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EATON GIVES THE CHANNEL AN ADVANTAGE IN POWER QUALITY

Eaton Power Quality, part of diversified industrial manufacturer the Eaton Corporation, has launched a new partner programme targeted at all IT resellers in the UK. The PowerAdvantage Partner Programme provides channel partners with the tools to deliver greater value to their customers and maximise revenues within the key growth segments – power and energy efficiency – by reducing the number of servers, storage products and switches that are sold without protection. The programme aims to strengthen links between Eaton and its resellers, as well as support and develop business relationships between key partners and distributors.

“We are confident that everyone – Eaton, its channel partners and end users – will benefit from the new partner programme.”, says David White, IT Sales Channel Manager, “It offers sales partners tangible advantages, including margin benefits, business development opportunities and marketing and sales support. This helps Eaton resellers to increase sales and offer their end customers first-class service and support.”

The programme has been designed especially for the reseller community and is simple to enrol in and to use. As part of the programme, resellers get access to marketing materials and sales tools, channel marketing tools, non-public Eaton product literature and sales and product training. Using the programme’s dedicated extranet site, resellers can stay up-to-date with the latest channel information, such as promotional campaigns and events.

The programme has two partner levels: Authorised and Premium, and there is a clear list of benefits for both levels. Commenting on this David White said: “There are straight forward requirements for joining the programme as an Authorised reseller. This has been designed to support those willing to develop initial power quality expertise and grow their business with Eaton. All authorised partners will benefit

from Eaton's special pricing programme, product training, dedicated sales support as well as classroom and web based product training. Authorised partners who have participated in the programme for more than six months or have achieved significant business goals with Eaton can become Premium resellers."

Premium reseller level is for those who demonstrate a level of expertise around power quality and its main additional benefits include lead generation assistance and participation in special events.

For more information about Eaton's PowerAdvantage Partner Programme, or to sign up, please visit: www.eaton.com/powerquality and click on 'Become a reseller'.

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Editor's Notes

Eaton's Electrical Sector is a global leader in power distribution, power quality, control and industrial automation products and services. Eaton's global electrical product lines, including Cutler-Hammer®, Moeller®, Powerware®, Holec®, MEM®, Santak®, and MGE Office Protection Systems™ provide customer-driven PowerChain Management® solutions to serve the power system needs of the data center, industrial, institutional, government, utility, commercial, residential, and OEM markets worldwide.

Eaton Corporation is a diversified power management company ranked among the largest Fortune 500 companies. Eaton is a global technology leader in electrical components and systems for power quality, distribution and control; hydraulics components, systems and services for industrial and mobile equipment; aerospace fuel, hydraulics and pneumatic systems for commercial and military use; and truck and automotive drivetrain and powertrain systems for performance, fuel economy and safety. For more information, visit www.eaton.com.

Website: www.eaton.com/powerquality/uk

Reader enquiries: Sales, Tech & Service Support - AC UPS Systems, 221 Dover Road, Slough, Berkshire, SL1 4RF, United Kingdom. T +44 (0) 1753 608 700. Email: PowerQuality-Info@eaton.com

Further press information: Please contact Melanie Hulbert, Technical Publicity, Tel: +44 (0)1582 878878, Email: mhulbert@technical-group.com