



Case study

# POWERING GOVERNMENT AGENCIES

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Wildflower International  
relies on CyberPower  
for power protection





# 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.

# BUILDING POWERFUL RELATIONSHIPS



CyberPower’s portfolio of power protection solutions are designed to meet the growing demands for security and IT applications, with specific offerings for federal, state, and local government applications. From project scoping to professional commissioning and service, CyberPower can deliver a complete power protection solution.

## Solution Summary

**Location:** Santa Fe, New Mexico

**Opportunity:** Wildflower International, a technology reseller, had the opportunity to grow their business by including power protection in their bids and projects to government agencies. They were looking for a power protection partner with high-quality products, quick turn time, and competitive pricing.

**CyberPower Solution:** Build a business partnership that supplies an expansive line of reliable UPS systems and other power protection solutions with advantageous pricing and industry leading warranties.

**Results:** Based on trusted product solutions, responsiveness and support, Wildflower International has come to rely on CyberPower as their preferred power protection supplier.

# SEEKING A POWER PROTECTION PARTNER

## A POWER PROVIDER FOR A HUBZONE RESELLER PIONEER



### ABOUT WILDFLOWER

Founded in 1991, Wildflower International is a HUBZone, female-owned government technology reseller based in Santa Fe, New Mexico. The company has delivered complex technology solutions to numerous government agencies for decades. Their program and supply chain strategies provide for the delivery of cutting-edge technologies in datacenter infrastructure, cloud solutions, physical and cyber security, communications, intellectual property, IT hardware integrations, and unmanned aerial systems. Wildflower helps its customers to integrate technology solutions seamlessly, effortlessly, and effectively by providing the highest-quality service and support for customers in the federal government sector.

Wildflower's mission has always been the same, to 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.

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.





### **SITUATION: RAPID-FIRE RFQS**

As a value-added reseller to government entities, Wildflower faces many unique challenges. 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.

“We deal with a lot of RFQs, often with short turnaround times,” says Coulter. “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.”

### **TASK: GOVERNMENT OPPORTUNITIES DEMAND COMPETITIVE PRICING**

Government customers typically operate on strict budgets and may be required to get multiple bids on any given project. Further, government RFQs may require a quick response time, so Wildflower needs vendor partners they can trust to get product recommendations and pricing information in a timely manner.

“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.”

**ACTION: MEET THE CHALLENGE**

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.

"High quality and reliability are 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 Scott Koller, CyberPower's Vice President for Channel Sales.

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

Along with a focus on reliability and customer service, 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.



### **TRUE MANUFACTURER**

CyberPower owns its own factories, allowing for complete quality control and competitive pricing.



### **CHANNEL PARTNER ALLIANCE**

The CyberPower partner program provides exclusive pricing, shipping discounts, and a lucrative rewards program.



### **INDUSTRY-LEADING WARRANTIES**

CyberPower offers warranties of up to 5 years on all UPS systems, including the batteries.



### RESULT: A PRICING ADVANTAGE AND A POWERFUL PARTNERSHIP

*“CyberPower not only offers a competitive price, but a high-quality product that competes head-to-head with the competition. I would recommend that anybody work with CyberPower.”*

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

CyberPower and Wildflower’s partnership began in 2018 and has continued to grow over time. CyberPower has become a valued partner to Wildflower, and for good reason. Wildflower has been able to provide a pricing advantage on power products to their customers with help from CyberPower.

“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.”

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.

# POWERING CUSTOMER SUCCESS



From basic to advanced power protection, CyberPower is your ultimate ally in power. Every CyberPower power protection solution is customized to meet our clients' specific power needs. To learn more, contact a CyberPower sales associate and or visit [CyberPowerSystems.com](https://www.CyberPowerSystems.com).

## CYBER SNAP SHOT

**Who?** Wildflower International, a HUBZone, female-owned technology reseller based in Santa Fe, New Mexico who provides IT services to government accounts.

**What was learned?** While Government accounts require power protection solutions at competitive prices, delivering quality products with excellent customer service is a recipe for success.

**Why it matters?** FED/SLED represents multibillion-dollar market and more importantly, impacts the entire public sector and education markets, which require reliable power protection.

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# CyberPower

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