

STAY AHEAD
OF THE GAME
WITH EATON.





DON'T BE A DINOSAUR.
PARTNER WITH EATON
FOR THE MOST
UP-TO-DATE
UPS PRODUCTS
AND SOLUTIONS.

Best-in-class Power Quality Solutions for your customers

Eaton's 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. Our Power Quality range extends from single-phase desktop protection to large scale three phase power management for mega data centres.

Partner with Eaton and grow your business

The Eaton PowerAdvantage Partner programme is designed to help you grow your business with Power Quality and UPS solutions. It offers you tangible advantages including margin benefits, business development opportunities, marketing and sales support. It helps you increase your revenue and margins and give your customers the best service and support with Eaton. By joining Eaton's PowerAdvantage Partner Programme you have access to the resources, tools and support that you need to build a successful and profitable Power Quality business.

Our Partner Programme benefits:

Preferential discounts:

Receive preferred pricing from your designated distribution partner of Eaton power quality products.

Training:

Receive access to a modular online training programme for you and your staff; a complete overview of power quality products, services and solutions

Technical support:

Access to technical support services, pre-sales support and site surveys to assist with your customer enquiries.

Dedicated extranet:

Gain access to a repository of tools and information on our dedicated partner portal extranet site - includes product brochures, specifications and images.

Marketing support:

Benefit from sales promotions, campaigns, white papers, press releases, videos and a dedicated marketing team to assist with your customer communications programmes.

Regular updates:

Regular news bulletins with the latest product updates and promotions.

Why partner with Eaton?

Watch our video “**3 compelling reasons to become an Eaton PowerAdvantage Partner**” and find out how you can:

- Meet the growing demand for UPS solutions from your customers
- Dramatically increase your existing sales margins
- Achieve a real competitive advantage in your marketplace

<http://eatonpq.co.uk/partner.html>

Programme Criteria

Our PowerAdvantage Partner Programme is designed for resellers that want to sell Eaton solutions and leverage Eaton's support resources for their power quality practice.

Applicants are required to:

- Complete the first 2 modules of the Eaton reseller training programme within 3 months of submitting their online PowerAdvantage Partner application
- Complete the remaining modules of the training programme within 1 year of joining the partner programme
- Meet with an Eaton Sales Representative to discuss their power quality business and participate in quarterly reviews

BE A DEVIL AND FIND OUT MORE ABOUT
EATON'S POWERADVANTAGE PROGRAMME AT
WWW.SWITCH-ON-EATON.CO.UK/BECOME-A-RESELLER.ASPX

Partner Training

All Authorised PowerAdvantage Partners are required to complete the online training programme. The programme is designed to provide you and your sales team with all the information required to ensure that power management products and services become a key feature of their IT proposals, rather than an after-thought. The first 2 modules must be completed within the first quarter of completing your application for Eaton's PowerAdvantage Programme. These 2 modules only take around 15 minutes each to complete.

The entire programme consists of 7 modules including:

Module 1: How to sell Eatons' UPS solutions successfully

Module 2: Choosing the right UPS

Module 3: Protecting SOHO Applications

Module 4: Managing the Power of IT Networks

Module 5: Power Management in large IT Networks

Module 6: Managing Power in the Cloud

Module 7: Managing Power In the Racks

Only authorised Eaton PowerAdvantage Partners are allowed to display this accreditation logo on their marketing material.

EATON

AUTHORISED

POWERADVANTAGE
Partner



HANG AROUND
AND SEE WHAT EATON
CAN DO FOR YOU.

POWER *ADVANTAGE*

Partner Programme

“We recognise that our success is strongly linked to the success of our partners, so most of our marketing activities are focused on supporting and developing our partners’ businesses. Our partner programme, Eaton PowerAdvantage, delivers exceptional benefits and helps partners grow and differentiate their businesses. It offers our resellers tangible advantages including margin benefits, business development opportunities and marketing and sales support. This helps resellers to both increase their sales and deliver end customers the best service and support. The programme is adjusted country by country across EMEA to match customers’ and partners’ specific local needs.”

