

Success Story: LSP Technologies

With Eaton, you put your hand out and it starts raining on you.

CEO Jim Robinson

LSP reaps numerous rewards from Eaton



Location:

Savannah, Ga.

Employees:

7

Type of Sales:

IT Technology

Challenge:

Finding a provider that can meet the power protection needs of virtualized environments, along with supplying solid support and pricing.

Background

Since 2001, LSP Technologies (formerly Linux Solutions Provider) has been helping education, business and financial customers explore and achieve customized technology solutions. Originally focused on Linux and Open Source solutions, the firm now provides and supports a wide variety of operating systems, networks and devices, as well as offers hosting and design solutions.

With more than 35 years' experience designing, integrating and supporting systems, servers and complex networks, LSP Technologies is dedicated to meeting the needs of its clients, whose technology sites range from small business server gateways with a few PC's, to multi-site WAN environments with 100+ servers, to hot-site redundant data centers with thousands of users.

A pledge to safeguard customers

When it comes to providing clients with technology equipment, ensuring that they also have sufficient power protection is not an option — it's a necessity, according to LSP Technology's CEO Jim Robinson.

"If it's not already going plugged into a UPS, it will be as soon as they write me a P.O.," he insists. "When we sell a new server, if a customer doesn't already have sufficient UPS protection, we will definitely sell them a UPS with it."

Having numerous customers operating in rural locations — coupled with Georgia's frequent and fierce lightning storms — creates a recipe for downtime disaster, Robinson says. "Our customers are used to prolonged outages," explains Robinson. "They understand the need for power protection."

The Eaton advantage

But not just any form of power protection will do. For the past two years, LSP Technologies has been providing only Eaton® solutions to its clientele. Previously an APC reseller, Robinson reveals that when he met Eaton representatives at an industry trade show, two aspects really stood out to him.

"I connected very well with the people I met in the booth," Robinson recalls. "They were genuinely interested in our small company. With APC, you feel like just one more face."

Secondly, the CEO was impressed with Eaton's ability to meet the unique challenges of monitoring power and equipment in a virtualized environment. Considering the vast majority of LSP Technology's customers have deployed virtualization, Eaton's Intelligent Power® Manager (IPM) software has proven invaluable, as it seamlessly integrates into VMware, Citrix, Microsoft and RedHat's dash boards and provides a single pane view for network management.



POWER ADVANTAGE
Partner Program

Robinson also values having access to Eaton's extensive power quality portfolio, which encompasses a comprehensive offering of solutions including single- and three-phase UPSs, DC power solutions, surge protective devices, switchgear, power distribution units (PDUs), remote monitoring, meters, software, connectivity, enclosures and service.

Focused primarily on Eaton 3S, 5110 and 9PX products, Robinson is quick to praise the company's warranty program. Not only do most UPSs come standard with a 3-year warranty that includes the batteries, Eaton is quick to correct any problem.

"The warranty support is fantastic," Robinson enthuses. "And that really is a big issue because UPSs are so heavy that they tend to get damaged with shipping, even with best packaging in the world. If a unit ever arrives damaged, Eaton never quibbles, they never argue," he continues. "They just ship a replacement within 48 hours — and that is huge."

Partner program provides keys to success

Another benefit to reselling Eaton products is the opportunity to participate in the company's partner program, PowerAdvantage®, which affords a wide range of support and continuous rewards.

"The channel is easy and so straightforward," says Robinson. "You can talk to people who can make decisions very quickly. You can get a solution to a problem, rather than always hitting red tape. That," he emphasizes, "is worth its weight in gold."

Under the PowerAdvantage program, LSP Technologies is also eligible for allowances such as aggressive up-front rebates, making it easy to leverage and win new business. Furthermore, according to Robinson, attractive pricing allows him to maintain a healthy margin. "I'm confident about winning in a price war against another product line," he says, "without having to give up all of my margin."

LSP Technologies has also reaped the rewards of the program's sales competitions and contests for resellers. "I made out like a bandit with some Amazon vouchers," Robinson notes.

Support from every angle

One of the differentiators that sets Eaton apart from other partner programs is dedicated sales support available to resellers on any sale, regardless of the size of the opportunity. "It is extremely effective," Robinson confirms. "It's so easy for me to get help, whether it's just having a simple question answered, or getting someone from Eaton to come on site with me at a customer location.

"My account manager David Rieder is absolutely fantastic," Robinson adds, "and the inside sales people are always there if you have a question."

LSP Technology's PowerAdvantage Benefits:

- **Access to power management software that works with virtualization** enables LSP to meet its clients' needs
- **Exceptional warranty support** allows the company to rest easy when they supply Eaton
- **Attractive pricing** ensures healthy margins for resellers and closed deals
- **Ongoing marketing and sales assistance** helps win new business

Robinson also gives props to the marketing assistance available through the PowerAdvantage program. With marketing development funds (MDF), sales tools and lead generation available to partners, Eaton is committed to helping resellers grow their power protection business.

"Their marketing department helped pay for one of our trade show booths," Robinson reports, adding that Eaton also supplied giveaways and "cool" promotional items. "With Eaton, you put your hand out and it starts raining on you," he says.

Results

Thanks to the far-reaching support and resources available through the PowerAdvantage program, LSP Technologies is thriving with the Eaton line.

- Access to a comprehensive product line makes it easy to support customer requirements
- Power management software that works in virtualized environments meets clients' needs
- Warranty support allows partners to feel confident supplying Eaton solutions to customers
- Attractive pricing increases reseller profits and helps to close deals
- Ongoing sales and marketing support makes it easy for partners to win new business

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