

CyberPower®



POWERING GOVERNMENT



Wildflower International relies on
CyberPower power protection



CYBERPOWER PROTECTION PRODUCTS INCLUDE:



UPS SYSTEMS



PDU's



SURGE PROTECTORS



RACKS

Wildflower International, a woman-owned government technology reseller located in New Mexico, has been procuring technology for numerous government agencies for the past 30 years. From desktops to servers, Wildflower has been able to supply anything and everything IT-related to the federal government.

Operating as a HUBZone-certified small business, Wildflower is designed to provide economic assistance to its community. HUBZone businesses support historically under-utilized business zones by ensuring at least 35% of the employees live within the geographically designated area.

Wildflower's mission has always been the same — provide industry-leading customer service while supporting employees in a fun, relaxed, and tight-knit environment. When a client works with Wildflower, they have access to a variety of teams to help them design the right solutions and procure the right technologies.

But working with government contracts presents unique challenges to resellers such as Wildflower. In any given month, Wildflower may receive anywhere from 1,200 to 2,000 requests for quotes (RFQs). Scott Coulter, executive vice president of sales and business development at Wildflower, knows all too well about the challenges that come with working within these constraints.

“As a small company with an inside sales team that is comparatively small to our competition, it can be quite cumbersome,” says Coulter. “It’s a unique skillset to be able to juggle that type of business.”

RFQs require a quick response time, so Wildflower relies on partners they can trust to get the information they need.

Among the list of partners is CyberPower, a manufacturer of power protection products including surge protectors, UPS systems and PDUs, racks, and more. CyberPower's goal is to provide customers with high-quality power protection products.





“My value in Wildflower is their people.”

— Tre Sayles, National Account Manager (FED/SLED) at CyberPower

“Reliability is paramount to CyberPower. It’s how we maintain our relevance, how we maintain our brand, and how we maintain our respect within the industry as a power protection manufacturing company,” says Tre Sayles, CyberPower’s national account manager for federal, state, and local government agencies.

Along with a focus on reliability, CyberPower offers an industry-leading warranty that sets them apart from the rest of the pack.

“One of the things the customer enjoys about CyberPower is a longer warranty than they typically get through the competition. CyberPower offers an optional five-year warranty with most of their products, whereas most companies only offer a three-year warranty option,” Coulter explains.

CyberPower and Wildflower’s partnership began three years ago and has continued to grow over time. Sayles has been working with the Wildflower team for more than a year, attending the Wildflower June Bloom event in 2019, a partner conference established to build and nurture relationships between Wildflower and their partners.

“The relationships that were built in that first meeting carry forward to today,” Sayles explains.

CyberPower has become a valued partner to Wildflower, and for good reason. Wildflower has been able to provide a pricing advantage to their customers with products comparable to industry leaders.





“CyberPower not only offers a competitive price, but a high-quality product that competes head-to-head with the competition.”

— Scott Coulter, Executive Vice President of Sales and Business Development at Wildflower

“The area in which CyberPower really adds value for the customer, and benefits Wildflower, is in competitive situations,” says Coulter. “The government is all about saving money. Any time we can offer them a product that gives them the same functionality for less money, they’re game.”

Not only is CyberPower able to provide a quality, cost-effective product, but they also provide plenty of support to their partners. With CyberPower’s Channel Partner Alliance Program, partners receive exclusive discounts and dedicated account managers to serve as their one-stop-shop for all power protection needs.

“I am their dedicated account manager, but I am backed up by a sales support team that is able to offer a 60-minute response time,” adds Sayles.

CyberPower’s partnership has helped Wildflower provide high-quality, high-value products to their customers, along with an industry-leading warranty and cost savings that are unmatched.

“One of the main reasons I appreciate CyberPower is ease-of-use. We deal with a lot of RFQs. CyberPower is very responsive; their website and their partner portal enable us to access things like datasheets and competitive information. They make it very easy for my team to supply competitive quotes in a timely manner,” explains Coulter. “I would recommend that anybody work with CyberPower.”

Deliver power protection that fits your needs and budget with the help of CyberPower.

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