



Critical questions to ask prospective customers...

By asking your prospective customers the following questions, you can familiarise yourself with their needs and expectations and in doing so, provide even better customer service.

Qualifying and lead in questions:

1. What would happen if the power went out at your facility right now?
2. Have you thought about the impact of damaged or corrupted data?
3. If you have a converged data-voice network, have you protected all critical switches?
4. If you have virtualised your servers, have you considered the impact on your UPS equipment?
5. How much energy do your UPS units consume? How efficient are they?
6. How often do you refresh and maintain your IT hardware (including software)? What about your UPS equipment?
7. When selling any IT equipment you should ask your customer how they intend to protect that equipment against any of the 9 power problems mentioned on page 2 of this booklet

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1. How many watts does your customer need to support?
2. How many minutes of runtime does your customer require the UPS to run for?
3. Will it be a tower or a rackmount UPS?
4. What type of equipment is your customer supporting? Please see the headers on sheet 2 to determine topology required i.e. Offline, Line Interactive or Online
5. Is it a single or a three-phase power feed? 230V for single-phase and 400V for three-phase
6. Does the customer require an SNMP card? This will allow remote access and more intricate configurations using the IPM software
7. Does your customer require scalability for future expansion?
8. Does your customer require redundancy?



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