



Multiply your revenue by the power of X

Three powerful new ways to boost your business!

The more things change, the more it reminds us that things change. At Eaton, we've always looked far beyond the present moment, and to help our partners adapt to the foreseeable future, we've created an innovative new package of programs that tap into previously overlooked areas. By helping your customers better plan their spending, **more of their budgets could end up with you!**

Introducing X-Factor: more volume for your revenue stream



Opex Program

Convert an upfront sale into a recurring revenue stream over 3 or 5 years.

- ✓ Annual or multi-year subscriptions for software platforms and extended warranties
- ✓ Pay as you or your customers grow
- ✓ More predictable cash flow



Maximize Program

Maximize your rewards!

- ✓ Sell from more than one product category in the same month, and get a bonus
- ✓ For every additional product category you sell from, you'll get an *additional bonus*
- ✓ Go back to your accounts, upsell and maximize your gains!



Extend Program

Your #1 request is granted: extended payment terms!

- ✓ Flooring program now net 90 days interest-free
- ✓ Extend cash flow through Wells Fargo and DLL
- ✓ Leverage payment solutions directly through distribution

Open your business with X-Factor

Although we can't see into the future (that's PredictPulse's job), we can safely say that it won't resemble the past. So Eaton has built three powerful new programs to keep partners and their customers cutting-edge and competitive in ways that better fit the current climate.

OpeX Program

Cash flow is an ongoing concern, and the terms of Eaton's OpeX Program help you to better regulate it. By adapting an outright purchase to recurring payments, you'll be able to forecast more reliably and build in maintenance to your current system as well as new hardware and software.

- ✔ Work with your distributor to pay as you go for new equipment
- ✔ Annual and multi year subscriptions with Eaton Intelligence Platforms IPM, VPM and PredictPulse
- ✔ Also includes warranty extensions
- ✔ A subscription-based safety net for your customers



Intelligent
Power Manager

Visual
Power Manager

PredictPulse™

MaXimize Program

For Authorized and Certified partners, Eaton's MaXimize Program taps overlooked areas for **additional revenue**. From July 1 through the end of 2020, sell from two or more categories in the same month and **earn a bonus!**

- ✔ For each separate category, you'll get an additional bonus
- ✔ Earn up to \$1200 by the end of the year
- ✔ Upgrade your customer's cybersecurity with our Gigabit Network Management Card
- ✔ Replace batteries in your current install base and extend the life of the UPS

Product categories

- ✔ UPS
- ✔ Batteries/packs
- ✔ Accessories*
- ✔ Software
- ✔ PDU/racks/ATS

Bonus Payouts

- ✔ 1 category = **\$0**
- ✔ 2 categories = **\$50**
- ✔ 3 categories = **\$100**
- ✔ 4 categories = **\$150**
- ✔ 5 categories = **\$200**

* Network Management Card, Environmental Monitoring Probe, TANlock

EXtend Program

If you're anxious to upgrade or enhance your system but equally anxious about the expense, Eaton's EXtend Program enables you to buy now and pay later. We've increased the flooring program to net-90 days, interest-free until December 31, 2020.

- ✔ Flooring programs available from Wells Fargo and DLL
- ✔ Extended payment terms for long-range planning
- ✔ No more nickel-and-diming yourself – invest boldly!
- ✔ Revise your 2020 budget accordingly



For more information, contact:

EATON CHANNEL DEVELOPMENT MANAGER
ITResellerSalesEG@eaton.com