



Case study

POWERING BUSINESS PARTNERSHIPS

Power Protection Solutions
for Eastern Data

POWERING RESELLER PARTNER SUCCESS



CyberPower's portfolio of power protection is designed to meet the growing demands of IT applications. From project scoping to professional commissioning and service, CyberPower collaborates with its reseller partners to deliver a complete power protection solution for every customer.

Solution Summary

Location: Norcross, Georgia

Opportunity: To meet partner needs for reliable power protection solutions to value-add reseller Eastern Data, increasing profitability and building lasting relationships with their customers.

CyberPower Solution: To deliver high-quality power protection with superb features and dedicated support – all at a great value.

Results: Eastern Data has come to rely on CyberPower to deliver tailored solutions to end users' power and budget needs and motivated Eastern Data's sales reps with exclusive rewards.

CyberPower®

About CyberPower

Founded in 1997, CyberPower designs, manufactures, and delivers award-winning power protection solutions, including uninterruptible power supply (UPS) systems, power distribution units (PDUs), surge protectors, mobile charging devices, connectivity, and power management software to customers worldwide.

KEEPING CUSTOMERS POWERED AND PROTECTED

RELIABLE POWER PROTECTION FOR THE SOUTHEASTERN UNITED STATES



ABOUT EASTERN DATA

Founded in 1997, Eastern Data is a value-added provider of high-quality computer components, systems, servers, and surveillance solutions. Headquartered in Norcross, Georgia, the company focuses on building lasting relationships with customers across a broad range of industries, including schools, government institutions, and corporations. When it comes to meeting these customers' needs for reliable power protection, Eastern Data counts on CyberPower.

“CyberPower is the best in my opinion. Because it just works... So even when you hear a thunderclap, you know it's going to keep your system up and running. Everything is fine.”

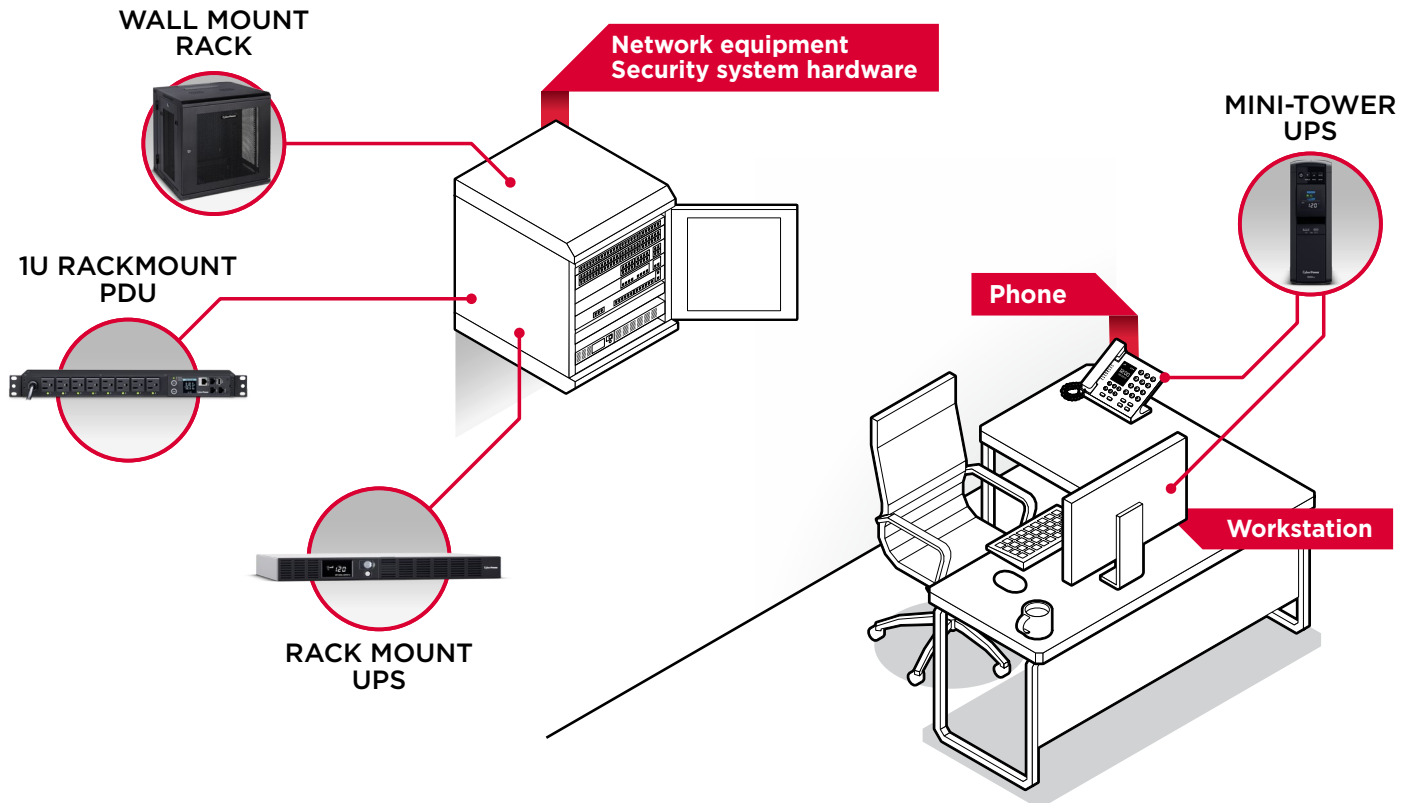
Al Kersey, National Account Manager and Internal IT Manager

