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CHANNEL

CHIEF VIEW

Channel Partner Success in 2025: PowerAdvantage Program, Eaton Solutions Aim To Deliver Powerful One-Two Punch

Q. What can partners expect in 2025?

A. At Eaton, we have always taken pride in providing our partners with technologically advanced, reliable and readily available solutions that meet the industry's rapidly changing needs. This pledge will continue throughout 2025 as the channel seeks innovative ways to address evolving trends such as the rapid expansion of GenAI. To accommodate a new generation of larger AI servers, for example, Eaton unveiled the Heavy-Duty SmartRack line of floor-standing enclosures, which feature extra-deep frames and the ability to hold up to 5,000 pounds.

As end users have increasingly embraced the set-it-and-forget-it capabilities of lithium-ion UPS solutions—most notably in education, health care and enterprise applications—Eaton responded with the most technically advanced UPSs, making us the market leader in the single-phase online li-ion UPS category. Not only did our 9PX 6kVA win CRN Product of the Year in 2024, but it also offers partners some of the highest margins.

Partners can also expect us to maintain our long-standing commitment of listening to their feedback, a pledge underscored by 16 consecutive years (2008-2024) of winning the CRN® Partner Program Guide. We also nabbed the prestigious 2024 CRN Annual Report Card (ARC) Award in the category of Computing: Power Protection and Management.

Q. How has Eaton evolved to support partners?

A. Over the years, we have fine-tuned our ability to help partners thrive in the channel. The pillars of the PowerAdvantage program focus on Enable, Educate and Reward. Our goal is to equip partners with the knowledge, tools and resources needed to effectively promote, sell and support our products and services. An integral part of this is executed by our dedicated Partner Enablement group, which is comprised of:

Partner Development – Helping our partners grow their business, this team provides a single point of contact on matters ranging from education to how to communicate the Eaton advantage.

Channel Sales Engineering – This group provides technical sales expertise to partners, both via phone/email support, and field resources to support them for site visits and walkthroughs.

Inside Sales – This team clears any sales logistics hurdles that may arise, supporting partners with quotes, order fulfillment and end user needs.

Segment Development – Providing segment specific intelligence and expertise, this group oversees the strategies of specific market segments, helping better enable our partners to engage specific end users.

Throughout 2025 and beyond, we remain committed to partner success and to furthering the objectives around which we have built our award-winning PowerAdvantage Partner Program.



Join the PowerAdvantage Program at:
www.poweradvantage.eaton.com



Powering Business Worldwide



Steven Loeb
VP, Marketing, Distributed IT

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The dedicated resources and rewards of the PowerAdvantage Partner Program, coupled with Eaton's industry-leading solutions, make it easy—and prosperous—for our partners to thrive selling power protection in the channel.

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