



# Get the Power to transform your Business

Eaton is dedicated to helping you grow your business, maximise your success and enjoy the rewards of your hard work.

Your success is important to us. That's why we have built the Power Advantage Partner Programme, to give you the cutting-edge **knowledge, marketing** and **technical support** that you need to offer your customers a better service – and thereby make your business more successful.

Learn about the advantages of becoming a partner and be inspired to take full advantage of this opportunity for driving the growth of your business.

## EXPERIENCE a true partnership

By entering into a formal partnership with Eaton, you will receive practical support for growing your business, with access to innovative technology that is compatible with a wide range of products and systems:

- ✓ With our extensive product portfolio, we are able to meet nearly any customer requirements
- ✓ As a leading international provider of power management technologies, Eaton can offer you a strong market vision as well as clear product road maps driven by innovations
- ✓ Thanks to our international market presence, we are able to support you in more than two dozen countries across the EMEA region

**EATON**

*Powering Business Worldwide*

**POWERADVANTAGE®**  
Partner Program



### SEE your benefits at a glance

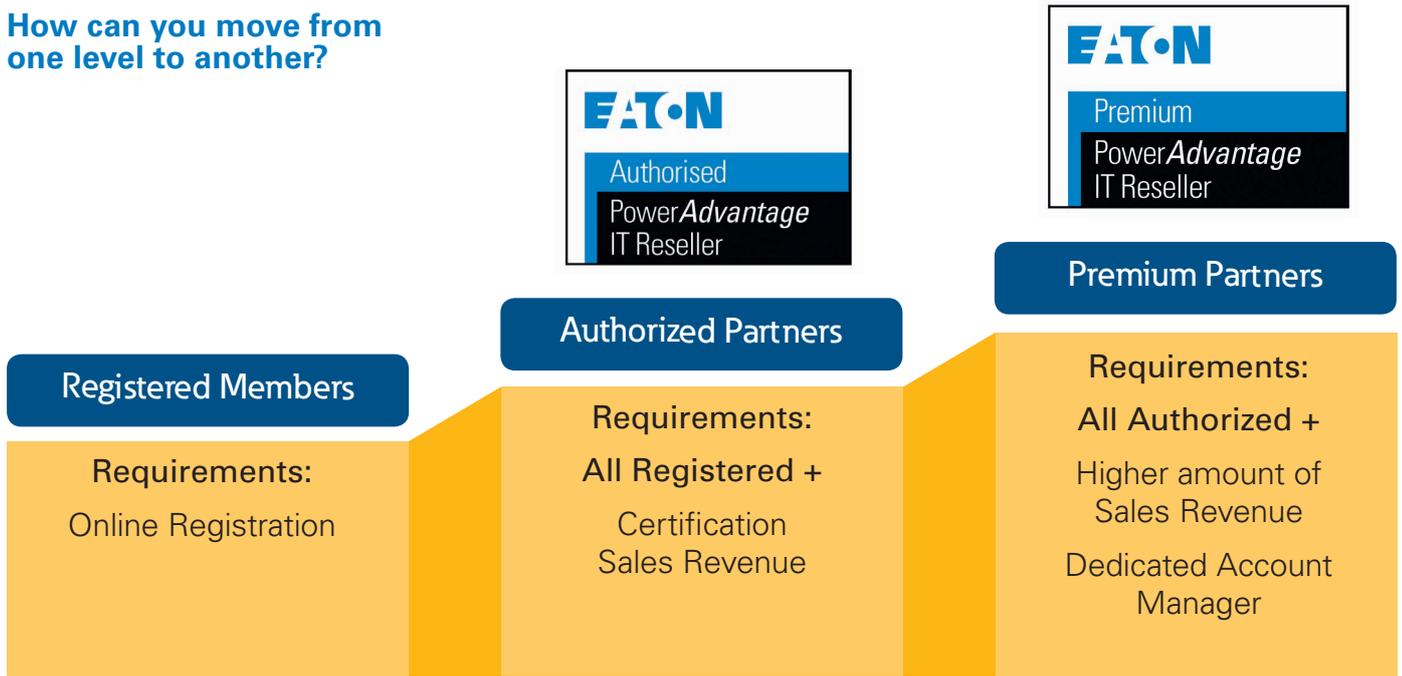
The Eaton Power Advantage Partner Programme offers you financial, business, marketing and technical benefits, all closely aligned to the unique needs of your organisation.

The following table provides a more detailed look at what the programme holds in store for you.

	Registered	Authorised	Premium
<b>Business</b>			
Access to Eaton’s online partner portal	✓	✓	✓
Regular e-newsletters with portfolio updates, news and general information	✓	✓	✓
Access to the online knowledge centre (manuals, sales tools)	✓	✓	✓
Reseller rebate **	✗	✓	✓
Deal registration programme	✗	✓	✓
Dedicated Eaton account manager	✗	✗	✓
<b>Marketing</b>			
Access to Partner Portal	✓	✓	✓
Visibility of your company name and contact details on the Eaton Partner Locator tool on our website	✗	✓	✓
Access to demand generation assets	✓	✓	✓
Dedicated channel communications	✓	✓	✓
Welcome kit	✗	✓	✓
Partner Programme logo**	✗	✓	✓
Dedicated Eaton marketing manager	✗	✗	✓
<b>Technical support</b>			
Online training	✓	✓	✓
Classroom training	✗	✓	✓

\*\* Based on Partner PAP level

How can you move from one level to another?



AIM HIGH and achieve your full potential...  
 ... with the Eaton **POWERADVANTAGE**® Partner Program

## BUILD on firm foundations

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

Here is how:

### Powering your expertise

With the Eaton PAP Programme, you earn more as you learn more. And with a complete array of service and solution courses, modules, and Power Advantage Academy tutorials to maximise 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 capitalise to even greater effect. Naturally, on-going guidance and support from Eaton is also available to complement your training.

### Powering your demand creation

By providing a broad spectrum of content for demand generation activities, the Eaton PAP Programme further reinforces your efforts with a range of resources via its comprehensive Demand Centre:

- Demand generation content
- Co-brandable marketing assets
- Sales support assets
- Customer references

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 programme.

### Powering your margins

As our partner, you will benefit from Eaton's position as a leading provider of power management products and services worldwide. For you, this means identification with a strong global brand and the chance to reach new customers.

With the power of Eaton's marketing activities behind you, you can focus on what you do best: deliver quality installations for your customers.

### Powering with support

We will provide continuous guidance and support to complement your trainings. You will have priority access to our technical support and can contact us directly should you have any questions. In other words, we will be with you every step of the way to help you tackle the challenges that you may face.

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Eaton is a power management company with 2018 sales of \$21.6 billion. We provide energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power more efficiently, safely and sustainably. Eaton is dedicated to improving the quality of life and the environment through the use of power management technologies and service. Eaton has approximately 100,000 employees and sells products to customers in more than 175 countries.

### **Join the Eaton Power Advantage Partner Programme and start benefiting today!**

Formalising your partnership with Eaton will enable you to generate more business while offering your customers a more personalised and professional service.

#### **Your success matters to us.**

That's why we are offering you the opportunity of becoming a partner – giving you the technical knowledge, the marketing know-how and the technical support you need to grow your business further.

As part of Eaton's Power Advantage Programme, you will have access to the resources, tools and support you need to build a successful and profitable business.

Learn more: <http://eaton.com/ae/becomeapartner>

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