

Maximum Uptime

availability experience quality service advantages

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Welcome to Maximum Uptime! News for **MaxPower** Resellers

Keeping you informed about the latest product additions and changes, providing valuable selling tips, and arming you with the information you need to thrive above the competition are the goals behind MaxPower's new newsletter, Maximum Uptime. Published quarterly, our newsletter is designed to be a valuable tool for our valued reseller partners.

But Maximum Uptime is just one of many benefits you receive as a MaxPower reseller. If you're accustomed to being little more than a customer number in your UPS

supplier's ordering system, then you're in for a pleasant surprise at MaxPower. We not only offer availability and aggressive pricing, but a variety of other incentives and personal touches you won't find elsewhere.

For starters, be sure to read all about our new, online ordering tool, MaxPower Online (see story below). In addition, all end-user leads that come through MaxPower are passed directly to our resellers. We also offer periodic incentives, rebates and volume discounts to maximize

your UPS selling opportunities. Furthermore, for resellers who are members of Powerware's Power Alliance Program, we provide detailed POS reports so you will automatically receive accrual of co-op funds – as well as full credit for any promotions or sales contests – for all of your Powerware purchases made through MaxPower.

Clearly you can see that MaxPower is more than a distribution house ... it's your single source for premium power protection solutions and services.

Products, Pricing, Availability – All Just A Click Away!

In today's demanding business environment, your customers need high availability when it comes to their ability to purchase power protection solutions. As their UPS supplier, they want to know that you can get them what they need in a timely manner ... preferably yesterday. MaxPower is pleased to introduce a tool that will allow you to do just that.

With MaxPower Online – our customized, web-based management tool – you can create a quote, browse inventory and see exactly when units have shipped. What this means for you is no more guessing about if and when a product will be in stock; no more wondering where the order is that was promised to you last week; and no longer being restricted to specific hours in certain time zones in order to obtain an accurate quote.

MaxPower Online is conveniently located on our web site at www.maxpowercorp.com. To receive a password and begin using this online fulfillment mechanism, please call Michele Seif at (877) 853-8338.

New face joins **MaxPower**

MaxPower is pleased to welcome a new – albeit familiar – face to the UPS sales team. Ron Piersky, who spent five years as a district sales manager for Powerware/Best Power, recently made Denver his new home and MaxPower his new employer. As the company's new sales manager, Ron brings with him not only a wealth of experience and background in the UPS industry, but also an established working relationship with many of MaxPower's current reseller partners. Please join us in welcoming Ron to the MaxPower team! You can contact Ron at 877-853-8338, ext. 2.



maxpowercorp.com

MaxPower To Stock New Powerware 9320 UPS

Power density, flexibility and reliability are key components of the ideal power solution for mission-critical applications. MaxPower is pleased to announce a new UPS that combines all three in a modular, scalable design: the Powerware 9320. Designed to provide redundancy and the ability to increase system capacity as your customers' needs change, the PW 9320 is an ideal solution for small- to mid-size data centers; server farms; telecommunications installations; branch offices; networks; and IT infrastructure.

Using 10 or 20 kVA modules stored in a single cabinet, the PW9320 provides a reliable and flexible solution. The modules

are hot-swappable for easy servicing and contain intelligence independent of the cabinet, eliminating a potential system-level single point-of-failure. With the ability to house additional batteries in a separate cabinet, the PW9320 enables expanded runtime capabilities to be easily added into the existing footprint.

As part of its advanced design, the PW9320 features unique distributed parallel architecture (DPA) for redundancy and increased capacity, which allows each module to operate as an independent unit. Additionally, the PW9320 can be paralleled with up to three modules, offering N+2 redundancy.

For more information and pricing



on the new PW9320, please call MaxPower at (877) 853-8338.

Responsiveness Makes MaxPower Tops With IET

"MaxPower really has it all figured out," assesses Sandra Serbousek, co-owner of Innovative Electrical Technology (IET) in Iowa. A Powerware manufacturers' representative who has been purchasing single-phase UPSs from MaxPower for nearly a year, IET reports that from pricing to professionalism, responsiveness to reliability, MaxPower shines above other UPS distributors.

"The thing that has impressed me the most about MaxPower, and what has been the most refreshing, is that they really have all of their ducks in a row," Serbousek says. "They are great to work with. It's a win-win situation for both of us."

The ability for MaxPower to immediately ship product ranks high with IET. When talking with end users, Serbousek is confident telling them that their order will most likely ship the same day. "Customers need things immediately," she explains. "And if you have to wait a week or so, they will look elsewhere. Nine times out of ten, MaxPower can get it out the door on the same day."

But IET customers are not the only ones who benefit from MaxPower's quick turn-

around, Serbousek notes. Equally important is the swift reaction time IET has come to appreciate from the company as a reseller partner. Immediately notified by e-mail with tracking numbers and freight charges as soon as her orders ship, Serbousek has all the information she needs to invoice customers right away, rather than having to wait weeks for these details to arrive by mail.

"This has increased our company's cash flow tremendously," she reveals. "Our end users are sometimes paying us before we even have to pay our invoice. I would think that would make a huge difference to other resellers, too."

IET also appreciates the lengths MaxPower goes to preserve reseller relationship with their customers, such as supplying the reseller's contact information on packing slips, and using the company's own shipping labels. "Their business philosophy is to supply products to resellers, not to fulfill orders to end users," Serbousek explains. "I feel totally comfortable working with them."

In the unlikely event that a problem does arise, IET has found MaxPower to be equally responsive. Once, Serbousek recalls, a trucking company damaged a UPS that was being delivered to one of IET's end users. After notifying MaxPower of the problem, the distributor overnighted a replacement order, ensuring that the

project was not delayed. "This made a huge difference to the customer," she says.

Having dealt directly with larger manufacturers in the past, Serbousek believes that working with a smaller company such as MaxPower offers numerous advantages.

"One call does it all and we get our answers quickly," she says, adding that everyone on the MaxPower team has been extremely professional, helpful and easy to work with.

At the end of the day, perhaps the greatest benefit of IET's partnership with MaxPower is peace of mind. "I can take care of everything in one day," Serbousek acknowledges. "With the responsiveness of MaxPower, I can put the order away and forget about it!"

We're Here For You!

Maximum Uptime is your forum.

We want to make sure we're providing you with the information you need to increase your sales and be profitable in the power protection industry. Do you have comments about this first issue? Ideas for future editions? Please contact us at marketing@maxpowercorp.com. We'd love to hear from you!

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