



# 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 instil 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 or on-site support options, free tech phone support and 24x7 helpdesk facilities. 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](https://poweradvantage.eaton.com).

### On-site power reviews

Eaton field sales team available throughout ANZ 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 [aupqsales@eaton.com](mailto:aupqsales@eaton.com) or visit [PowerAdvantage.Eaton.com](https://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 datacenter 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 online at [www.powerquality.eaton.com](http://www.powerquality.eaton.com)

- **[UPS Selector Tool](#)**  
Find the right UPS for your power needs
- **[Intelligent Power Manager](#)**  
Learn more about IPM software
- **[ePDUs](#)**  
Learn more about our rack PDUs
- **[Poweradvantage.eaton.com](http://Poweradvantage.eaton.com)**  
PowerAdvantage Portal with deal registration promos, training

## Don't just take it from us.



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

*"Eaton have and continue to be extremely responsive in all their dealing with both Distribution and the wider channel community they are a great choice due to their ability to adapt and evolve to the changing dynamics of the industry."*

- **Carl Sullivan**  
Business Manager  
Ingram Micro NZ

*"With a lot of our customers being production based, solid reliable power and environmental protection of technology assets is critical to their operations. We rely on Eaton to provide the level of confidence our customers need in these environments. Eaton delivers an exceptional level of manageability, reliability and vertical expertise to our customers. Our dealings with the team at Eaton are always focused on quality professional customer outcomes."*

- **Rohan Bowyer**  
CEO  
The Instillery South

*"NPS have been in a successful partnership with Eaton for 20 years. NPS values in the partnership the leading edge power products that Eaton produce and design, the quality support and engineering team behind these products and a clear channel structure. Eaton have certainly over the time assisted NPS in growing across Australia and New Zealand. A genuine partnership."*

- **Mark Sewell**  
Managing Director  
Natural Power Solutions