

Market Conditions: **Why you need to talk to your customers**

- Power problems cost the U.S. economy between \$119 billion and \$188 billion per year (Electric Power Research Institute).
- The average cost of network downtime for midsize businesses is \$70,000 per hour (IDC, 2009); avoiding a brief outage can pay for a UPS system.
- In a recent survey published in Electrical Systems Design, UPS end-users overwhelmingly endorsed their power protection investments. The following factors were cited in their purchase justifications:
 - Damage to computer
 - Loss of production
 - Time lost to crashes
 - Loss of valuable data

Target Market: **Prime market conditions for attaching a UPS**

- **New hardware quote or purchase:** Existing protection might not be sufficient for new hardware. New equipment adds stress to an existing system, which may now need switches, routers or other additions.
- **Business continuity and disaster recovery planning:** You don't have to have experienced catastrophic downtime in order to prepare for it!
- **Power environment problems:** Natural disasters (blizzards, tornadoes, etc.) and inconsistent utility power can cause prohibitively expensive downtime, damage and data loss.
- **Green initiatives:** Eco-conscious power protection reduces power output and utility costs, and can be part of a company's social responsibility profile.

Address Customer Challenges with Tripp Lite Solutions

ONE:

NEW EQUIPMENT IS UNPROTECTED



Your customer purchases a new server, switch, etc., without indicating a power protection plan.

Questions to Ask Your Customers:

- In the event of a power problem, how much time will you need to shut down this new equipment safely?
- How will your purchase today affect the power load on your existing network? (Is your current UPS solution capable of handling this additional load?)
- Are you aware that the average midsize company suffers 16-20 hours of network, system or application downtime per year, at an average loss of \$70,000 per downtime hour?

TWO:

BAD POWER/ INCLEMENT WEATHER



Your customer is experiencing power problems due to severe weather or utility power inconsistency.

Questions to Ask Your Customers:

- What hardware do you need to back up, and where is it located (in a rack, under a desk, etc.)?
- In the event of a power problem, how much time will you need to shut down your equipment safely?
- Are you aware that power protection is an essential element of any business continuity plan, and can be considered a cost or overhead expense similar to an insurance policy?

THREE:

JUSTIFYING THE EXPENSE



Your customer is struggling to justify the cost of a power protection investment to key stakeholders.

Questions to Ask Your Customers:

- What are some power problems in your area?
- Please describe your current power protection setup.
- What would happen to your business if your system experienced downtime, damage or data loss?
 - Lost revenue due to lost productivity?
 - Irrecoverable data loss?
 - Financial loss to replace damaged equipment?

THE SOLUTION:

Configure the perfect UPS solution for your customer's hardware and needs. Here's how:

- Conference in Tripp Lite's Power Specialists: 773.869.1236 • upsapplications@tripplite.com

OR

- Use the Tripp Lite Product Finder: www.tripplite.com/selector

Either way, Tripp Lite will provide your customer with the right-sized solution at the best price.

We will also recommend appropriate power distribution, cooling, rack and UPS accessories (where applicable), to help you complete the sale and ensure that your customer's power protection and management needs are fully met.

THE SOLUTION:

A Tripp Lite UPS System provides significant Return on Investment: it typically pays for itself within the first 64 seconds of a blackout. A relatively small investment today will ensure that your business stays up and running, your people stay productive and your equipment stays healthy in the event of any power disturbance—no matter how common or unique it is.

A Tripp Lite UPS System is a form of insurance.

You wouldn't run a business without liability insurance; don't run one without power protection insurance, either.

Tripp Lite Benefits You and Your Customers ►►

You've Optimized Your Customers' Networks and Minimized Their Risks of Catastrophic Loss

When you ask pertinent, open-ended questions and provide knowledgeable, detailed solutions, you build value-added relationships with your customers.

Customers become....

