Sales Accelerator
Cisco and Eaton

Help your Cisco customers defend against downtime and reduce costs

Why and when to sell Eaton® Power Management solutions

Incorporating power management with Cisco® solutions boosts your sales revenue, while providing better account control on the way to increasing customer satisfaction.

Eaton solutions position you above your competitors by enabling you to deliver a key component missing from their offering: proactive power management.

Why Eaton Power Management solutions

Eaton simplifies power management and helps ensure a customer's business continuity through solutions designed to organize, protect, and manage Cisco solutions.

Eaton Power Management solutions are a comprehensive suite of power protection, power distribution, rack enclosures, monitoring systems, cable management, and power management software. They're designed to not only protect against downtime and potential damage, but also to reduce power consumption.

Customer benefits:

- Preserve system uptime
- Simplify power management
- Enable remote management of the entire power infrastructure
- Slash electrical consumption rates
- Decrease implementation and deployment time

Eaton solutions include:

- Intelligent Power Manager® (IPM) software
- Uninterruptible Power System (UPS)
- Power Distribution Unit (PDU)
- Rack enclosure
- Cable management
- Environmental monitoring

In collaboration with:

Sales Accelerator
Cisco and Eaton

In the U.S., power interruptions cost the economy $96 billion annually.

When selling Cisco solutions, include Eaton Power Management

Power management is a critical and often overlooked component of infrastructure management when deploying new systems. Overprovisioning is a waste of immediate budget and can lead to unnecessary battery purchase, maintenance, and replacement. On the other hand, under-provisioning leaves systems under protected, increasing the risk of downtime.

Eaton Power Management solutions protect a wide range of Cisco platforms, including:

- Cisco Switches
- Cisco UCS® Servers
- Cisco Integrated Infrastructure
- Cisco HyperFlex™
- Cisco Unified Access®
- Cisco Meraki™ Cloud-managed switches and routers

Easier than ever to select the appropriate power solutions

Eaton and Cisco have made it simple to select the right power management solutions through reference designs and sales guides. When talking with a customer, you can offer to set up a call with your Eaton counterpart to further discuss solutions and to initiate a power assessment.

Key Selling Points

Eaton's simplified, proactive Power Management solutions are designed to organize, protect, and manage Cisco solutions.

Ensures business continuity

- Increase system uptime, extend battery runtime, and minimize generator load by suspending non-critical virtual machines during power-sensitive periods.
- Avoid data loss and prevent server crashes by shutting down rack servers and blades during an extended outage.
- Synchronize primary and disaster recovery sites during a power event which ensures fast and reliable automatic failover and failbacks.

Reduces capital expenses

- Reduce the batteries and hardware to be deployed. Using fewer batteries minimizes long-term battery maintenance and replacement costs.
- Manage the health, risk, and efficiency of power and environmental devices by extending the capabilities of VMware® vRealize® Operations.

Minimizes operating expenses

- Slash electrical consumption rates with ENERGY STAR®-qualified solutions.
- Reduce expenses for data recovery by synching primary and disaster recovery sites prior to power failures.
- Lower data center operating cost by doubling runtime with integrated load shedding and power capping capability.

Simplifies power management

- Integrates with hypervisors to enable centralized management on a singular software platform.
- Shut down Cisco solutions gracefully to prevent data loss and save work in progress during a prolonged power disruption.
- Keep critical workloads running longer by capping server power consumption.
- Extend battery runtime through load shedding to keep mission-critical virtual machines running longer during power disruptions.

Prospects

Opportunities for Eaton power management solutions exist across industries as the solutions' ability to maintain uptime and ensure business continuity are fundamental business needs.

37% of IT professionals suffered an unplanned outage in the last 12 months.[1]

Prospect	Why interested?
Businesses in high-risk power loss locations. (i.e. utility interruptions, adverse weather conditions, aging infrastructure)	Keep critical workloads running during a power event by load shedding and power capping servers to extend UPS battery runtime.
Companies looking to lower utility costs.	Eaton UPSs and rack PDUs are designed for maximum efficiency and to reduce utility consumption and costs. Achieve the same battery runtime with fewer external battery modules (EBMs), saving money now and minimizing future expenditures on battery maintenance and replacement.
Organizations with a goal to reduce energy consumption.	Eaton IPM collaborates with Cisco UCS Manager to set power consumption limits to each UCS blade or rack server. By consuming less energy, the server will need less power during an outage, conserving battery runtime and maximizing system uptime. Additionally, the server will expend less heat which helps regulate rack temperature, further reducing cooling costs.
Teams supporting remote locations and edge environments.	34% of IT professionals manage racks in multiple locations or in a colocation arrangement. With remote management capabilities, Eaton solutions provide real-time visibility of power status in the network and enable IT teams to manage their entire power infrastructure remotely from a single pane of glass.

Conversation Starters

When discussing power management with your Cisco customer, use the following questions:

- How are you protecting your Cisco solutions from power disruptions? What would happen if there was a power outage at your facility right now?
- In your disaster recovery plan, how do you ensure your data has sufficient time to transfer from the primary to the backup site?
- How is power being distributed to the equipment in your rack? Would the ability to monitor how much power the rack and every device in the rack is drawing be beneficial? Would it be helpful to be able to remotely turn on and off devices in the rack?
- If you have VMware vCenter running in your data center, would you like to be able to control your UPSs, rack PDU, and environmental sensors from a tab in the vCenter dashboard—the same way you already monitor and manage your compute, networking, and storage equipment?
- Where are you installing your new Cisco solutions? Will they be inside an existing rack or do you need a new enclosure for the equipment?

Objection Handling

Objection	Response
I already have a UPS solution.	Let's look at UPS efficiency and expansion. How efficient are your existing UPSs? Most older models run at 80 percent efficiency. New UPS models operate at over 95 percent, which reduces energy consumption and costs. When were the UPS batteries last checked or replaced? Batteries on most models need to be replaced after three years. These are both areas that a power management solution could monitor and adjust to see that you were getting the best performance from your UPS array. Do you have enough UPSs to support growing IT needs?
I can't afford power protection.	Without a UPS, devices that are subjected to a hard system shutdown can lose data or have data corrupted. A power management system can help ensure business continuity through power outages, minimizing the loss of productivity. What's the total cost to get a machine up and running after a power outage? Consider machine repair, data recovery, overtime hours, and lost productivity time.
Configuring UPSs and PDUs is too hard.	Eaton provides selector tools to properly identify the right UPS and PDU for your application.

Success Stories

Leading U.S. retailer optimizes Cisco networking across 800+ retail stores with IPM and UPSs.

Remotely monitors and manages power devices through a single pane.

Manages 3200 UPSs.

Reduces cooling costs and consumption.

Metered PDU for FlexPod Express systems used by a U.S. federal agency.

1% billing grade accuracy on 90 systems deployed around the world.

Metered capabilities simplify remote control and management of racks.

University enhances Vblock System performance with BladeUPS® and IPM.

Triggers live migrations for virtual machines during power outages.

Provides support for a virtual desktop infrastructure (VDI), virtual environment for other applications, and a flexible disaster recovery solution.

City's quest for continuous uptime answered by Cisco networking safeguarded by UPSs and monitoring service.

Ensures highest level of reliability within its data center.

Identifies potential power problems before they become load loss events.

Resources

- Solutions overview
- Solution brief: Integrated Infrastructure
- Battlecard: Intelligent Power Manager
- Brochure: Intelligent Power Manager
- White paper: How to enhance hyperconvergence with infrastructure management

1. Eaton and Tech Target survey: How "software defined" is redefining the data center.