

Solution providers voted Eaton as the **Overall Winner** in Power Protection & Management for CRN's 2020 CRN Annual Report Card! Winners are scored in 24 categories, from partnership to product innovation.



Eaton's PowerAdvantage Partner Program earned a **5-star rating** from CRN® in its 2020 Partner Program Guide, marking the 12th year in a row!

