

Register Your Deal with Eaton!



Protect your deals from the competition and get the best price!

Jan. 1 - Dec. 31, 2025

2025 Deal Registration Program at a glance for IT resellers and MSPs

This program rewards partners that identify, develop and win new Eaton business opportunities. Eaton's accredited partners can receive financial rewards when they generate demand for new business either through new end user opportunity or by switching the competition over to an Eaton solution.

| Qualifying products | Physical infrastructure | | | | | Connectivity | | | | Peripherals | | | |
|-------------------------|-------------------------|----------|-----------------|----------|---------|--------------|-------|--------|---------|--------------------|--------|------------------|--------|
| | UPS | Rack PDU | Rack Enclosures | Software | Cooling | KVMs | Fiber | Copper | Cabling | Surge/Power Strips | Mounts | Carts & Chargers | Others |
| Eaton | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | |
| Eaton Tripp Lite series | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

| PowerAdvantage Program level | Requirement ¹ | Base discount | | | Additional discounts | | |
|------------------------------|--|---------------|--------------------------------------|-----|----------------------|--|----------------------------|
| | | Eaton | Eaton Tripp Lite series ⁶ | | Gov/Ed ² | Powered by Eaton (PbE) ³ | UPSgrade ⁵ |
| Registered | Minimum \$10,000 list price on all eligible products | 10% | 7 or 10% | 20% | +3% | — | No discount, disposal only |
| Certified | | 15% | 7 or 15% | 20% | +3% | +3% ⁴ on Scale and Nutanix alliance only w/ \$25k threshold | |
| Premier | | 17% | 7 or 17% | 20% | +3% | +3% w/ \$25k threshold | |

¹ Minimum threshold can be achieved by combining Eaton and eligible Tripp Lite series solutions.

² Not stackable with connectivity and peripherals.

³ PbE is not stackable with Gov/Ed discounts. PbE includes: Only Eaton branded single phase UPS, enclosures (racks and accessories), ePDU, network cards, PredictPulse, prefabricated solutions, service contract (1P and 3P) and software. PbE does not include Eaton Tripp Lite series.

⁴ Only applicable for special promo as of 5/1/24.

⁵ UPSgrade excludes: **3-Phase UPS**: 9355, 93E, 93PM, 9390 and 9395; **non-UPS products**: rack PDU, surge devices, racks/enclosures and accessories, network connectivity solutions (not installed in a UPS), replacement batteries/battery packs.

⁶ 7% is guaranteed on TLS SKUs. The higher listed discounts will apply if the opportunity size is over \$25K MSRP AND 1 of the 2 criteria below is fulfilled:

- If opportunity is a competitive displacement **OR** if partner engaged with Eaton.

Eaton's Deal Registration Program payouts are delivered in the form of an instant rebate to the reseller at the time of purchase from the distributor.

How to register a deal:

- STEP 1 —** VISIT to the PowerAdvantage® website at www.poweradvantage.eaton.com and register for the program if you have not already done so. Login to the site and click on the Deal Registration tab (on the blue menu bar).
- STEP 2 —** FILL IN the online registration form with all required fields and submit the form.
- STEP 3 —** YOU WILL RECEIVE a response within 48 hours. Note the registration ID number on the email you receive from your salesperson when the request is approved.
- STEP 4 —** SUBMIT your RFQ and/or purchase order to your distributor (or to Eaton if purchase is direct); please include the registration ID number on the PO you send to your distributor or include a copy of your approved registration request. Your distributor (or Eaton) will use this number to validate the deal. You will receive your rebate up front at the time of purchase.
- STEP 5 —** CLOSE THE DEAL request by going into the portal and select "Deal Registration -> View Registered Deals" from the main nav. Find the deal you wish to edit and click the "Update" button. Then click to mark the deal as "Won" or "Lost."

Rules of engagement:

- > Reseller must be a registered and approved Eaton partner, in good standing, in the Eaton PowerAdvantage Channel Program to participate.
- > By registering the customer information WITHOUT the skus, resellers can protect their deal but no pricing will be issued at that point, until all the product information including family of product, category and skus are selected.
- > When the customer information is registered WITH the skus, resellers can protect their deal and get the rebate associated with the registration upon closing of the opportunity.
- > If the opportunity cannot be closed within 180 days, the reseller may request an extension by editing the registration as described above and clicking on the "extend" button. The approval process will be the same as the initial request.
- > If the opportunity will not materialize, edit the registered request as described above and click on the "lost opportunity" button at the bottom of the page.
- > If the opportunity is not closed by the reseller or is not extended for an additional 180 days, it will be closed automatically by the system. It will have to be re-entered at a later date if it is to be re-instated.
- > You may edit the request and enter service for the deal at a later date, as long as the service is ordered on the same purchase order to your distributor. Service MUST be ordered at the same time as the hardware and included on the same purchase order to the distributor to be eligible to receive service rebate for the registered new deal.
- > Programs may not be combined and non-standard pricing (NSP) is not valid with this program.
- > Demo and evaluation units are not eligible.

Terms and conditions:

Deal registration:

Registered, Certified, and Premier partners are eligible to register deals through Eaton's Deal Registration Program. Deals that are approved through the Deal Registration Program are eligible for special pricing consideration. Eaton reserves the right to approve and/or reject deal registration requests at their discretion. More than one partner may be granted deal registration approval for certain type of opportunities, such as public sector requirements or RFP's. Each scenario will be evaluated on a deal by deal basis. In the event a non-exclusive deal registration is granted, the partners involved will be notified. Approved deal registration may be subject to termination at Eaton's discretion with or without notice.

Price discounts:

Registered, Certified, and Premier partners are eligible to receive a discount on eligible products purchased from Eaton's Authorized Channel Distributors (see online T&C at https://www.poweradvantage.eaton.com/terms_conditions.html). Eligible products and Eaton Authorized Channel Distributors are subject to change without notice.

Deal registration discounts are available on eligible products. The discount is applied to the Channel Distributor purchase price which are subject to channel distribution mark-up or complete pass through to the Eaton partner. The discount will be reflected in the price charged by the distributor. Eaton reserves the right to modify the deal registration discount matrix and eligible product without notice.

Please contact your Eaton/TD SYNnex Team for more information:

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Powering Business Worldwide

For more information on Eaton's Deal Registration Program, visit
poweradvantage.eaton.com