

# Take full advantage and power your business growth



*Powering Business Worldwide*

**POWER***ADVANTAGE*<sup>®</sup>  
Partner Program



# Your advantage: Eaton Power Advantage Partner Program

**Eaton is dedicated to helping partners just like you to build your business, maximize your success, and enjoy the rewards of your hard work.**

Offering member partners a wide range of benefits, the Eaton Power Advantage Partner (PAP) Program embodies that commitment.

This brochure is designed to show you how; to explain how much you could gain through Program engagement, and to inspire you to take full advantage and power your business growth.

## EXPERIENCE a true partnership

Partnering with Eaton means innovative products compatible with a wide range of industry standard IT infrastructure as well as a practical support in growing your business:

- Eaton values highly channel partners and has 100% channel focus
- We cooperate with more than 100 authorized distributors across Europe, Middle East and Africa (EMEA)
- Eaton can support you in 32 countries in the EMEA region
- We offer an integrated power infrastructure and management product portfolio to support any customer requirements
- Our solutions and products are compatible with wide range of IT leading technologies: VMware, Citrix, Microsoft, Cisco, NetApp, Dell EMC, Simplivity, Nutanix
- With a solid support of the international company behind us, we offer our channel partners a strong market vision and clear product road map driven by innovations.





## SEE what you gain at-a-glance

The Eaton Power Advantage Partner Program offers you financial, business, marketing and technical benefits, all closely aligned to the unique needs of your organization.

Take a look – and see what you could gain:

	Premium	Authorized	Registered
<b>Financial</b>			
Reseller Discount **	Yes	Yes	
Deal Registration Program	Yes	Yes	
MDF	Yes		
<b>Business</b>			
Dedicated Eaton account manager	Yes		
Reseller Agreement	Yes	Yes	
Online Registration Form			Yes
Yearly Business Plan	Yes		
Partner Advisory Council Program	Yes	By invitation	
Annual Partner Conference	Yes	By invitation	
<b>Marketing</b>			
Access to Partner Portal	Yes	Yes	Yes
Partner Program Logo**	Yes	Yes	
Listing on Eaton website	Yes	Yes	Yes
Access to Demand Generation Assets	Yes	Yes	Yes
Dedicated Eaton Marketing Manager	Yes		
Dedicated Channel Communications	Yes	Yes	Yes
<b>Technical</b>			
Eaton Priority Support (software)	Yes		
Discounted Demo Kits**	Yes	Yes	Yes
Online Training	Yes	Yes	Yes
Certification Program	Yes	Yes	

\*\* Based on Partner PAP level

# AIM HIGH

## and reach your full potential...

### ... With the Eaton Power Advantage Partner Program

Structured as a series of engagement tiers to reflect the different stages of your relationship with Eaton, the PAP Program is all about helping you to evolve. To build your sales, grow your business and reach your peak.

#### Premium Resellers

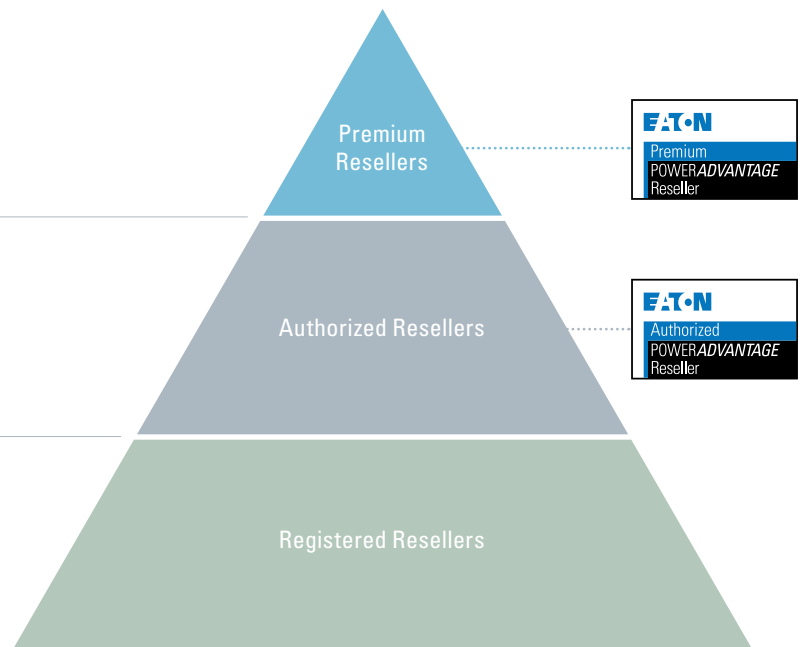
- Access to greater margins
- Dedicated Eaton account manager

#### Authorized Resellers

- Advanced sales and technical training
- Access to demand generation opportunities

#### Registered Resellers

- Access to sales and marketing asset libraries and regular communication
- Possibility to further develop technical skills



## BUILD

### on firm foundations

Helping you through the sales cycles step-by-step via three equally powerful and compelling guiding elements, the PAP Program is ideal whichever partnering tier happens to be right for you.

#### Here is how:

##### 1. Powering your expertise



With the Eaton PAP Program you earn more as you learn more.

And with a complete array of service and solution courses, modules, and Power Advantage Academy tutorials to maximize your knowledge, your customer service capabilities, and your sales potential, it couldn't be more straightforward.

Covering the entirety of Eaton's extensive offering, the whole syllabus endorses your status as a close Eaton partner, empowering you to capitalize to even greater effect. Naturally, ongoing guidance and support from Eaton is also available to complement your training.

##### 2. Powering your demand creation



Providing a broad spectrum of content for demand generation activities, the Eaton PAP Program provides everything you need to market, promote and grow your Eaton power management business.

The Program further reinforces your efforts with a range of resources via its comprehensive Demand Center:

- Demand generation content
- Co-brandable marketing assets
- Sales support assets
- Customer references
- Power Advantage Partner Program user guides

And it doesn't stop there. Eaton will work with you side by side to develop effective marketing plans – the execution of which will be supported through Eaton MDF program.

##### 3. Powering your margins



As a partner you don't just benefit from Eaton's market-leading positioning and products: we're also committed to making sure you get even greater margins. And we make every effort to support you with this by adding even greater value through our Deal Registration and MDF (Marketing Development Fund) Programs for quick, easily accessible funding.

All of this comes together to help you secure key discounts, lock in that extra margin, maximize profitability, and grow with Eaton.





# YOUR Program: Eaton Power Advantage

The Eaton Power Advantage Partner Program is designed to help you grow your business with Eaton's intelligent power management technology. It offers tangible advantages like margin benefits, business development opportunities, and comprehensive marketing and sales support. It helps increase your revenues and margins and offer your customers the best service and support with Eaton.

As part of Eaton's Power Advantage Partner Program you'll have access to the resources, tools and support that you need to build a successful and profitable power management business.

Learn more:

[www.eaton.com/power-advantage-gb](http://www.eaton.com/power-advantage-gb)

For more information, please visit  
[www.eaton.com/power-advantage-gb](http://www.eaton.com/power-advantage-gb)

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