

# How to start conversations that sell more Smart-UPS units.

Tap into growing industry demand for APC by Schneider Electric power protection.

As businesses increasingly rely on their networks, they need to protect uptime for more users, data, and devices than ever before. These changing business needs and IT requirements add to the demand for agile, manageable, and reliable IT physical infrastructure. Plus, energy and downtime costs have turned energy efficiency and reliability into key criteria for choosing a UPS.

That's why more customers are seeking Smart-UPS™ units from APC™ by Schneider Electric™.

## What are Smart-UPS units?

APC by Schneider Electric Smart-UPS units are remarkably energy-efficient and reliable uninterruptible power supply (UPS) units. They keep your customers' on-site applications, cloud-based applications, virtualized loads, and data storage devices connected and online. They feature built-in network cards that enable intelligent management for small IT solutions.

## Four ways Smart-UPS units benefit your customers

- 1 Maintain connectivity between on-site applications, and off-site or cloud-based applications.
- 2 Protect mission-critical networks that support key business applications.
- 3 Ensure quick and easy responses to changing business needs and fluid virtual environments via Powerchute software.
- 4 Ensure cost-effective management to enhance reliability of the total small IT solution.

## What Smart-UPS units can do for your business:

- > Expand and strengthen your portfolio.
- > Monitor your customers' remote locations with a network management card for predictable managed service revenue.
- > Maximize company value during customer deployments with device upgrades.
- > Expand the size of the sale with warranty extensions, service plans, installations, tech support, and remote monitoring.
- > Secure trusted advisor status by delivering the most trusted power protection products.

## Important features

- > Energy management
- > Superior intelligence
- > Legendary reliability
- > Energy-efficient design
- > User-friendly UPS diagnostics
- > Remote manageability
- > Easy life-cycle management
- > Simple installation



## Key phrases to include in your conversation

- > "Stay more connected."
- > "Enable manageability."
- > "Monitor remotely."
- > "Protect mission-critical networks."

**APC**™

by Schneider Electric

## Three customer challenges that Smart-UPS units solve

### 1 Protect uptime around the clock.

Smart-UPS units supply reliable network-grade power for nearly all applications and budgets. Built-in intelligence via network management cards has made them the industry benchmark for manageability and control. Not only that, the units' extended runtime functions help keep mission-critical IT deployments online longer.

### 2 PowerChute software ensures easy and effective remote management where on-site staff is limited.

Smart-UPS units enhance remote monitoring and control to help your customers quickly identify and resolve problems. Your customers will also be able to manage of UPSs in multiple environments.

### 3 Stay focused on IT equipment, not on IT physical infrastructure.

Simple installation, servicing, and maintenance free up time and make it easier for your customers to manage networking and monitoring responsibilities.

## Your target customers for selling Smart-UPS units

### > Small or medium-size business (SMB) IT Manager

**Primary job focus:** Maintain network availability, manage more devices, manage the lack of human and financial resources.

### > SMB owner

**Primary job focus:** Boost the bottom line, provide proper IT support, find the most cost-effective solution.

### > Enterprise IT director

**Primary job concerns:** Ensure uptime, boost energy efficiency, respond to changing business needs.

## When is the right time to talk about Smart-UPS units?

- > Upcoming cloud migrations and virtualization
- > New branch offices that require remote monitoring
- > Increased uptime demands for small IT spaces



Deliver the UPS your customers trust.

Find more Smart-UPS features and benefits on our [website](#)

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## Three sales engagement questions to ask your customers

- 1 How will you maintain constant connectivity to your businesses' off-site data and applications?
- 2 Do you need to manage network closets or server rooms more intelligently and effectively?
- 3 Would you like to add predictability and reliability to your current legacy knowledge-based monitoring approach?



### Power protection your customers trust

With over 20 million units sold, Smart-UPS products have become the most popular, most trusted UPS systems for business servers as well as storage and network devices. Now, you can harness this demand to protect more of your customers' IT deployments and to sell more of the products your customers want.