

## Success Story: Wyoming Professional Services



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*Lewis Bolton, director of operations*

# Eaton the only UPS choice for IT reseller

**Location:**  
Laramie, Wyo.

**Type of Sales:**  
IT Service Provider

**Challenge:**  
Ensuring customers protect their hardware investments with a reliable, cost-effective UPS solution.

### Background

Wyoming Professional Services is an Information Technology service provider with roots dating back to the mid-90s. At that time, C&B Consulting was a mainstream technical service provider, whose owners created Wyoming Professional Services LLC (WYOPS) in 2003 with broadened goals in mind, including making customer service a top priority.

The firm's mission is to enable businesses and large-scale entities to rapidly and economically design and deploy high-tech services to increase productivity for staff and associates. WYOPS achieves this by providing network design, hardware implementation, custom in-house software packages and user-friendly training — all while maintaining an economic, viable, technology consulting option.

The company's services include a wide variety of traditional IT services using state-of-the-art network designs and adaptable technologies. WYOPS services more than 200 SMB clients and upwards of 5,000 nodes, as well as a couple dozen Internet and national service providers, universities and state agencies.

### The Eaton advantage

Having sold uninterruptible power systems (UPSs) for more than 10 years, WYOPS opted to make Eaton® its exclusive power protection line early on. To begin with, access to Eaton's comprehensive line of solutions not only enables WYOPS to meet the needs of a wide variety of customers, but also offers numerous options for its niche market, the small-to-medium business (SMB) crowd.

"We have a whole product line to choose from, depending on our client needs," explains Lewis Bolton, director of operations. "There's a UPS to fit a desktop or point of sale, right on up to a data center solution."

While the company has supplied customers with a broad range of UPS models, Bolton reveals that the Eaton 5PX is among his favorite products to promote. "I absolutely love to sell the 5PX," he confirms, noting that he attaches a UPS to virtually every server that goes out the door.

Noting that the 5PX is a top-seller in his office, Bolton says the unit offers numerous advantages. "It's so easy to configure and you can't beat the price point," he raves. "And they go great with a server. They sit in a rack and look nice, too."

Beyond the variety of products available from Eaton, WYOPS values the exceptional reliability. "They work great," Bolton emphasizes, adding that the Eaton reputation goes a long way with his customers. "They appreciate the company's history and what they do," he says. "They're not just a battery backup provider, they are a major power quality company."

**EATON**  
Powering Business Worldwide

**POWER ADVANTAGE®**  
Partner Program

## Bonus points for pricing and ease of use

Yet another advantage to reselling the Eaton line is the pricing, Bolton asserts. "The products have a really good price point compared to other models out there," he says. "I can get the smaller UPSs for the work stations very affordably, and it's not a hard sell to customers."

Even more, margins for resellers are equally attractive. "We get really good margins," Bolton confirms, "especially compared to what other manufacturers offer."

Eaton units are not only easy to sell, Bolton says, but are very straightforward when it comes to deployment. "From a technical standpoint, the simplicity is great," he enthuses. Praising the network interface and management capabilities, Bolton reveals that Eaton UPSs can be seamlessly added to a customer's network without the complications often experienced with competitive UPSs.

## Making management a breeze

WYOPS has also reaped tremendous value from Eaton's Intelligent Power® Software Suite, which provides all the tools to manage power devices in both physical and virtual environments. The innovative software solution ensures system uptime and data integrity by allowing users to remotely monitor, manage and control network devices.

"Many of our customers operate virtualized environments," Bolton says. "And for clients using multiple UPSs, the software is an especially big selling point, since they can easily manage [all of the devices]. It really works great."

### WYOPS's PowerAdvantage Benefits:

- **Attractive price points** not only make it easy to attach UPSs, but also provide excellent margins
- **Power Management Software** that works in virtualized environments is a selling point for WYOPS customers
- **Comprehensive UPS product line** from a highly reputable power company increases sales options

## Reseller support an added bonus

Unlike many other manufacturers, Eaton goes beyond simply supplying resellers with great product lines. Instead, the PowerAdvantage program was designed to help partners grow their business and build their power proficiency through business development assistance and training, as well as a variety of demand generation activities including the use of Marketing Development Funds (MDF). Furthermore, resellers are invited to take part in regular incentives such as sales spiffs and rebates. "We definitely get a financial benefit from being registered in the program," Bolton confirms. "We watch the programs that come out and the incentives on different products."

And while WYOPS' sales team is predominantly self-sufficient, if the company does require any support or assistance, their dedicated Eaton account manager is just a phone call away. "Most of the stuff we do is pretty cookie-cutter," Bolton acknowledges. "But sometimes we do a little data center work, and anytime we've called our Eaton sales manager, we have always gotten the support we needed."

## Results

Thanks to the products, support and resources available through Eaton's PowerAdvantage® program, WYOPS is able to:

- Ensure its customers are properly protected by accessing the full line of Eaton UPSs
- Provide attractive pricing to customers while increasing profits
- Meet the needs of clients operating virtualized environments with power management software that seamlessly integrates into those settings
- Reap additional rewards with a plethora of benefits such as sales spiffs and contests



Eaton 5PX UPS

Learn how the Eaton 5PX can help you at [Eaton.com/5PX](http://Eaton.com/5PX).

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