

POWER *ADVANTAGE*[®] Partner Program



Eaton PowerAdvantage Program Frequently Asked Questions

What is the PowerAdvantage Partner Program?

The PowerAdvantage Partner Program is a comprehensive channel program designed for channel partners who collaborate with Eaton. It provides a structured framework for partners to engage with Eaton, offering a range of benefits and resources to enhance their capabilities and success in delivering power management and connectivity solutions.

What are the benefits of joining the Partner Program?

Joining the PowerAdvantage Partner Program unlocks a multitude of benefits for Eaton's partners. These include access to training programs, dedicated technical support, exclusive sales and marketing resources, co-marketing opportunities, and deal registration.

What are the different partnership levels within the PowerAdvantage Partner Program?

Starting May 1, 2024, the PowerAdvantage Partner Program offers three levels of partnership: Registered, Certified, Premier. Each tier offers unique and varying benefits, and partners are provided the opportunity to level up (or down) into different partnership levels based on factors including sales thresholds, trainings, and business plan submissions.

What is the difference between the new and existing partnership levels?

In 2024, Eaton introduced updated partnership level nomenclature: Registered, Certified, Premier. Prior to 2024, the partnership levels were called: Registered, Authorized, Certified. While there are similarities between the partnership levels pre- and post-2024, some key differences were introduced, including sales thresholds. Please refer to the [PowerAdvantage overview brochure for IT resellers and MSPs](#) for a full list of current benefits offered within the updated program.

How do you move up partnership levels in the PowerAdvantage Partner Program?

To move from Registered to Certified, it requires of partners:

- ✓ \$100K in qualifying 2023 sales
- ✓ Introductory and Programmatic Trainings (see details below)
- ✓ Eaton logo or web banner on company website

To move from Certified to Premier, it requires of partners:

- ✓ \$400K in qualifying 2023 sales
- ✓ Solution and Industry Trainings (see details below)
- ✓ Annual business plan

Can I level up in 2024, if I meet the revenue threshold of the next level up?

Yes, if revenue threshold is achieved for next tier, please contact your Eaton inside sale team.

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What are the benefits of being a Registered partner?

Registered partners can access the partner portal, the PowerAdvantage trainings, the Partner Program tier logo, a free on-site power assessment, the deal registration program, a dedicated pre-sales support team, and service leads. Please refer to the [PowerAdvantage overview brochure for IT resellers and MSPs](#) for details.

What are the benefits of being a Certified partner?

Certified partners can enjoy all the benefits of a Registered partner, plus they are eligible for marketing development funds (MDF) and the rewards program. Partners can use a reloadable Visa card and earn money for selling Eaton solutions. In addition, partners have a designated regional channel marketing and partner development manager. Please refer to the [PowerAdvantage overview brochure for IT resellers and MSPs](#) for details.

What are the benefits of being a Premier partner?

Premier partners can access all the benefits of a Certified partner, plus they have access to the channel financing program, the reseller locator, fast track invitation to the annual channel conference, automatic MDF set aside, and the "Powered by Eaton" deal registration discount. Please refer to the [PowerAdvantage overview brochure for IT resellers and MSPs](#) for details.

What is the Advisory Council and how can I be invited?

The Advisory Council is a select group of partners who collaborate closely with Eaton to provide valuable insights, feedback, and perspectives on various aspects of the PowerAdvantage Partner Program. Members of the Advisory Council typically have a proven track record of success, deep industry expertise, and a commitment to advancing mutual goals. Invitations to join the Advisory Council are extended based on a combination of factors, including business performance, demonstrated thought leadership, and a commitment to actively contribute to the growth and improvement of the PowerAdvantage Partner Program. While there isn't a formal application process, partners expressing interest to their Eaton representative and showcasing their dedication to the partnership can increase the chances of being considered for an invitation.

What is the partner conference?

The Partner Conference is a key event within the PowerAdvantage Partner Program that brings together Eaton and its partners for collaboration, networking, and knowledge sharing. This conference serves as a platform for unveiling Eaton's roadmap, sharing industry insights, providing training sessions, and fostering stronger relationships between Eaton and its partners. Attendance at the Partner Conference is by invitation, and it offers partners the opportunity to gain valuable insights into the latest trends, technologies, and strategies for our partners. It also provides a forum for partners to connect with Eaton executives, fellow partners, and industry experts. Partners can expect to leave the conference with a deeper understanding of Eaton's roadmap, enhanced skills, and a strengthened network within the power management and connectivity ecosystem.

What does "qualifying 2023 sales" mean?

"Qualifying 2023 sales" refers to a business practice in which partner sales figures from the year 2023 are used as a baseline or reference point when implementing changes to a program. In the context of Eaton's Partner Program, "qualifying" provides continuity and fairness for existing participants and involves all partners' sales via distribution or purchased from Eaton directly.

What are the PowerAdvantage trainings offered?

PowerAdvantage trainings consist of a series of online courses, which are accessed through the partner portal, typically take 5-10 minutes to complete each, and require an 80% or higher score on recap quizzes to pass.

- ✓ **Introductory Training** covers fundamental aspects of the PowerAdvantage Partner Program, including its structure, benefits, and how partners can effectively engage with Eaton. This training is required for Certified partners.
- ✓ **Programmatic Training** involves more in-depth training on program-specific processes, tools, and resources. It helps partners navigate the program efficiently and take full advantage of the benefits available to them. It covers explanations on MDF, rewards, deal registrations, alliances programs and more. This training is required for Certified partners.

