

Success Story: Bye-Mo'r, Inc.



If you want to buy a power backup solution from us, and for us to stand behind it, it will have to be an Eaton unit.

*Tom McCoy,
IT director/operations manager*

IT reseller says "Eaton Only" for self, customers

Bye-Mo'r Inc.

TECHNICAL SERVICE DIVISION
219-369-4947

Location:

La Porte, Ind.

Type of Sales:

IT solutions and services

Challenge:

Ensuring customers protect their server investments with a reliable, cost-effective and efficient UPS solution.

Background

Customer care and exceptional service are the highest priorities at Bye-Mo'r, Inc. With a goal of meeting all of its clients' information technology needs now and into the future, Bye-Mo'r offers an extensive range of IT support, services and products. From cloud services to collocation, and network hardware and software sales to data recovery and backup solutions, the firm has a constant pulse on all things technology.

The technical service division of Bye-Mo'r, founded in 2002, has grown over the years to serve a wide variety of sectors including education, healthcare, government, and commercial and residential customers. The division is a part of a larger family-owned and operated office and supply company that has been working with clients for more than 50 years.

The Eaton advantage

With every server sale, Bye-Mo'r encourages its customers to protect their investment with the addition of an uninterruptible power system (UPS). In the past, the company supplied clients with a variety of different manufacturers' models — but no more.

"If you want to buy a power backup solution from us, and for us to stand behind it, it will have to be an Eaton® unit," asserts Tom McCoy, the company's IT director/operations manager. "It's a slam dunk with Eaton, that's for sure."

Indeed, while Eaton products offer Bye-Mo'r customers a clear advantage, the Eaton PowerAdvantage® Program affords numerous benefits to resellers.

First and foremost, access to Eaton's comprehensive line of power protection solutions enables Bye-Mo'r to meet the varied power protection needs of its diverse customer base.

"We describe the value of Eaton to our customers," McCoy explains, "and they realize the capabilities of the units."

In fact, McCoy serves as a walking testimonial, having deployed a pair of Eaton 5PX units within Bye-Mo'r's network operations center (NOC).

"They have proven themselves over and over for us," McCoy says, noting that during a recent tornado, the units kept all of the company's equipment up and running while some of its APC units failed.

In addition to reliability, McCoy reveals that the efficiency of Eaton UPSs is a huge draw to customers. "That's why we sell them," he enthuses. "The efficiency is top notch."

EATON
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POWER ADVANTAGE
Partner Program

Yet another benefit, he says, is the units' three-year warranty. "All the customers I've replaced units for — from the 3105 to the 5115 and 5PX — are very happy with them.

"You can't ask for anything better than we've received from Eaton," McCoy adds. "I have nothing negative to say about the Eaton products."

Support that's just a phone call away

Superior products aside, Eaton also delivers when it comes to reseller support. Not only is a dedicated account manager assigned to every partner — providing assistance regardless of how large or small the deal — but resellers also have access to a wide range of experts on the Eaton team.

"That's what I like about Eaton, you can always get a direct answer," McCoy reveals. "Everybody is so knowledgeable. The whole team — from inside and outside sales reps to engineers — all these folks keep in contact and it's a very good working partnership."

Responsiveness is also key. "When I pick up a phone and I call an Eaton representative, someone always answers the phone, or calls me back within an hour," McCoy says. "With APC, you always get a recording. I never get a live person, not even my local sales rep."

Extra incentives sweeten the deal

To help partners grow their business and build their power proficiency, Eaton provides business development assistance and training, as well as demand generation activities such as Marketing Development Funds (MDF) and incentives including spiffs.

"Normally I don't care for those types of programs because the prizes are usually not valuable," McCoy says. "However Eaton makes it very enticing to participate."

McCoy is also quick to praise Eaton's UPSgrade program, which offers a cost-efficient, environmentally friendly way for customers to upgrade their power protection solution. UPSgrade allows end users to trade in their current UPS for a newer, more efficient unit, with Eaton providing disposal and recycling of all UPS components.

Bye-Mo'r's PowerAdvantage Benefits:

- **Support** from the easily accessible Eaton team helps the company build its power protection business
- **UPSgrade program** makes it hassle-free for Bye-Mo'r to swap out customer UPSs
- **Power Management Software** that works in virtualized environments is a selling point the company leverages with its customers

"That is one of the best sales tools," McCoy states. "It makes a lot of customers go with Eaton because they know they can get rid of their old units without having to go to a recycling facility — because you can't just throw the UPS in a trash can. It's also beneficial for the reseller," he adds. "We can get competitive pricing on a new unit and then can dispose of the old equipment for the customer, which is an added benefit. Eaton really does care about its partners."

Results

Since joining the PowerAdvantage program, Bye-Mo'r is enjoying numerous advantages, including the ability to:

- Supply its customers with highly reliable, efficient UPS products
- Make UPS replacements hassle-free, thanks to the UPSgrade Program
- Easily access support from the Eaton team
- Continue to grow its power protection business with Eaton's ongoing tools and resources

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