



The Eaton® PowerAdvantage® Partner program

Where you don't have to be a power expert to reap big rewards.

Eaton understands that IT resellers have a lot to juggle. And while it's impossible for you to be an expert on all product lines, your customers rely on you to provide a complete solution—including power protection. That's why the Eaton PowerAdvantage program is the ideal partnership for IT resellers. As a member, you're far more than just a number in the system; Eaton is there every step of the way helping you to attach critical power protection solutions to your IT sales. With our extensive support, you'll find it surprisingly easy to not only increase customer satisfaction, but bolster your revenue in the process!

Because we uniquely understand the support you need to be successful, you can count on Eaton to:

Engage.

We not only give our IT reseller partners access to the most technologically advanced products on the market, but we arm you with all of the tools needed to sell them—effectively and efficiently. Among the program's financial incentives are attractive margins, exclusive rebates, and other discounts and promotions to help you close deals. Even more, through Eaton's Deal Registration Program, partners who identify and develop new Eaton business are eligible to receive financial rewards.

Execute.

We help you take your business to the next level through an array of valuable incentives specifically designed to bolster sales. Depending on your level in the program, you'll reap advantages such as leads, access to marketing development funds (MDF), co-marketing materials, value-driven rewards, and digital marketing campaigns enable you to customize the optimal sales and promotion strategies for your particular business.

Empower.

Ongoing support from Eaton means you're never alone. From our national sales and marketing teams to our dedicated staff of inside sales engineers, we are committed to ensuring you have everything you need to provide critical power solutions to your customers—augmenting your revenue at the same time! We also offer free onsite power assessments, ask our sales team!

Educate.

We realize that clients look to you for answers. That's why Eaton offers a wide variety of specialized training resources designed to quickly and easily enrich your power expertise, including online tutorials, webinars, and program/ solution training through our PA Academy.

Elevate.

The more you partner with Eaton, the more benefits and discounts you receive! With three levels to our program (registered, authorized and certified), Eaton makes leveling up fast and easy. Accredited members receive bigger purchase discounts, as well as participation in prosperous incentive programs.

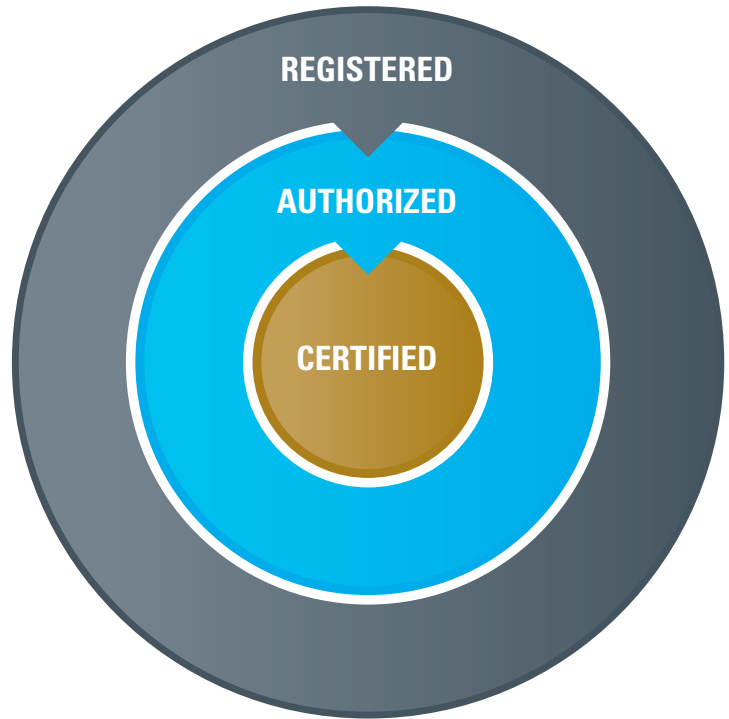
How to move to the next level

REGISTERED → AUTHORIZED

- ✓ Introductory and Programmatic Training*
- ✓ Logo or web banner on company website

AUTHORIZED → CERTIFIED

- ✓ Solution and Industry focused training**
- ✓ Annual Business Plan



Benefits Available For Each Partner Level	Registered	Authorized	Certified****
DEAL REGISTRATION Including access to UPSgrade (recycling of unit)	✓	✓	✓
ACCESS TO REQUEST NOT FOR RESALE UNIT (NFR)	✓	✓	✓
PA ACADEMY Program and Solution Training	✓	✓	✓
MARKETING DEVELOPMENT FUNDS***		✓	✓
REWARDS PROGRAM Reloadable Visa card		✓	✓
SERVICE LEADS warranty conversions and non-concurrent services		✓	✓
INCLUSION IN RESELLER LOCATOR			✓
ACCESS TO POWERED BY EATON DEAL REGISTRATION DISCOUNT			✓
ACCESS TO EXCLUSIVE PROMOS/CONTESTS			✓
CO-BRANDED MARKETING OPPORTUNITIES			✓

- * For Authorized level, complete Introductory and Programmatic Training
- ** For Certified level, minimum of 1 individual completing Solution and Industry Training
- *** All MDF requests need to have an annual business plan in place
- **** Partners are eligible to move to the Certified level after 90 days in program

Become an Eaton PowerAdvantage Partner today.

Contact your Eaton Channel Development Manager at
ITResellerSalesEG@Eaton.com



poweradvantage.eaton.com