

Frost & Sullivan Award for Product Line Strategy



AWARD DESCRIPTION

The Frost & Sullivan Award for Product Line Strategy is presented each year to the company that has demonstrated the most insight into customer needs and product demands. The recipient company has optimized its product line by leveraging products with the various price, performance, and feature points required by the market.

RESEARCH METHODOLOGY

To select the Award recipient, the analyst team tracks all end-user requirements and market dynamics within the industry. This process includes interviews with suppliers, end-users, and industry experts. The product lines are compared with customer base demands, and the top-ranking supplier is then presented the Award.

MEASUREMENT CRITERIA

In addition to the methodology described above, there are additional criteria used to determine the final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Introduction of new products strategically positioned to balance the product line
- Ability to accommodate different market segments or different markets within an industry by repurposing technology
- Enhancement of product offerings through optimization of packaging, service, delivery, financing, and/or other value-added services
- Strategic technology or marketing acquisitions or alliances

AWARD RECIPIENT: POWERWARE

The 2004 Frost & Sullivan Award for Product Line Strategy goes to Powerware for supplying a complete and extended product line for the World Uninterruptible Power Supply (UPS) market. This award also acknowledges Powerware's contribution for featuring technology enhancements that address critical end-user requirements in terms of reliability, power density, manageability, and monitoring capabilities.

Powerware products range as low as 300 VA up to 4000 kVA and cater to a wide selection of end user markets including telecom, industrial, healthcare, government, and small home offices.

Intuitive of Customer Needs

Until a couple of years ago, the majority of end users took power protection for granted, resulting in a replacement cycle of 10 years for UPSs. E-business and

The Powerware logo, featuring the word 'POWERWARE' in a bold, serif font with a registered trademark symbol. Above the text is a thin, curved line that arches over the letters.

digitalization of data storage continues to increase load requirements. Unfortunately, the existing power grid has not matched this increase. As a result, most organizations are highly susceptible to power abnormalities such as harmonics, surges, and blackouts.

The 2003 August blackouts reminded end users of how vulnerable organizations are to power abnormalities. The market consists of a new generation of buyers that are in tune with configuration requirements. Typically, these end users are more willing to swap existing obsolete UPS units with more manageable UPS units that can offer redundancy and scalability and therefore ensure higher reliability.

Redundant and scalable units are key features that must be addressed in order to succeed in the UPS market. Companies must be in sync with the growing load requirements in the industry. Acknowledging this trend, Powerware has been proactive in terms of introducing and promoting relevant UPS products.

Addressing the Need for UPSs with Higher Power Density

Higher power density ensures a higher power capacity per unit, which allows compact UPS designs to evolve. This is considered a critical requirement for end users that require maximum utilization of existing floor space without having to build special compartments for UPSs. During 2003, Powerware introduced several products specifically directed toward this need.

Powerware 5115 RM is a 500 to 1500 VA rack-mountable UPS unit that is only 1U in height. Target markets include servers, storage systems, network equipment, and other critical devices.

The 5000/6000VA addition to its Powerware 9125 rack-mount/tower double conversion UPS family protects critical applications from downtime, data loss and corruption and process interruption by providing continuous, conditioned power to all connected equipment. The product line provides up to 3000VA clean power in only 2U space and up to 6000VA in 5U space. Target markets include heavily configured servers and Datacenters, banking and security systems, manufacturing process control and telecommunications/PBX equipment.

Powerware 9320, a modular scalable three-phase UPS system with 40kVA capacity or 20kVA redundancy in less than 5 square feet of floor space.

Powerware 9335, a transformerless high performance 80kVA or 120kVA system, in less than 6 square feet of floor space including internal maintenance bypass.

POWERWARE

Powerware 9315, a 400/500 kVA three-phase double conversion (online) UPS, has a 0.9 leading output power factor which increases the true power output from 400 kW to 450 kW. Higher power factor increases usable power capacity without increasing the footprint of the UPS.

