

Success Story: X2nSat



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Garrett Hill, CEO

Reseller sets sail with Eaton support



Location:

Petaluma, Calif.

Type of Sales:

Satellite and Communications

Challenge:

Supplying online UPSs within the maritime industry and other niche markets.

Background

X2nSat (formerly Advanced Projects International) is a VSAT solutions provider serving businesses around the world. Since 1997, the firm has been offering design, integration, implementation, field services, operations and support for VSAT networks, specializing in turnkey satellite solutions for corporate, maritime and rural telephony networks.

Enterprises, telecom carriers, satellite operators, network operators and satellite manufacturers turn to X2nSat as a trusted provider of reliable VSAT solutions for both international and domestic engagements. In addition, businesses that are not specifically focused in satellite technologies can leverage the company's industry relationships and in-house expertise to achieve solutions that keep customers communicating anywhere, anytime.

The Eaton advantage

X2nSat knows firsthand that when it comes to quality power protection solutions, Eaton® offers a clear advantage. That's because before becoming a reseller of the brand, the company relied on Eaton UPSs to ensure continuous uptime for the critical communications equipment within its own facilities.

"We've been very happy with the Eaton line," notes Garrett Hill, the firm's CEO.

By joining Eaton's PowerAdvantage® Program, resellers like X2nSat gain access not only to the comprehensive line of Eaton uninterruptible power systems (UPSs), but also to a wealth of resources, tools and support needed to grow their business.

One of the advantages Hill has taken note of is Eaton's level of support, which includes dedicated representatives tasked with providing any degree of assistance a reseller might need.

"All in all, I would say the support is very good," he reveals. "When we call, someone always answers the phone."

Setting sail with Eaton

It is Eaton's 9 Series of online UPSs that X2nSat has been most successful selling, in part due to an exclusive deal with the maritime industry. "We won a contract where we'll supply the Eaton units on hundreds of cruise ships," Hill reveals.

X2nSat integrates the UPSs into customized communication systems it builds for cruise lines. Pointing out the large satellite domes highly visible at the top of many ships, Hill explains, "We do a lot of that work."



POWER ADVANTAGE
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When supplying the on-site satellite and communications gear for the ships, X2nSat integrates all the equipment into a customized rack, along with an Eaton online UPS to ensure the highest level of reliability and uptime.

Marketing incentives further support reseller growth

Eaton also provides numerous avenues by which partners can grow their business and build their power proficiency. For example, resellers can enhance their power protection knowledge through business development assistance and training. In addition, rebates are available to help partners leverage to win new business.

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Pointing out that X2nSat works in several vertical markets that are not traditionally IT related, he says, "We have a great opportunity in moving product and embedding UPSs as part of our solution. But," he adds, "We need some marketing and financial support."

As a PowerAdvantage partner, X2nSat is eligible to receive Marketing Development Funds (MDF) that can be used for a wide variety of efforts designed to help partners cultivate their business, such as direct mail campaigns and advertising. The program also offers ongoing incentives such as spiffs.

"We need to be able to spend more energy and marketing to say to our customers, let us provide our (UPS) piece," says Hill.

X2nSat's PowerAdvantage Benefits:

- **Access to an expansive product line** enables X2nSAT to meet the needs of its varied customer base
- **UPS training** keeps salespeople knowledgeable about the product line
- **Marketing assistance** helps the company to attract new customers
- **Ongoing Eaton sales support** means X2nSAT gets the help it needs, when it needs it, regardless of the size of the opportunity

Results

Since joining the PowerAdvantage program, X2nSat has been able to reap numerous benefits, including the ability to:

- Supply its customers with highly reliable, efficient UPS products
- Include Eaton products within the customized solutions it builds for the maritime industry
- Easily access support from the Eaton team
- Continue to grow its power protection business with Eaton's ongoing tools and resources

Eaton Corporation
Electrical Sector
1111 Superior Avenue
Cleveland, OH 44114 USA
Eaton.com

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CS153005EN
February 2013

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