“Power issues are a big concern in the states that I sell into—which are mainly in the Southeast, including Georgia, Alabama, Mississippi, and Florida,” says Rosemarie Degaraff, Senior Sales Representative at Eastern Data. “There are hurricanes and frequent lightning strikes. Customers absolutely have to have their systems backed up, and CyberPower is our UPS line of choice.”

Through the CyberPower Channel Partner Alliance program, Eastern Data has direct access to high-quality UPS systems, PDUs, surge protectors, and power accessories for its customers. Plus, the products come with exclusive discounts, excellent service, and a rewards program for partner sales representatives. However, what matters most to Eastern Data is the shared commitment to success.

“We have a one-on-one relationship with CyberPower, and it's truly like family,” says Degaraff. “CyberPower consistently comes through with what we need in a timely manner to make sure that our customers are satisfied.”

GROWING BUSINESS WITH A COMPETITIVE EDGE



Eastern Data prides itself on offering guidance to customers—not just pushing product sales. Often, power protection is not even on customers' radars. They simply want IT solutions that work within their budget and meet their unique needs. As a trusted advisor, Eastern Data reminds customers of the need to protect their systems from power problems, whether due to severe weather or utility power inconsistencies. And they can confidently recommend CyberPower solutions for more peace of mind.

"Our customers may not automatically think of power protection when they configure their servers," says Faith Broderick, Director of Business Development. "Being able to offer CyberPower and remind them that they need to protect their investment, it's a pretty easy sell."

“If we are in a competitive situation and need a specific price, CyberPower will make it happen. And they will make it happen in a quick turnaround time, so we can make the sale.”

Rosemarie Degaraff, Senior Sales Representative

For the seasoned sales force at Eastern Data, CyberPower is the “go-to-supplier” for power. As Broderick puts it, “I’ve been in this industry for about 10 years, and I’ve seen a lot of different products in this category. CyberPower’s products are definitely the best.” In fact, Eastern Data sales representatives typically offer good, better, best options to customers, and they know that customers will be happy with whatever CyberPower solutions that they chose.

What’s more, CyberPower will go the extra mile to help ensure that Eastern Data closes deals. Through the Channel Partner Alliance program, Eastern Data sales reps can get discounted pricing to meet their customers’ bid requirements—with a one-hour turnaround.

