



## Channel Partner Benefits

[www.80PLUS.org](http://www.80PLUS.org)

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### What is 80 PLUS®?

80 PLUS is an innovative, electric utility-funded incentive program to integrate more energy-efficient power supplies into desktop computers and servers.

The 80 PLUS performance specification requires power supplies in computers and servers to be 80% or greater energy efficient at 20%, 50% and 100% of rated load with a true power factor of 0.9 or greater. This makes an 80 PLUS® certified power supply substantially more efficient than current power supplies.



Visit [www.80PLUS.org](http://www.80PLUS.org) for a complete list of participating computer and power supply manufacturers.

## Plug in to a whole new market

*Gain Market advantage by offering customers cutting-edge power supply technology that reduces energy consumption of their desktop computers and servers.*

### The value of 80 PLUS® for the channel

- Financial incentives
- Marketing support to help promote qualified products
- Innovative market differentiation
- The ability to meet a growing demand for “green” IT products

### 80 PLUS incentives

- Incentives are \$5 for desktop computers and \$10 for desktop-derived servers, providing a market advantage for early adopters of the technology.
- Participating utilities will reward computer manufactures for integrating certified power supplies in desktop computers and servers sold to customers in their service territories.
- 80 PLUS sponsorship includes approximately 150 utility territories and 20% of the North American population.

### 80 PLUS Marketing Support

- Visibility: Listing on [www.80PLUS.org](http://www.80PLUS.org) with link to Computer Manufacturer/reseller website.
- Collateral and Messaging Support: Access to partner tool kit, which includes 80 PLUS brochure, technical data sheets, and web site content/messaging.
- General Marketing: Provide channels for program awareness in mass media outlets in the Program Sponsor service territories and nationally. Program partners have recently been featured in major outlets such as the *Boston Globe*, *PC Magazine* and *Computer Reseller News*.

## Act quickly to take advantage of this unique market opportunity

- To partner with 80 PLUS, contact Jason Boehlke, Channel Manager at [jboehlke@ecosconsulting.com](mailto:jboehlke@ecosconsulting.com) or 503-525-2700 x158