



CYBERPOWER SUCCESS STORY

RETAIL



INTRODUCTION

A national restaurant chain needed power backup for thousands of point-of-sale (POS) terminals. The UPS had to allow employees to complete a sale smoothly in the event of power loss during a transaction. CyberPower recommended a cost-effective solution and worked with a reseller to bundle the UPS units with other POS components to save the customer time and effort.

AVR750U

CyberPower sales and product management arranged for 16,000 units to be delivered to the reseller.



REQUIREMENTS AND RESPONSES

1. The customer has point-of-sale equipment in more than 12,000 locations—and each store has an average of more than 700 customers per day.

Each POS system generally includes a receipt printer and a scanner for bar codes and promotions, plus a UPS to ensure that any transaction can be completed even if power fails.

Runtime requirements are modest; each unit only needs to provide 175 watts for 30 seconds. Still, any loss of power can disrupt the flow of business.

2. The customer expected to place an order for 16,000 UPS units at once.

Every few years, the company replaces all of its UPS units to keep them up to date and covered by warranties. This simplifies maintenance, but creates sudden demand for high volumes of new products. An order of this volume tests the efficiency of any supply chain. Coordinating the work of manufacturing and warehouse facilities, CyberPower sales and product management arranged for 16,000 units to be delivered to a reseller. In turn, the reseller bundled the UPS units with other POS components and shipped them to individual customer locations.

RECOMMENDATIONS

CyberPower offers several products within the specified range, so the customer had multiple options for features and price. The sales team worked closely with the customer and determined that the CyberPower AVR750U would meet all requirements for space, capacity, and cost.

RESULTS

The customer benefits from standard equipment across all its locations, reduced UPS unit costs, industry leading warranty coverage, and simplified logistics thanks to the collaboration between CyberPower and the reseller. Both parties expect this relationship to continue.