“I can come to CyberPower with an opportunity, and they will almost immediately give me special pricing,” says Broderick. “This means I can offer a solution that’s competitive to other manufacturers.”

Senior Sales Rep Degaraff agrees that Eastern Data gets a competitive edge with CyberPower. “The CyberPower pricing and discounts are strategic to us getting sales,” she says.

A POWERFUL PARTNERSHIP

Beyond the favorable discounts, Eastern Data continues to partner with CyberPower due to the reliability of their products. In fact, the company is so confident in that reliability, Eastern Data protects its entire site with CyberPower solutions.

“Anybody who has been in Georgia long enough knows that an evening thunderstorm can come up out of the blue. You need to make sure that your systems are covered and that you have reliable and clean power,” says Al Kersey, National Account Manager and Internal IT Manager at Eastern Data.

Broderick echoes the positive sentiment. “One of the reasons we always sell CyberPower is because of the reliability. It’s important to back up all our components and make sure that they’re protected. And with CyberPower, we just don’t have to think about it.” This reliability translates into more confidence in the sales process, says Broderick. “It’s easy to sell something that you trust.”

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Rosemarie Degaraff, Senior Sales Representative

Across the organization, Eastern Data depends upon CyberPower solutions for protecting all types of mission-critical equipment, including enterprise-grade servers, storage systems, and networking switches. The advanced power management features are also widely appreciated. Kersey says that the free power management software “works wonders, right out of the box.” There are real-time alerts about power loss, automatic shutdown options for safely responding to power events, and easy power consumption monitoring and management. CyberPower UPS systems also include an LCD control panel for local control.

“The LCD panels are great because they tell you exactly what’s going on with your power—if you’re under voltage, over voltage, and how much runtime is left,” says Kersey. “It’s pretty much all the information you could want without having to use any software.”

EMPOWERING CUSTOMERS AND SALES STAFF

While Eastern Data counts on CyberPower systems to power its own business, the sales team can also count on additional incentives that stand out from other manufacturers. In addition to the dedicated sales contact at CyberPower, sales reps can get instant answers via online chat, work with product experts to conduct virtual power evaluations at no charge, and collaborate to develop customized solutions that meet customers' exact specifications. Plus, it's easy for sales staff to receive extra rewards.

"I would recommend partnering with CyberPower because you get the support you need, you get the reliability, and you get the confidence in selling a great product—with great perks."

Faith Broderick
Director of Business Development

"I've been in this industry for 30 years, and I can honestly say that the CyberPower rewards program is the easiest to use," says Degaraff. "You just upload your invoice, add a serial number, and they have the rewards back to you in a couple of days. With other vendors, the rewards can take months and it's very discouraging."

According to Degaraff, the CyberPower rewards are not just good for individuals—they drive more business for Eastern Data. "Since CyberPower rewards you instantly, I think it's a trigger for more sales for Eastern Data. It's an incentive for the sales rep to push even harder, and I love it," says Degaraff. "I love you, CyberPower."

From responsive service to industry-leading warranties, Eastern Data has lots to love about CyberPower. "We trust CyberPower and so do our customers," says Broderick.

With organizations across every sector needing reliable power, the sales potential for resellers and distributors is higher than ever. As IT manager, Kersey sums up, "I'd recommend CyberPower to anybody who wants their electronics to stay up and stay safe."

POWERING PARTNER SUCCESS



From basic to advanced power protection, CyberPower is your ultimate ally in power. To learn more, contact a CyberPower sales associate or visit www.CyberPowerSystems.com/partners

CYBER SNAP SHOT

Who? Eastern Data is a value-added provider of IT solutions and computer components to education, government, institutions, and corporations across the Southeastern United States. Severe weather is a constant threat to homes, schools, and businesses in this region.

What was learned? A productive business partnership is built on more than just a reliable product but requires trust, service, and rewarding loyalty.

Why it matters? A partnership with a preferred power protection provider can produce financial benefits and operational efficiencies for resellers and their customers.

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CyberPower

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