

Success Story: Sea to Sky Network Solutions – A Power Solutions Reseller



Eaton Focuses on Power Solutions so Sea to Sky Can Focus on Business

Location:

Vancouver, BC

Employees: 7

Years in Business: 7

Type of Sales:

- Complete IT sales, service and support
- Network consulting
- LAN/WAN design and installation
- Hosting services
- Internet and network security
- On-site support services
- System integration

Background

Sea to Sky Network Solutions is a professional IT services firm located in Vancouver, British Columbia specializing in providing small, medium and large size businesses with complete IT sales, service and support.

Sea to Sky's network and computer consultants work closely with their customers to evaluate needs and provide detailed assessments and solutions to help them succeed in both online and offline ventures. Service offerings include network consulting, LAN/WAN design and installation, hosting services, Internet and network security, on-site support services, system integration, and power protection.

Sea to Sky does its part to encourage the IT industry to 'go green' through the use of energy efficient equipment and, when possible, to consolidate multiple physical servers into virtual servers within one physical box to maximize resources and reduce waste.

Eaton: Recommended for Superior Products

When backorders for products from one of the largest power protection suppliers was taking anywhere from three to five weeks, Sea to Sky knew it had to find alternative solutions so as not to negatively impact their rapidly growing business. They realized that as volume increased, this would become a real issue.

"At first we tried another supplier and even went to some generic products, but the quality wasn't good and there was no support – which did not reflect our business model," said Mike Gustavson, principal and lead managed service architect for Sea to Sky. The turning point came when a large customer was moving into new office space that required changing from four rack-mounted units to a centralized standalone unit,

and Mike said they could not get a single local rep to meet with them to help with product recommendations.

"The data centre we use for our hosting requirements houses hundreds of mission-critical servers. They have very demanding power requirements, and in fact they were the ones who recommended Eaton to us originally. A while back they had switched to an Eaton UPS from the same vendor we were having backorder issues with, and since switching, have not had a single power problem," Mike added.

Eaton: A Partner that Works with You

At an industry conference, Sea to Sky spoke with Eaton sales professionals to discuss their customer's situation. Eaton ended up visiting the customer's site, and spent a lot of time with Sea to Sky to determine the right solution. In the end, the choice was the Eaton 9155 UPS. The 9155 packs maximum battery runtime into a very small footprint and can be equipped with an integrated, customizable power distribution module that includes a maintenance bypass switch.



Powering Business Worldwide

When talking about Sea to Sky's relationship with the Eaton sales team, Mike said "Eaton's sales people are very helpful. They are happy to talk to you, they are available to answer questions, and they are happy to solve problems. We had a pricing concern and they were more than willing to look into it to come up with a solution. Eaton is a partner that definitely works with us."

Eaton: Excellent Product, High Margins, Superior Support

Sea to Sky is committed to using energy efficient products, so the Eaton UPS line fell right in step with their corporate mission. "Battery life for Eaton's UPS products is about double that of others; and when they take away equipment, it is properly recycled. Both of these fit in with our green initiatives," Mike reported, and then added "Eaton's products are fantastic and there is lots of margin; but more important, we don't have to worry about power with Eaton. Instead we can focus on the primary portion of our business which is providing customized IT solutions and support for our customers."

"Eaton has become an important part of the Sea to Sky team," Mike continued. "The sales people are professional and are happy to help in any way they can. The techs are easy to get in touch with and they work until the problem is fixed, no matter what it takes. We value that quality in a supplier."

Sea to Sky's Eaton Benefits:

- **Availability** – Premium products available when needed
- **Dependable Products** – Long-lasting battery life; no product issues or customer complaints
- **Excellent Margins** – Products not over distributed in the market, so margins are better than competing products
- **Tech Support** – Direct access to local, knowledgeable technicians who complete work on schedule

Products Designed So Resellers Can Focus on Their Business

Mike summed up Sea to Sky's experience with Eaton this way, "With over 100 clients, we don't want to have to worry about power issues. It's nice to know Eaton just handles them when they come up. They allow us to focus on our overall business."

Eaton's award-winning and all-inclusive product line makes it easy for IT service providers like Sea to Sky to provide a convenient, one-stop resource for their customers. Designed to meet a diverse set of requirements and environments, they can choose from single desktop coverage all the way up to a large data center; from blade and rack UPS solutions to large three-phase systems.

"Since switching to Eaton, we haven't had a single power problem; allowing us to focus on the primary portion of our business which is managed services."

*- Mike Gustavson, Principal
Lead Managed Service Architect*

In the End

- Through their partnership with Eaton, Sea to Sky is able to:
- Develop a solid partnership with a power protection industry leader
 - Focus on the primary portion of their business
 - Offer a broad range of premium products
 - Depend upon an involved and experienced account manager backed by a solid support team



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