



Powering Business Together

Every day, IT and Electrical managers are held accountable to their companies and customers to ensure the pulse of their operations is always up and running. One of their biggest challenges is the increasing demand for highly available and reliable electrical power. Power is a critical component for every business' success, therefore bringing large opportunities to you as a solution provider.

In order to help you generate more Power Quality business opportunities, Eaton® has launched the new PowerAdvantage Partner Programme.

"The Eaton PowerAdvantage Partner Programme is designed to deliver exceptional channel partner experience and helps partners grow and differentiate their business with Eaton",

Bruno Moureau,
Europe, Middle-East and Africa Channel
Marketing Manager,
Eaton Power Quality.

Partner with Eaton to expand your business

Eaton PowerAdvantage Partner Programme is designed to help you grow your business through power quality and UPS solutions. It offers you tangible advantages including margin benefits, business development opportunities, marketing and sales support. This helps you to increase your revenue and margins and deliver your customers the best service and support with Eaton. By joining Eaton PowerAdvantage Partner Programme you will have access to the resources, tools and support you need to build a successful and profitable power quality business.

Best-in-class Power Quality Solutions for your customers

Eaton's award-winning power quality product portfolio is designed to meet a diverse set of customer requirements. From the cost focused to the solution oriented – you can rely on a single partner to deliver what your customer needs. Eaton's power quality products span from desktop protection solutions to blade and rack solutions for the server rooms and data centres to large three phase solutions for industrial use and mega data centres.



EATON

Powering Business Worldwide

POWER ADVANTAGE
Partner Programme

Eaton PowerAdvantage Partner Programme

Easy to participate, easy to enjoy

Across Europe, the Middle-East and Africa, the programme consists of two partner levels: Authorised and Premium. The specific requirements for joining the programme are customised at country level in order to achieve the greatest impact locally.

Authorised Partner Programme

Designed to support partners willing to develop initial power quality expertise and grow their business with Eaton.

Premium Partner Programme

Designed for partners demonstrating strong commitment to the programme and willing to further invest in their business with Eaton. Premium Resellers receive higher level of support from Eaton and can enjoy additional benefits, such as participation in special events and additional marketing support.



The Partner Programme's Benefits to you

The Eaton PowerAdvantage programme aims to deliver uninterrupted growth to your business, reliable support and continuous rewards.

Benefits to you	Authorised Partner	Premium Partner
Margin Benefits		
Special Pricing Programme	✓	✓
Business Development		
Leads Generation		✓
Power Quality Training	Web Based	Classroom
Dedicated Channel Sales Support	✓	✓
Marketing and Sales Benefits		
Co-Marketing Materials, Sales Guides & Tools	✓	✓
Eaton Online Partner Portal "UPS Salesweb" access	✓	✓
Demo Units at Special Price	✓	✓
Eaton Partner Logo Usage	Authorised	Premium
Marketing Development Funds	By Request	✓
Included in Online Partner Locator "Find A Reseller"	✓	✓
Monthly e-newsletter (including Powernews)	✓	✓
VIP events for TOP resellers (yearly)		✓

Register now - Become an Authorised Partner today:

- Visit www.eaton.com/powerquality
- Select your country
- Click the "Become a Reseller"
- Follow the instructions

After validation, the applicant becomes an Authorised Partner and starts enjoying the programme's benefits.