Karim Refas, Channel Manger, Eaton Power Quality EMEA

About Eaton

Eaton is dedicated to ensuring that reliable, efficient and safe power is available when it’s needed most. With unparalleled knowledge of electrical power management across industries, experts at Eaton deliver customized, integrated solutions to solve our customers’ most critical challenges.

Our focus is on delivering the right solution for the application. But, decision makers demand more than just innovative products. They turn to Eaton for an unwavering commitment to personal support that makes customer success a top priority. For more information, visit www.eaton.com/electrical.

Programme Benefits

- Uninterruptible growth to your business
- Reliable support
- Continuous rewards
- Listed on our website as an Eaton preferred reseller

Authorised Partner Benefits

Margin Benefits	
Preferred Pricing*	✓
Business Development	
Leads Generation	✓
Power Management Training	✓
Dedicated Sales Support	✓
Marketing and Sales Benefits	
Co-Marketing Materials, Sales Guides & Tools	✓
Online Partner Portal	✓
Use of Eaton Authorised Partner brand mark	✓
Inclusion in reseller listing online*	✓
Monthly news bulletins	✓
VIP events for top resellers	✓

*Subject to completion of the first 2 modules of our reseller training programme.

Market leading Power Management Solutions for your Customers

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.



Power Failure



Power Sag



Power Surge

PC Workstations & Home AV UPS

Takes care of the 3 most common power problems.

Eaton Ellipse Eco UPS

Off-line UPS



3



Undervoltage



Overvoltage

Network & servers UPS

Takes care of the 5 most common power problems.

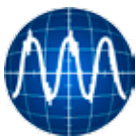
Eaton 5PX UPS

Line-interactive UPS



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LOOK AT THE MONSTER LEVELS OF PROTECTION EATON CAN OFFER AT www.switch-on-eaton.co.uk



Line Noise



Frequency Variation



Switching Transient



Harmonic Distortion

Network & servers UPS

Takes care of the 9 most common power problems.

Eaton 9PX UPS

On-line, double conversion UPS



9



Advanced Power Protection solutions

Superior flexibility. Maximum efficiency. Unprecedented reliability. That's how we approach every one of our power-protection solutions. We tailor them to meet your customers' needs, across industries and for all types of businesses.

Here are just some of Eaton's innovative solutions that you can count on to help you meet these needs:



ePDUs

Reliable and efficient rack power distribution products that are a perfect fit for any application. Choose from Basic, Metered, In-Line Monitored, Monitored, Switched, Advanced Monitored and Managed. Our new range of Advanced Monitored and Managed ePDUs provide outlet level monitoring and control, helping your customers better manage power consumption and energy costs.

Eaton standard ePDUs are top sellers, designed to meet today's data centre needs and available on very short lead times. Our standard units offer either IEC outlets or national outlets for the most popular models and technologies.

If your customer wants something special, then we can offer custom Eaton ePDUs tailored to specific needs, across all power densities and with multiple technologies available to satisfy the requirements of the most demanding data centre.

Intelligent Power® software

- Monitors and manages your power from anywhere
- Manages UPSs and other devices from a single interface – even your VMware dashboard
- Triggers migration applications during power outages
- Gracefully shuts down connected equipment during power outages, ensuring data integrity

Intelligent Power® software gives remote control a whole new meaning.

