



**Success Story:**  
Fresh Mango Technologies

**Market Served**  
IT support and networking

## Life is a breeze for island-based reseller

**Location:**

British Virgin Islands

**Segment:**

IT support and networking

**Challenge:**

Delivering proper power protection to customers in light of significant power quality challenges.

**Solution:**

Eaton® PowerAdvantage®

**Results:**

- **Reliability** — The company has witnessed firsthand the unparalleled level of protection delivered from Eaton UPSs.
- **ABM** — Eaton's exclusive battery technology further boosts UPS reliability while extending battery life.
- **Warranty** — No other UPS manufacturer provides full 3-year coverage on both UPS and batteries.
- **Marketing Support** — Complimentary sales tools and product training make it easy to become an Eaton reseller.

*I've dealt with nearly all manufacturers on this island, and Eaton UPSs are hands down the most reliable . . .*

**Dominic Bufton, IT operations and support manager**

**Background**

Established in 2008, Fresh Mango Technologies has grown to become the British Virgin Islands' premier IT support and network services provider. Boasting an established infrastructure and a large, talented team with a wide range of specialist skills, the company maintains an unwavering commitment to customer satisfaction and project success. Backed by decades of collective experience in enterprise systems, Fresh Mango offers a broad range of IT services and solutions, including secure offshore hosting, backup solutions, network deployment and management, web development, and desktop and user support.

**Power protection is essential**

Fresh Mango's customers include small businesses and personal users, as well as branch offices of larger multinational organizations where the company acts as a local IT service provider or IT department. Maintaining the view that every solution it provides is an opportunity to improve a customer environment, Fresh Mango faces an ongoing challenge when it comes to safeguarding clients' critical equipment: poor power quality in the region.

"Power supply in the BVI is amongst the most challenging you'll find in a developed country," reveals Dominic Bufton, Fresh Mango's IT operations and support manager, noting that factors such as a stretched electrical grid covering extreme terrain and the country's location in the hurricane belt all contribute to power conditions that are detrimental to IT equipment. "We experience frequent drops, surges, over and under voltages, and older buildings with poor wiring and rough generator switching," Bufton points out. "There are also outages from damage by torrential rains and storm winds during hurricane season. Many remote locations are self-powered, off the grid, and the quality of these installations can vary considerably."

To ensure that customers are furnished with the best possible solutions, the Fresh Mango team continuously updates its knowledge base to remain apprised of the latest technologies and service offerings. That's why, for the past year and a half, the company has been supplying Eaton uninterruptible power systems (UPSs).



Powering Business Worldwide

“For desktops, we have sold the Eaton 3S and 5S UPS,” Bufton reports, “while the 5SC and 9130 are very popular for small business racks where pure sine wave is needed. We have also supplied rackmount 5PX and 9PX units.”

### Eaton’s unmatched reliability

Despite previously selling UPSs from other manufacturers, Fresh Mango has discovered the cream of the crop in the Eaton product line.

“I’ve dealt with nearly all manufacturers, and Eaton UPSs are hands down the most reliable by far,” Bufton enthuses.

That unparalleled level of reliability can be attributed, in part, to ABM® technology, a feature included in the majority of Eaton UPSs. The unique three-stage battery charging technique not only increases battery service life by 50 percent, but also optimizes battery recharge time and provides up to a 60-day advanced notification when batteries are approaching the end of their useful life.

“The batteries take a beating here, and ABM is great,” Bufton reports.

The lead-acid batteries typically used in a UPS are considered viable as long as they can maintain backup times of at least half that of new batteries. Virtually all UPSs on the market today except for Eaton’s feature batteries that are constantly trickle charged,

which continuously forces energy into a battery that is effectively already full. As a result, these batteries reach the end of their useful life in less than half the time of batteries that are charged using ABM.

“I have sold other UPSs, and dealt with many more in existing installations,” Bufton says. “Eaton’s are simply more reliable.”

It’s a claim that Bufton has witnessed firsthand with his own eyes. The IT manager recalls standing in front of a shared rack that housed a non-Eaton UPS and an Eaton 9130 — with each UPS supporting a different client’s equipment — when a large surge and brownout struck the building.

“The Eaton unit didn’t blink,” Bufton reports, “while the non-Eaton UPS let it through, and I watched all the connected equipment go offline.”

Bufton is quick to share this experience with his customers who are considering other power protection options.

“I frequently quote the above incident as the reason we now offer Eaton, and tie it to my experience of seeing multiple failures with enterprise-class, non-Eaton UPS units over the last few years.” he says.

The IT manager is also quick to praise Eaton’s three-year warranty, which covers both the UPS and its batteries. “No other manufacturer supports a three-year, on-island warranty,” he reveals.

### First-class support

In addition to superior products, Eaton also delivers valuable benefits to its resellers. Rather than limiting resources to only the top partner tier like many other programs do, the company offers a wealth of key tools to all partners. In this way, even smaller companies like Fresh Mango have the opportunity to easily grow a prosperous UPS business through activities including product training, Market Development Funds (MDF) and proven sales tools.

For Fresh Mango, learning about the Eaton UPS product line was simple, thanks to training provided by the local Eaton distributor, Parts & Power. “They have been great,” Bufton says.

In addition, Fresh Mango has taken advantage of literature and other marketing tools that have made the sales process as easy as an island breeze. “Eaton has been proactive in supplying great marketing materials,” Bufton confirms.

### Reseller results

Thanks to the products, support and resources available through Eaton’s PowerAdvantage program, Fresh Mango is now able to:

- Ensure its customers are safeguarded against the island’s dirty power with the full line of Eaton UPSs
- Gain peace of mind selling Eaton features like ABM and a three-year warranty
- Enhance the sales process with benefits such as product training and sales tools

For more information about the partner program, visit [Poweradvantage.eaton.com](http://Poweradvantage.eaton.com)



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