

POWER *ADVANTAGE*[®] Partner Program



The Eaton[®] PowerAdvantage[®] Partner Program

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

Eaton understands that IT resellers and MSPs 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 and MSPs. 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 also 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 and MSPs partners access to the most technologically advanced products on the market but also 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 discounts, 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 that 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! As part of this benefit, we offer free onsite power assessments, so you don't need to be the power expert (that's our job!).

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 (PowerAdvantage) Academy.

Elevate.

The more you partner with Eaton, the more benefits and discounts you receive. Accredited members receive bigger purchase discounts, as well as participation in prosperous incentive programs.

IT resellers and MSPs

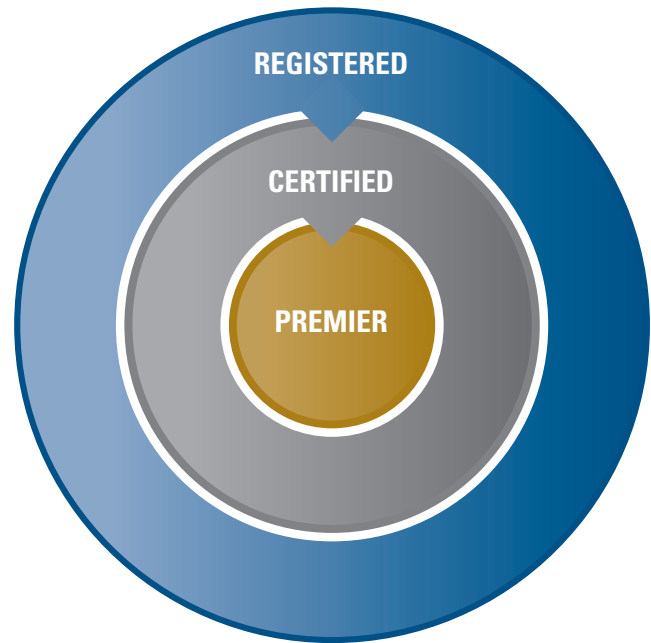
How to move to the next level

REGISTERED → CERTIFIED

- ✓ \$100K in qualifying 2023 or 2024 sales (not combined)
- ✓ Introductory and Programmatic Trainings*
- ✓ Eaton logo or web banner on company website
- ✓ Annual business plan

CERTIFIED → PREMIER

- ✓ \$400K in qualifying 2023 or 2024 sales (not combined)
- ✓ Solution and Industry Trainings*



Benefits available for each partner level	Registered	Certified	Premier
PARTNER PORTAL including enablement tools and sales aids	\$	\$	\$
POWERADVANTAGE TRAININGS, WEBINARS, NEWSLETTERS	\$	\$	\$
PARTNER PROGRAM tier logo usage	\$	\$	\$
FREE ON-SITE POWER ASSESSMENTS	\$	\$	\$
DEAL REGISTRATION DISCOUNTS including UPSgrade (recycling of units)	\$	\$	\$
DEDICATED CHANNEL MARKETING AND PARTNER DEVELOPMENT SUPPORT TEAMS	\$	\$	\$
PRE-DRAFTED, READY-TO-SHARE SOCIAL MEDIA CONTENT to help promote Eaton solutions	\$	\$	\$
MARKETING DEVELOPMENT FUNDS (MDF) ELIGIBLE**		\$	\$
REWARDS ELIGIBLE via reloadable Visa card		\$	\$
ACCESS TO CHANNEL FINANCING PROGRAM through distribution		\$	\$
INCLUSION IN RESELLER LOCATOR		\$	\$
ACCESS TO EXCLUSIVE PROMOS/CONTESTS		\$	\$
CO-BRANDED MARKETING OPPORTUNITIES			\$
PRIORITY INVITATION TO ANNUAL CHANNEL CONFERENCE			\$
AUTOMATIC MDF SET ASIDE			\$
POWERED BY EATON DISCOUNT ELIGIBLE			\$

* Minimum of 1 individual must complete trainings

** MDF requests require the annual business plan to be completed first



Become an Eaton PowerAdvantage partner today.

Contact us by reaching out to your sales rep, or for new partners, please request access online:

poweradvantage.eaton.com