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How To Succeed

By Seeing The Whole Story



Partnering with Eaton: Your Advantage in a Changing World

Q. Why is it more important than ever for resellers to align with a partner like Eaton?

A. The pace of technological change has never been more intense. From the rise of AI and edge computing to the growing demand for energy-efficient solutions, resellers are facing a rapidly evolving landscape. Eaton understands that navigating this complexity requires more than just great products. It demands a partner who anticipates challenges before they arise. That's why we're committed to helping our partners stay ahead of the curve. We invest in innovation not for its own sake, but to ensure our partners are equipped with the tools, insights and hands-on support they need to adapt to new infrastructure demands, meet sustainability goals and lead with confidence. That is why our PowerAdvantage Partner Program is designed to empower resellers, offering everything from turnkey marketing campaigns that drive lead generation to on-site technical walkthroughs led by our expert field sales teams.

Q. What makes Eaton's approach to partnership different from other vendors?

A. At Eaton, we believe that true partnership goes beyond transactions. It's about collaboration, foresight and shared success. We don't just deliver products. We deliver a partner program dedicated to your business growth. Our team is constantly asking: What's next? What challenges are our partners facing? How can we help them differentiate and win? This mindset drives us to develop cutting-edge technologies, provide deep technical expertise and offer marketing and sales support that empowers our partners to stand out. Our leadership team brings decades of experience in energy management and IT infrastructure, and we use that knowledge to help you stay competitive in a crowded market.

Q. How is Eaton helping partners prepare for the future of IT infrastructure?

A. The future of IT is being shaped by decentralization, sustainability and performance. As GPU workloads grow and shift toward the edge, and as organizations prioritize carbon reduction, resellers need solutions that are both powerful and efficient. Eaton is at the forefront of this transformation. We're developing infrastructure that supports edge computing, reduces energy consumption and integrates seamlessly into modern IT environments. We're not just building for today. We're building for what's next. Our roadmap is shaped by partner feedback and market trends, ensuring that we're always delivering what you need to succeed.

EATON
Powering Business Worldwide



Linsey Miller
Senior Vice President
& General Manager,
Distributed IT, Eaton

"At Eaton, we don't just respond to change—we anticipate it. Our mission is to empower partners with the innovation, insight, and support they need to lead in a rapidly evolving world."

Join the PowerAdvantage Partner Program at
www.poweradvantage.eaton.com/CRN

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