

Powered by Eaton



Jan 1 - Dec. 31, 2025

Powered by Eaton deal registration program makes it easy for partners to make more money!

Premier partners can receive up to a 20% discount on Eaton® products* when tied with Cisco, Dell, HPE, Lenovo, NetApp, Nutanix, Synology, VMware, Scale Computing and other alliance opportunities. Certified partners are eligible for the discount when tied to Scale Computing or Nutanix.

What do I sell?

Powered by Eaton includes: Only Eaton branded single phase UPS, enclosures (racks and accessories), ePDU, network cards, PredictPulse, prefabricated solutions, service contract (1P and 3P) and software. Powered by Eaton does not include Eaton Tripp Lite series.

How do I register?

Follow these five easy steps to register for the incentive program:

1. In the deal registration tool at poweradvantage.eaton.com, select Register a New Deal and enter the Basic Deal Information.
2. Check the box indicating this is a Powered by Eaton opportunity.
3. Select the alliance partner you are attaching Eaton product to from the drop down menu and enter their registration number (if available).
4. Select the Distributor to be used for the deal and add all of the Eaton products to be included in this opportunity.
5. Click the Register Deal button to submit the form.

What happens next?

Once approved, Eaton will send you a registration number and an Eaton Channel Specialist will contact you to validate the bill of materials. The approved solution list will be passed to Distribution for final pricing and quote so you can close the deal. The Eaton Channel Specialist is available to review the recommended power solutions with your End User, if desired.

Resources

Easily select the right Eaton power solution with solution briefs and reference designs at:

- Eaton.com/Brightlayer
- Eaton.com/Alliances

* Powered by Eaton is not stackable with Gov/Ed discounts. Powered by Eaton includes: Only Eaton branded single phase UPS, enclosures (racks and accessories), ePDU, network cards, PredictPulse, prefabricated solutions, service contract (1P and 3P) and software. Powered by Eaton does not include Eaton Tripp Lite series. Powered by Eaton requires a \$25k threshold.

Ensuring business continuity has never been easier

Eaton provides validated integrated solutions that expand the capabilities of the virtual platform, creating a strategic, maximized asset to ensure business continuity. By developing integration points with leading software and hardware providers, such as VMware, Cisco, Dell, NetApp, Nutanix, Synology and Scale Computing, Eaton provides solutions that simplify and reduce risks for implementation, operation and support.

Validated alliance solution provider



VMware Technology Alliance Partner – [Click Here](#)

- Eaton's IPM and Infrastructure Management Pack for vRealize Operations Manager are VMware Ready for Orchestration and Management



HPE Technology Alliance Partner – [Click Here](#)

- Eaton's Brightlayer Data Centers suite can integrate with HPE OneView unified API for simplified power management of Composable Infrastructures and Integrated Infrastructures
- Rack PDUs and UPSs are Composable Infrastructure Tested



Cisco Preferred Solution and DevNet Partner – [Click Here](#)

- Eaton's Brightlayer Data Centers suite can integrate directly with UCS server management to provide power-capping capability, enabling users to extend runtime by setting server consumption limits during extended power outages



Dell Technology Connect Advantage Partner – [Click Here](#)

- Published VxRail, VxRack reference designs, solution overview and joint solution brief



NetApp Alliance Partner – [Click Here](#)

- Eaton's Brightlayer Data Centers suite can integrate directly with NetApp ONTAP operating systems to provide supervision and shutdown capability for FAS storage systems



Nutanix Technology Alliance Partner – [Click Here](#)

- Eaton is the first power management provider to achieve Nutanix Ready validation which certifies interoperability with Nutanix architecture for complete power protection
- Eaton's Brightlayer Data Centers suite, enclosures, rack PDUs and UPSs are Nutanix Ready



Microsoft Hyper-V Alliance Partner

- Eaton's Brightlayer Data Centers suite integrates with Microsoft Hyper-V to allow for improved load shedding capabilities and provide remote agentless shutdown and maintenance mode initiation



Scale Computing Alliance Partner – [Click Here](#)

- Eaton provides intelligent, scalable power management solutions designed to organize, protect and manage Scale Computing HE hyperconverged appliances.



ConnectWise Alliance Partner – [Click Here](#)

- Through Eaton's Brightlayer Data Centers suite plug-in you get access to automated protection at remote sites to help your clients avoid lengthy downtime due to power-related system crashes.



Synology Alliance Partner – [Click Here](#)

- Eaton products support an extensive range of Synology solutions, including Active Backup for Business, high availability virtualization storage, unified backup for VMs, PCs, servers or SaaS, centralized storage and monitoring for surveillance



Eaton
1000 Eaton Boulevard
Cleveland, OH 44122
United States
Eaton.com



Powerquality.eaton.com
© 2025 Eaton
All Rights Reserved
January 2025 / 3811

To learn more, please visit:
poweradvantage.eaton.com

Eaton, PowerAdvantage and ePDU are registered trademarks.

All other trademarks are property of their respective owners.