

KEEP YOUR EYES ON THE PRIZE - NEW PROGRAM BENEFITS!



The Eaton® PowerAdvantage® Partner program

Any way you look at it, we help you build a more efficient and rewarding power management business.

There may be other partner programs out there—but you won't find one that's more rewarding. That's because we see things from a unique perspective: yours. We know your clients look to you to help them keep their businesses up and running. So we created a program that provides the solutions you need, the support you want and the rewards you deserve. Here are the benefits of partnering with Eaton:

You're empowered

We give you industry-leading solutions and the resources you need to expand your power expertise. You'll find everything from our PowerAdvantage Academy tutorials to co-marketing materials to custom digital marketing campaigns and tools.

You're funded

Easy, online access to Marketing Development Funds (MDF) for our authorized and certified level partners, help you market and promote your Eaton power business effectively.

You're rewarded

We offer exclusive rebates, specialized training and value-driven rewards. Regardless of your partner level, you'll enjoy incentives that make it easy to win business—and grow it. In addition, you can protect your deal and receive a discount by registering your opportunity through our Deal Registration program.

You're supported

We have national sales and marketing support, plus a team of inside sales engineers who are available to assist you and your customer on designing the right power management solution.

Get a closer look at the benefits of Eaton partnership

To learn more and become a partner, visit us online at poweradvantage.eaton.com or contact your Eaton Channel Development Manager at ITResellerSalesEG@Eaton.com

Don't just take it from us.

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

"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

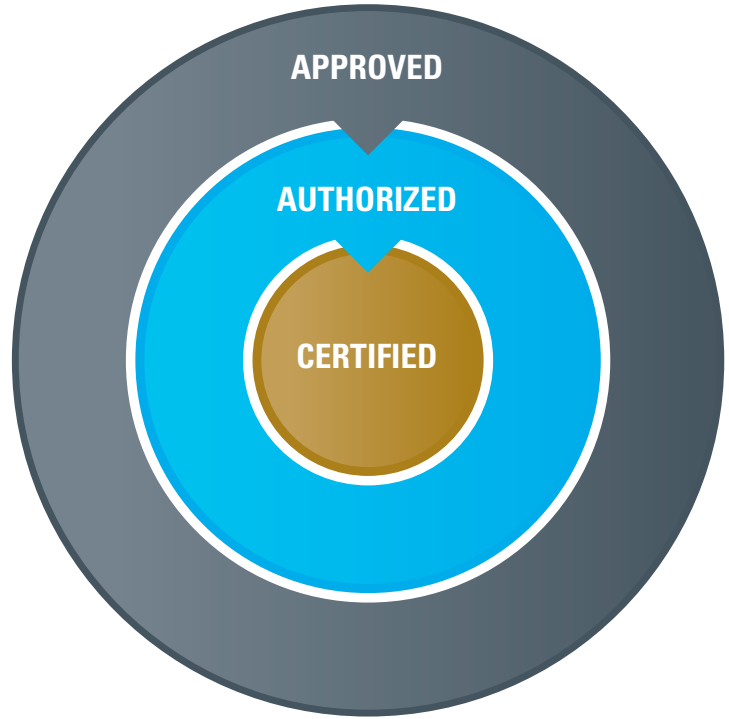
How to move to the next level

APPROVED → AUTHORIZED

- ✓ Training Options*
- ✓ Meet Minimum Revenue (50k)
- ✓ Logo or web banner on company website

AUTHORIZED → CERTIFIED

- ✓ Training Options**
- ✓ Meet Minimum Revenue (100k)
- ✓ Business Plan



Benefits Available For Each Partner Level	Approved	Authorized	Certified
DEAL REGISTRATION Powered by Eaton accessible once core training has been completed	✓	✓	✓
REWARDS PROGRAM Reloadable Visa card	✓	✓	✓
PA ACADEMY Core training and software specializations	✓	✓	✓
5% UP-FRONT DISCOUNT Loaded at distribution, not stackable with deal registration		✓	✓
MARKETING DEVELOPMENT FUNDS***		✓	✓
INCLUSION IN RESELLER LOCATOR		✓	✓
2% UP-FRONT DISCOUNT ON APPROVED DEALS			✓
RESELLER LOCATOR PREMIUM POSITIONING			✓
INSTANT REBATE ON TRANSACTIONAL PRODUCTS			✓
CUSTOMIZED DIGITAL MARKETING CAMPAIGNS AND TOOLS			✓
ACCESS TO EXCLUSIVE PROMOS/CONTESTS			✓
CO-BRANDED MARKETING OPPORTUNITIES			✓

* For Authorized level, training requirements include either Core AND IPM sales OR IPM technical

** Intelligent Power Manager (IPM) sales and technical training completion gives immediate access to Certified level

*** All MDF requests need to have a business plan in place

Become an Eaton PowerAdvantage Partner today.

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



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