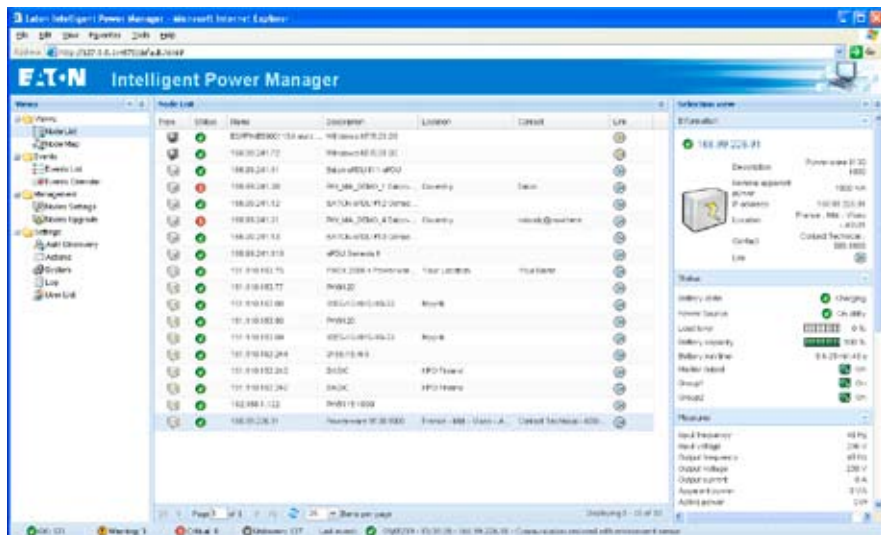
Our software provides premium monitoring and management of all your customers' power devices from any internet browser – from any single location – to eliminate downtime and ensure longer battery time in virtualised environments.

Pair Intelligent Power® software with any of our UPSs, ePDUs or environmental monitoring devices and you've got a complete power management system - and the ultimate in remote control.

IT Racks

Enclosures are key to the management of energy costs in data centres today. Eaton's new RP Series of IT racks is among the most advanced available, optimising airflow and saving money by keeping leakage rates to less than 3% and cutting energy usage by up to 35%.

These racks are compatible with virtually all major servers, switches and other networking equipment. They provide unparalleled levels of storage, cooling, power integration, cable management and a broad range of rack accessories.



Virtualisation ready

To make the most of virtualisation, managing the power infrastructure is vital. Eaton makes this easy. Our innovative software plugs directly into all leading virtual machine management systems including VMware vCentre, Microsoft SCVMM and XenCenter and integrates power management functions so that all UPSs and ePDUs in the virtual network can be viewed from one console, anytime, anywhere.

Added to that if your customers experience a power failure, our Intelligent Power software triggers live migration of virtual machines to a back-up facility, to ensure data integrity and zero downtime. This same software also helps to monitor and manage the power protection of NetApp storage devices in conjunction with hypervisors and virtual machines

- Minimise downtime by automatically initiating virtual moves
- Prevent data loss with graceful shutdown of virtual machines
- Initiate real-time cloud backup to facilitate disaster avoidance
- Monitor and manage NetApp storage devices
- Mitigate problems with timely alarms



FEAST YOUR EYES ON
EATON'S INNOVATIVE SOLUTIONS
TO POWER PROTECTION!

Great services to support your business

Eaton offers world-class service through its factory-trained technicians, which delivers support including on-site corrective and preventive maintenance, battery solutions, service training, remote monitoring, integration services and OEM spare parts.

We understand that your customers will put you under constant pressure to accomplish goals quickly, within limited budgets. That is where our expertise in power protection can become one of your greatest assets. We offer site surveys and advice on the right UPS solutions to meet your needs.

Plug&Play UPSs

For your Plug&Play UPSs, Eaton offers a full range of distributed service packages. These competitively priced turn-key solutions optimise UPS performance and enhance the availability of your customers' equipment while meeting their financial constraints and technical requirements.

Hard-wired UPSs

For hard-wired UPSs, Eaton offers a range of Eaton Service contracts. If you need help finding the perfect solution for your customer, an Eaton expert is always on hand to provide the advice you need.

Distributed services

Eaton can provide a complete range of maintenance contracts, from Standard, through Enhanced to Premier, so you can always ensure your customers' future peace of mind.

Eaton's PowerAdvantage Partner Programme for IT Resellers

IT RESELLERS - APPLY TO BECOME AN AUTHORISED PARTNER TODAY:

www.switch-on-eaton.co.uk/become-a-reseller.aspx

OR CONTACT OUR CHANNEL SALES SUPPORT TEAM

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Printed in UK
August 2013