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- ✓ **Solution and Industry Trainings** focus on educating partners about Eaton's specific solutions and their applications in various industries. They aim to enhance partners' expertise in positioning and selling Eaton's products within specific market segments. This training is required for Premier partners.

Other optional trainings (including Product Enablement, Eaton Services, New Product, Tripp Lite by Eaton, Power ½ Hour webinars, and Software) are also made available to partners through the portal.

What is a free on-site power assessment?

This service involves Eaton experts visiting a partner's or end customer's site to assess power infrastructure. The assessment helps identify potential issues, optimize configurations, and recommend solutions tailored to the specific power needs of the site. To get started with an assessment, partners can contact their Eaton representative.

Visit this link for more information: [Free site assessment | Eaton](#).

What is the Deal Registration Program?

Deal registration is a process where partners can register potential sales opportunities with Eaton. Upon approval, the partner gains certain benefits such as protection of the deal from channel conflicts, additional support, and exclusive discounts based on their levels in the program.

If I moved up a level in the program what happens to my deal registered prior to May 2024?

The higher discount of the new program levels can be applied (either Certified or Premier). If the opportunity is eligible for the Powered by Eaton discount, that can also be requested at that time by the partner. Please reach out to your Eaton sales person with questions

If I moved down a level in the program what happens to my deal registered prior to May 2024?

Your discount at the Registered/Certified or Premier level will apply until the registration expires and then the new discount based on your Registered/Certified or Premier level will be applicable.

What is the UPSgrade?

UPSgrade is a benefit of Deal Registration Program that involves the recycling of select uninterruptible power supply (UPS) units being replaced by new Eaton solutions. Other UPSgrade qualifying products include Eaton rack PDU (ePDU), surge devices, racks/enclosures, accessories, network connectivity solutions (not installed in a UPS), replacement batteries, and battery packs. Certain products such as 3-phase UPS and power distribution are not eligible. Partners may refer to associated documentation in the partner portal for details.

What are marketing development funds (MDF)?

MDF is a financial resource provided by Eaton to partners for joint marketing activities. Partners can use these funds to support marketing campaigns, events, or initiatives that promote Eaton's products and solutions in collaboration with the partner.

The Eaton PowerAdvantage Market Development Fund (MDF) program provides an opportunity for Certified or Premier Eaton PowerAdvantage Partners to submit funding requests to be used solely on marketing activities designed to generate leads or the promotion and selling of Eaton products. The Eaton PowerAdvantage MDF program is a discretionary program intended to promote business growth and provide sales incentives. MDF proposals should support a partner's business plan. Assistance with MDF requests is available and ensures alignment with Eaton initiatives and resources.

What are qualifying activities for MDF?

Industry tradeshows (in-person or virtual)

- Industry tradeshow participation

Eaton training events (in-person or virtual)

- Eaton lunch and learns
- Eaton sanctioned seminars, events or programs

Customer events

- Hosted customer event at partners facility or off-site location (current or prospects)
- Relationship building event including golf tournaments or sporting events

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Co-branded advertising

- Print advertisement in regional or industry publication
- Web advertising including banners
- Social media or email posts

Sales contest

- Internal sales contest for sales and managers

Raleigh Experience Lab

- Visit to the Raleigh hub to explore the experience lab with your customer (travel and lodging eligible for MDF)

How do I enter a claim for MDF?

As a Certified or Premier partner, you can request MDF dollars to help increase your sales once you have submitted your business plan on the Eaton PowerAdvantage Partner Program Portal. Each PowerAdvantage partner can designate up to two agents responsible for entering requests for funds.

Step 1. Submit details.

- Enter your project details prior to the event / activity for pre-approval of funds.

Step 2. Event/activity happens.

- You can proceed with your event / activity after the project submitted in Step 1 is approved.

Step 3. Enter your claim.

- Invoice, proof of purchase / performance, and banking information are required at time of claim entry.

Step 4. Check issued upon approval of claim.

- If invoice, proof of purchase / performance and banking information is correct, a check will be issued for the pre-approved amount and sent to the location entered on claim (banking information).

What is the Rewards Program?

The Rewards Program is a system where partners can cash incentives based on their sales. Eaton's reward program is via a Visa reloadable debit card and partners can claim their sales to get this cash benefit. Please note that only Certified and Premier partners are eligible to participate in this program.

How do I claim rewards?

Step 1: Visit www.eatonrewards.com.

Step 2: Create your login.

Step 3: Attach your distributor invoice within 60 days of the sale and collect your rewards.

Once your claim has been reviewed/audited, Eaton will issue you your own Eaton Rewards Visa Prepaid Card, valid wherever Visa debit is accepted. All participants will receive their cards via email from notification@360digitalpayments.com once they make their first claim. Follow the instructions in the email to order your card. Purchases made through Eaton direct or via Eaton distribution are eligible for rewards. Direct orders with Eaton Federal team do not qualify for rewards.

What is the Powered By Eaton deal registration discount?

This discount is offered when a partner registers a deal where Eaton products or solutions are a key component along with one of our alliance partners. The discount is an incentive to encourage partners to actively promote and sell Eaton's products in conjunction to selling solutions from our alliance partners. This discount is typically only offered at the Premier level; however, special promos may also apply to the Certified level.

What is the Eaton NFR (Not for Resale) Program?

Take advantage of Eaton's NFR program and give your clients the peace of mind to make that next purchase. Eaton offers not for resale equipment to be used for in-house demo. Complete all necessary information on the NFR registration page, found under the "deal registration" tab of the Partner portal. Eaton also offers not for resale equipment to be installed at your customers' sites for demo purposes.

How can I learn more about the Partner Program?

Read more: [Why Partner with Eaton](#)



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