

Create Business Opportunities by Managing Your Customer's UPS LifeCycle



Your customers count on you to help **protect their IT investments** and to stop problems before they start. A UPS is an investment in the protection and availability of their critical business applications. You can **prevent power problems by managing your customer's UPS LifeCycle.**

APC™ by Schneider Electric™ provides recommendations for every phase of the UPS LifeCycle, as well as **selection tools to help you decide** the best options for your customer. Ensuring that your customer's UPS – and their business critical applications – are **always On.**

Conversation with your Customer



Do you have your servers on premise?



...Or are they in the Cloud?

Questions to Ask

If the majority of their equipment is on premise...

Do you currently have a UPS supporting this equipment?

YES

How long have you had this UPS?

Have you ever replaced the battery?

Do you have plans to add any other equipment to the UPS in the future?

Do you currently have enough runtime on battery?

NO

What is the power draw on your server and other equipment?

Is there anything else that you'll be connecting to the UPS?

How much runtime do you need?

If the equipment is primarily in the cloud...

Do you have a UPS supporting the Network Switch that connects you to this application?

YES

How long have you had this UPS?

Have you ever replaced the battery?

Do you have plans to add any other equipment to the UPS in the future?

How much runtime do you need?

NO

What switch are you using?

Is there anything else that you'll be connecting to the UPS?

How much runtime do you need?

APC Solutions & Recommendations

The UPS LifeCycle

<3 Years
Extended Warranty



3-7 Years
Replacement Battery



5+ Years
New UPS







UPS LifeCycle

Keep in Mind

UPS life expectancy fluctuates greatly depending on 5 factors:

- placement
- ambient temperature
- cycling
- maintenance
- battery chemistry & battery storage

Solution	Benefits	Help Me Choose
<p>Extended Warranty</p> 	<p>Protection for your customer's system, peace of mind for you.</p> <ul style="list-style-type: none"> • Free shipping • Technical support • Parts included • Warranty Duration Options 	<p>Service Selector</p> <p>Type any UPS part number into this tool to select the appropriate extended warranty SKU.</p>
<p>Replacement Battery</p> 	<p>Consider a Replacement Battery</p> <ul style="list-style-type: none"> • Fully assembled for easy hot-swap installation • Re-usable packaging with clear instructions on how to properly dispose of spent batteries. • Prepaid postage to a nearby recycling partner 	<p>Upgrade Selector</p> <p>Type any UPS part number into this tool to select the appropriate RBC (replacement battery cartridge).</p>
<p>New UPS</p>  	<p>Consider a New UPS with updated features.</p> <ul style="list-style-type: none"> • Updated Features: Most new units are Energy Star rated and have "Green Mode" for maximum efficiency • Discounted Pricing: For trading in your old UPS with our Trade-UPS program! 	<p>UPS Selector</p> <p>Use this tool to select the best UPS for your customer based on their IT equipment, power draw, and runtime requirements.</p>

Upgrade & Save

Reseller Trade-UPS Program



APC's exclusive Trade-UPS program allows you to upgrade your customers' old UPS.

- Receive a discount on a brand new APC UPS
- Trade in ANY UPS regardless of brand for a new APC UPS.
- Trade in ANY UPS for up to 4X the VA range.

To access, log in to your personal apc.com page

*Charge-UPS only applicable on select Smart-UPS SKUs. Use the Upgrade Selector or view the Charge-UPS brochure on APC Partner Central to see if your customer's Smart-UPS is eligible

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