

## Success Story: Network Management Group Inc. (NMGI)



*(Eaton software) allows us to monitor those virtual operating systems and if there is a power event, it can initiate a graceful shutdown of equipment.*

*Joel Cash, sales account executive*

# Exceptional software boon for Eaton reseller

#### Location:

Hutchinson, Kan.

#### Type of Sales:

Consultative IT services

#### Challenge:

Providing customers with a power protection solution that can work seamlessly and safely shut down equipment in virtualized environments.

#### Background

Network Management Group Inc. (NMGI) provides consultative services with an emphasis on computer networking, infrastructure management, business continuity, and technology services for small and midsize organizations throughout the United States.

Headquartered in Hutchinson, Kan., NMGI's business-focused IT services are designed to increase uptime and provide peace of mind. The company's offering includes managed/outsourced IT services; network services; security services; IT support; and hardware services. The firm also delivers innovative solutions customized to improve profitability, productivity and security, such as IT, business and security consulting; Email management; account technologies; and web development.

#### The Eaton Advantage: Meeting today's business needs

Having sold uninterruptible power systems (UPSs) since 1998, Joel Cash knows precisely what his customers are looking for. The NMGI sales account executive reveals that today's businesses not only require high-quality power protection equipment, but a solution that can adapt to virtualized environments.

"We need a solution where we can shut down virtual guest systems operating on the host," Cash explains, "and the UPS vendor we were using previously did not have a good solution to address that shutdown issue."

Eaton®, on the other hand, does. In fact, Eaton's Intelligent Power® Manager (IPM) software suite is a key factor in Cash's preference to supply his customers with Eaton UPSs. IPM seamlessly integrates into VMware, Citrix, Microsoft and RedHat's dash boards, providing a single pane view for network management.

#### Comprehensive UPS offering

Since becoming an Eaton PowerAdvantage® member, NMGI has been able to gain valuable rewards from the partner program. For starters, the program enables NMGI to deliver superior power quality solutions to its customers.

Noting that the NMGI's primary niche is CPA firms ranging from just a few staff members to up to 140 users, Cash says that he appreciates having access to the entire Eaton UPS line.

"When we get leads with CPAs, they usually need a refresh of their infrastructure," Cash explains. "They may have old physical server boxes or just older equipment in general. Either way, their power conditioning tends to be more than three years old, so we always quote a UPS along with the refresh."

Having sold approximately \$15,000 worth of Eaton UPSs in the past week alone, Cash says he usually includes extended battery modules (EBMs) with each unit sold.



**POWER ADVANTAGE**  
Partner Program

"Most customers want the extended runtime option," he explains, noting that firms tend to favor having at least 30 minutes of backup in order to safely shut down all equipment.

In fact, one of the aspects Cash values most about the Eaton product line is the numerous options available for UPSs, such as EBMs, power distribution units (PDUs) and connectivity cards.

"You can configure an Eaton solution for just about any size customer," he enthuses, adding that the Eaton 9130 rackmount UPS tends to be his top selling product. Even more, Cash says, "The pricing is very competitive, and very much in line with others UPS brands."

### Standout Software

While Cash appreciates the overall quality and value of Eaton UPSs, what really sets the brand apart from competitive offerings is the IPM software suite, he emphasizes.

"In the past (prior to virtualization) we've always been concerned with the dirty shutdown of servers, so we always put management cards in with the software," Cash explains. "But just because you're going virtual doesn't mean that issue changes. It's very important to cleanly shut down servers if there is a power event, in order to prevent data loss."

Praising IPM as "very different from competitive software offerings," Cash says the product enables customers to extend the runtime of their network and protect critical equipment. It also triggers live migration and in the event of an extended power outage will gracefully shutdown virtual machines and hosts in a cluster.

"It allows us to monitor those virtual operating systems and if there is a power event, it can initiate a graceful shutdown of equipment," Cash says. "It's pretty important because in many instances, these operating systems take time to shut down SQL or Exchange servers cleanly. It can take up to 20 or 25 minutes to shut down."

Even more, NMGI has no shortage of customers requiring the benefits afforded by IPM. "Almost 100 percent of our clients either operate or are converting to virtual environments," Cash reports.

### NMGI's PowerAdvantage Benefits:

- **Power Management Software** that works in virtualized environments gives NMGI a competitive edge over other manufacturers' UPSs
- **Access to an expansive product line with a variety of options** means NMGI always has the perfect solution for its customers
- **Attractive pricing** enables the company to easily add power protection into its quotes
- **Ongoing Eaton sales support** means NMGI receives assistance whenever needed

### Support For Resellers

While Eaton's PowerAdvantage® program strives to provide resellers with products that offer an excellent source of revenue, it also delivers an unparalleled level of support. From business development measures like training and field support, to rebates, demand generation and deal registration, Eaton works to help resellers build their power protection business.

Cash acknowledges that although NMGI sales representatives are predominantly self-sufficient when it comes to providing UPS solutions, whenever he does need to get a question answered, Eaton's Tech Support is readily available. Furthermore, he often turns to the Eaton web site to obtain various data needed for a sale.

### Results

As an Eaton reseller, NMGI is reaping numerous rewards from the PowerAdvantage program, including:

- Access to the comprehensive Eaton UPS line — at competitive pricing
- The ability to deliver power management software to customers that works in virtualized environments
- The flexibility of options such as connectivity and extended runtime
- Sales and technical support that is available whenever the company needs it

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COR224CSS  
September 2012

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