Powerware 9370, a 160-250kVA three-phase double conversion online UPS is housed in a smart and small and compact cabinet due to an optimized internal layout and rigorous selection of components. Its front-access only design further saves data center space by placing the UPS against a wall.

Complete Line of Connectivity and Software Products for Manageability

Powerware offers a complete line of connectivity products to ensure communications compatibility with a variety of external devices through the web, serial, USB, relay, or SNMP networks. Its ConnectUPS Web/SNMP cards and adapters give customers the ability to monitor their UPS performances via web or SNMP network anytime and anywhere.

Powerware also offers a full range of management software, starting from LanSafe network shutdown software bundled with the UPS products, to PowerVision for enterprise UPS monitoring, to the highly sophisticated DataTrax Foreseer that can proactively manage power, environmental, and life/safety devices in mission-critical information technology and communications operations.

UPS Configuration Advancements Assisted Through the Patented Hot Sync Technology

Patented technologies such as Powerware's hot sync and advanced battery management have positioned Powerware as a technology leader in the UPS market. Powerware's patented hot sync technology enables wireless paralleling. The system reviews 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 UPS modules to work in complete tandem. This technology is said to offer higher reliable paralleling and minimum component failure.

Battery Management Extends the Life of the UPS

Powerware's patented Advanced Battery Management (ABM) extends the life of the battery. Instead of the conventional trickle charging technology, the ABM charges the battery in three stages through which the battery life is expected to double. An extended battery life allows a higher return on investment for the end user.

Product Line Matched with Customer Service Commitment

Powerware has more than 40 years of experience in the UPS market and an unmatched reputation for high reliability products. In fact, a recent North American end user survey conducted by Frost & Sullivan revealed

customers had a high appreciation for Powerware's product line in terms of reliability and product performance. In this survey, Powerware ranked highest in customer satisfaction for product reliability, reputation, delivery time, scalability, service, technical support, field service, and software features. In 2003, Powerware opened its state-of-art Customer Reliability Center to provide remote monitoring services and technical support for its UPS customers

Conclusion

Worldwide, Powerware accounts for approximately 13 percent of the UPS market. Their success has been contributed by solid product line and developed sales channel. Powerware's products are visible in all relevant sales channels including manufacture representatives, distributors, original equipment manufacturers (OEM), and private labeling, thereby positioning Powerware products in a favorable position. Through enhanced product line offerings and a high quality product line, Powerware will continue to gain market share in the near future making this company a worth recipient of Frost & Sullivan 2004 Product Line Strategy Award.

Primary Products (availability of models may by region)

- Powerware 3110 (300 to 700 VA)
- Powerware 3115 (300 to 650 VA)
- Powerware 5115 (500 to 1400 VA)/ Powerware 5115 RM 500-1500 VA
- Powerware 5125 (1000 to 2200 VA)/ Powerware 5125 RM 1000-3000 VA
- Powerware 5140 (6 kVA)
- Powerware 9104 (3.1 to 6 kVA)
- Powerware 9120 (700 to 6000 VA)
- Powerware 9125 (700 to 6000 VA)
- Powerware 9150 (8-15kVA)
- Powerware 9170+ (3 to 18 kVA)
- Powerware 9 Prestige (600 to 6000 VA)
- Powerware FERRUPS UPS (500 VA to 18 kVA)
- Powerware 9315 (30 to 800 kVA, parallel up to 4000 kVA)
- Powerware 9320 (10 to 60 kVA)
- Powerware 9330 (10 to 40 kVA)
- Powerware 9335 (80 to 120 kVA)
- Powerware 9370 (160 to 250 kVA)
- Powerware 9340 (80 to 130 kVA)
- Powerware 9305 (7.5 to 80kVA)
- BPII HE and BPII-S HE (10 to 40 kVA)
- BPIII Industrial (30 to 500 kVA)
- BPIV (10 to 30 kVA)
- PB 4000 (10 to 250 kVA)