

POWER *ADVANTAGE*[®] Partner Program



The Eaton[®] PowerAdvantage[®] Partner Program

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

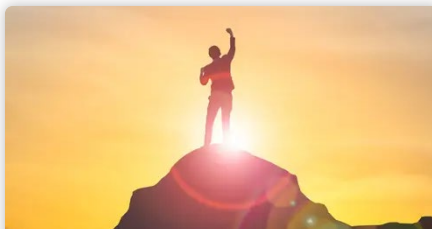
Eaton understands that IT resellers and MSPs have a lot to juggle. And while it's impossible for you to be an expert on all product lines, your customers rely on you to provide a complete solution—including power protection. That's why the Eaton PowerAdvantage Program is the ideal partnership for IT 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!

Program benefits



Rewarding our partners

- Initiative based marketing development funds (MDF) for lead generation
- Performance-based spiffs and cash rewards



Enabling our partners

- Price protection and discounts with deal registration
- Dedicated channel marketing and partner development support teams
- Regional outside and inside sales support



Educating our partners

- Free trainings for sales, technical, marketing
- Monthly newsletters and quarterly webinars

Our priority is you

- ✓ We understand the challenges
- ✓ We have the expertise
- ✓ We offer best-in-class solutions
- ✓ **We make IT easy**

Eaton's award-winning PowerAdvantage Partner Program for channel resellers – offering exceptional margin – ensures the success of your business by providing ways to increase your revenue and instill long-term growth.

IT resellers and MSPs

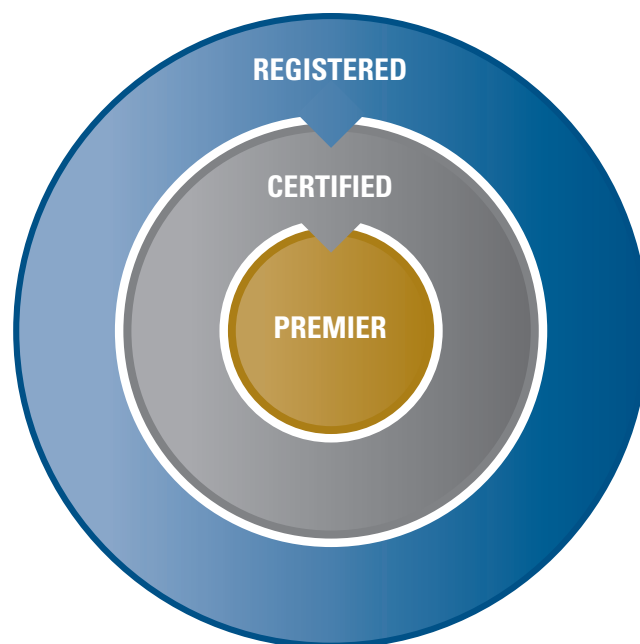
How to move to the next level

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*



Have questions? Please refer to the [PowerAdvantage Program FAQ](#).

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



Powering Business Worldwide

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