- **Confident** that you are looking out for their financial and operational well-being
- **Better informed** about the catastrophic effects of downtime, damage and data loss
- **Empowered** to make informed buying decisions

Immediate and Long-Term Benefits:

- **Customers purchase** top-quality power protection at affordable prices from a company they trust
- **You earn** the rewards as customers become repeat customers and recommend you to their associates

Power protection is a concern for every one of your customers, and the risks aren't going to go away:

- Power grids are aging
- Governments lack funding to invest in infrastructure
- Unruly weather can devastate entire communication networks

It is crucial that your customers address this issue, and you should be their advisor, helping them avoid catastrophe.

Did You Know?

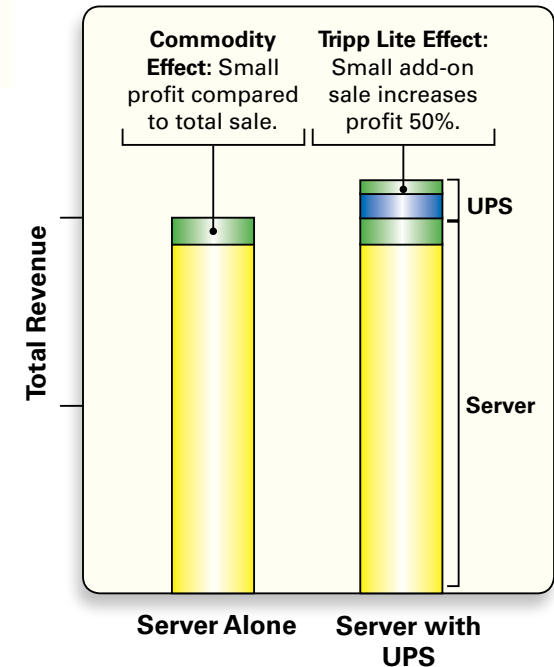
- ❑ The typical computer experiences 120 power problems each month.
- ❑ 45% of computer data loss is caused by power problems.
- ❑ American businesses lose \$50 billion per year due to power problems.
- ❑ It costs less to protect equipment and data than to replace them!

Sources: IBM, Contingency Planning, Electric Power Research Institute

Counteract the Dwindling Margins of Core Hardware with Accessory Add-On Sales

- Margins for core hardware like desktop computers, servers, routers and switches continue to drop as fierce competition and standardization transform these products into low-profit commodities.
- Tripp Lite solutions like UPS systems and surge suppressors continue to enjoy healthy margins.
- Build better profits and margins into your core hardware sales by attaching Tripp Lite power protection accessories, which offer better margins than comparable competitors.
- For example, after you sell a \$10,000 server, adding a \$1,000 UPS to protect the customer's investment and system uptime can be relatively easy, yet it can increase your total profit for the sale by 50%.
- The multi-billion dollar power protection sector offers great opportunities for increasing share in a growing market.

Power Protection Add-on Sales Increase Profits



Downtime Damage by Industry

The cost per hour of downtime is inversely proportional to the average number of downtime hours per year. That's because companies with high-value operations tend to deploy technology and best practices to reduce risk.

	Productivity Loss/Hour	Revenue Loss/Hour	Downtime Hours/Year
Finance	\$3,640	\$9,997,500	3.57
Retail	\$2,580	\$397,500	7.75
Healthcare	\$1,250	\$157,500	21.70
Manufacturing	\$3,060	\$59,930	8.01

SOURCE: IDC Business Value Research, 2009

Exactly What Needs to Be Protected?

All electrical devices require a UPS system for protection and support. Why?

Network and VoIP Systems: UPS ensures greater availability

Data Storage Systems: UPS secures data protection

Security Systems: UPS protects the equipment that protects you

For More Information, Contact Your Tripp Lite Sales Representative.

Dedicated Power, Rack and KVM Specialists

773.869.1236
upsapplications@tripplite.com



Tripp Lite has been a trusted manufacturer of innovative solutions for over 85 years!



Tripp Lite World Headquarters
1111 West 35th Street, Chicago, IL 60609 USA
773.869.1234 • www.tripplite.com