

## Frost & Sullivan Award for Customer Value & Satisfaction



### AWARD DESCRIPTION

The Frost & Sullivan Customer Value & Satisfaction Award is given to the company that has provided customers with the solution and/or service with the highest value to the customer. The recipient has provided customers high quality and extremely competitively priced products.

### RESEARCH METHODOLOGY

To choose the recipient of this award, Frost & Sullivan analysts track competitor features and prices within the industry. This is achieved through interviews with all market participants and extensive secondary research of proprietary data sources. Finally, the competitors are compared and ranked for relative position. Frost & Sullivan then presents the award to the company that received the number one industry rank.

### MEASUREMENT CRITERIA

In addition to the methodology described above, there are specific criteria used to ascertain final competitor rankings in this industry. The recipient has excelled by staying competitive in the following areas:

- Overall Product Line
- Product reliability
- Price
- Reputation
- Delivery time
- Topology
- Scalability
- Technical support
- Field service
- Pre and post sales service
- Hardware and software features

### AWARD RECIPIENT: POWERWARE

The 2003 Customer Value & Satisfaction Award is presented Powerware for their reigning position in terms of customer satisfaction in the North American uninterrupted power supplies (UPS) market. Powerware is considered a highly accomplished UPS manufacturer, both in terms of technology and revenue performance. User-friendly technologies, such as the patented HotSync® technology, advanced battery management, and Powervision® management software, have made life easier for many end users across vertical markets. During 2002, Powerware generated approximately \$315 million in North America, positioning them as the second largest UPS manufacturer in the U.S. The

The logo features the word 'POWERWARE' in a bold, serif font. Above the letters 'O', 'W', 'E', 'R' is a thin, curved line that arches over the top of the letters.

company offers products and services that cater to a wide selection of end user applications including telecom, industrial, healthcare, government and small home offices. UPS products range from 300 VA up to 4000 kVA.

A recent UPS end user survey conducted by Frost & Sullivan reveals that Powerware products were ranked the highest in terms of customer satisfaction. End users were asked to rank their satisfaction level on a scale of 1 to 7 for thirteen different features associated with their current installed UPS product. 1 equaled extremely satisfied and 7 equaled extremely dissatisfied. Powerware exceeded all market participants by achieving the highest satisfactory level for nine out of the thirteen categories. Features include reliability, reputation, delivery time, scalability, pre-sales service, post-sales service, technical support, field service, and software features.

#### Serviceable and User Friendly Products

Frost & Sullivan's survey revealed that, across all power ranges, product reliability has the greatest influence in determining future purchases.

Reliability in the UPS industry is measured in terms of mean-time-between-failure. However, in this survey, end users were asked to value the overall comfort level with the product. The weighted average response for Powerware was valued at 2.1 on a scale of 1 to 7, which translates to very satisfied.

High reliability is assured through Powerware's unique, rugged, and highly serviceable designs. This ensures a complete understanding of the product and mean-time-to-repair. Powerware claims that once an engineer is on site, he or she is able to repair and get the system up and running in less than thirty minutes in most circumstances. Durability is proven through the fact that Powerware currently has hundreds of units in the field that have been running for over twenty years.

Among popular products is the Powerware FERRUPS® product, which features Powerware's patented ferroresonant technology - a technology that is said offer "bulletproof" power protection. Ferroresonant technology is said to reduce the number of components in the machine and therefore increases the product's reliability.

In the United States, Powerware owns more than sixty-five registered patents for power quality applications.



### **Advancements in Battery Management Extends the Life of the Battery**

Powerware's patented Advanced Battery Management (ABM®) technology extends the life of the battery. Instead of trickle charging, ABM charges the battery in three stages. Through this technology, the life of battery is doubled compared to a battery that is trickle charged. Through trickle charging, the battery's life is limited to around thirty-two months, whereas with ABM charging, a battery can last as much as sixty-nine months.

### **Wireless Paralleling Leads the Market in terms of Scalable Solutions**

Powerware's HotSync® technology is a patented technology that enables wireless paralleling. The system looks at the power flow going out of the UPS and helps balance out the load between the UPSs. This technology allows UPSs to be connected in parallel in order to increase capacity or redundancy - enabling as many as eight uninterruptible power modules to work in complete synchronization without the need for module-to-module communication.

Value added features, such as ABM® and HotSync® technologies, are highly appreciated among end users. Extended battery life allows higher return on investment for the end user. Similarly, HotSync® technology provides the end user flexibility in terms of scalability and redundancy, maximizing return-on-investment and delivering high 9 reliability.

### **Over 300 Field Engineers Allows a Fast Turnaround to Customer Issues**

Powerware's service programs range from preventive maintenance to remote monitoring including battery maintenance, service training, UPS enhancements, and spare parts kits among others. Multi-vendor services provide services for all critical power equipment under a single contract, including other manufacturers' equipment. Service programs include the ProActive Service Plan - a preventive maintenance program - and include services such as annual power protection audit assignments, 7x24 annual performance checks, and 7x24 corrective maintenance coverage.

One of Powerware's core strengths is their service network. Powerware currently has the largest service network in the U.S. with over 300 field engineers. All service engineers are trained at the factory. In addition, each engineer undergoes regular trainings every year. Powerware conducts hundreds of classes a year for field engineers across the country, enabling the engineers to remain abreast on customer issues and are offered the latest tools for solving customer issues. To ensure a rapid

turnaround on urgent problems, all field engineers are equipped with spares inventory. If there is a need, the engineer can solve the problem on a rapid basis.

### **Proactive Service Provider**

Customer care is given high priority at Powerware. During the North East Blackouts, field engineers were sent from other locations to the North East states to take on any customer issues. In addition, Powerware immediately set up a team to proactively call the clients to ask if they observed any problems with its unit.

For technical support, Powerware ranked first with a weighted average of 2.0 on a scale of 1 to 7, which translates to very satisfied.

### **Best in Class Software Features**

In the survey, Powerware software features had a weighted average of 1.3 on a scale of 1 to 7, which translates close to extremely satisfied. Between 2001 and 2003, Powerware has made some major advancement in terms of improving their software products based on its user friendliness and functionality. Key products include:

Powerware LanSafe™ Version 5 Management Software - fifth generation power management solution that offers built in cost savings calculator, stealth mode operation, and historic view. The built in cost saving calculator will determine the amount of money saved by the UPS equipment due to prevented downtime and therefore reinforce the UPS investment. The stealth mode operation enables power management functions to run invisibly without the constant pop-up screens. Historic view records up to a year of power events.

Powerware Powervision® Management Software - allows the end user to manage multiple UPSs within an enterprise. The system includes an alarm management system that offers the end users several notification options such as through e-mail, pager, phone, or a PDA.

### **In Conclusion**

By prioritizing customer care and truly understanding customer needs, Powerware will continue to excel in terms of product offering and services. High customer satisfaction proves that Powerware is a worthy recipient of the Frost & Sullivan 2003 Customer Value & Satisfaction Award.

### **For further information, contact:**

Powerware  
(800) 356-5794  
www.powerware.com

Frost & Sullivan  
(210) 247-2496  
www.frost.com