

Frost & Sullivan Acknowledges Socomec's Remarkable Uninterrupted Power Supply System Product Lines

15th March 2010

Based on its recent analysis of the energy and power systems market, Frost & Sullivan recognises SOCOMEC UPS with the "2009 European Energy & Power Systems Product Line Strategy Award", for its extensive product range. Although the demand for uninterrupted power supply (UPS) systems had dipped due to the economic slowdown, there are pockets of opportunity, which SOCOMEC hopes to tap by introducing advanced products such as Green Power and NETYS RT.

Green Power UPS, its flagship product line, is available from 10-200 kVA and uniquely offers the highest efficiency (96 per cent certified) even when the partial load is operating at 30 per cent or 40 per cent. This product addresses datacenters' primary concerns of power consumption, availability and total cost of ownership (TCO). The electrical topology of Green Power UPS is based on SOCOMEC's patented process and offers several advantages such as compact size and low TCO and maintenance.

This product is environmentally friendly, as it reduces energy loss and need for air conditioning and is also compatible with a flywheel energy storage solution. Compared to other UPS systems, SOCOMEC's Green Power UPS has a 30 per cent smaller footprint and its electronic battery sensor (EBS) battery charging management extends battery's lifetime. It offers 24/7/365 remote monitoring and surveillance and as it is connected to the local area network, operators can use it to shutdown the server.

The NETYS RT line comes in the power ranges of 1 kVA to 11 kVA and addresses the needs of servers and networking devices, voice over Internet protocol (VoIP) communication systems and video surveillance equipment. It enhances SOCOMEC's offering in the low power range, is easy to use and install, available in rack or tower format, has a compact footprint and its broad range of communication protocols facilitates integration with building management systems (BMS).

"Other UPS products in SOCOMEC's portfolio consists of NETYS PE/PL/PR (0,6-3 kVA), ITYS (1-10 kVA), MODULYS (1.5-24 kVA), MASTERYS (8-120 kVA), and DELPHYS range (60-900 kVA), which is also available with a flywheel backup energy storage," says Frost & Sullivan Research Analyst Malavika Tohani. "Apart from UPS systems, the company also manufactures a host of switching and protection equipment and in the past one to two years, has added new products such as switching, control and protection solutions for solar applications, DIRIS A40/A41 energy management solution, STATYS static transfer switch and ATRYS harmonic compensator."

With Green Power and NETYS RT, SOCOMEC aims to increase its share and presence in the IT segment. The company's future strategy is to concentrate on the IT and datacenter segment, where green issues and lower TCO is crucial. Given the depressed market conditions, SOCOMEC expects the sales of Green Power and NETYS RT to compensate for the decline in its other products and help maintain its current status in the European UPS market.

On the strength of its broad range of products, SOCOMEC has been able to extensively cover applications in industrial, transportation, IT, retail and telecommunications. The NETYS, ITYS, Green Power, MODULYS and MASTERYS range of UPS systems find the most application in IT, server, telecom and mobile networks and call centres. The Green Power and VSS+DC flywheel UPS system, with its low carbon footprint, high efficiency and low TCO, is ideal for industrial processes and datacenters.

"MODULYS and MASTERYS, with their modular architecture, are particularly suitable for applications where power requirements keep increasing," notes Tohani. "MASTERYS' ranges from 8 kVA to 120 kVA works well for industrial process applications, while the DELPHYS IP and MASTERYS IP+, with their robust constructions, are suitable for applications in harsh and critical environments."

According to a Frost & Sullivan end-user survey for the industrial UPS markets, one of the most important purchase factors for a UPS is reliability and the biggest consequence end users are worried about during a power failure is loss in production and revenues. The MASTERYS and DELPHYS range, with their sturdy design and fewer components, offers high reliability and are tried and tested products.

SOCOMECS is keen to have a pulse on customers' requirements and is constantly gathering feedback through its distributors or by participating in trade shows and exhibitions. It also invites customers to special training sessions or seminars to educate them about its products.

Each year, Frost & Sullivan presents this award to the company that has demonstrated the most insight into the needs and product demands of its customers. The recipient company has optimised its product line by leveraging products with the various price, performance and feature points required by one or more market segments.

Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About SOCOMECS UPS

With over 85 years of experience in the power and electronic field, SOCOMECS is one of the top five players in the worldwide UPS market. The company also has a strong global presence with activities in over 70 countries and 21 subsidiaries worldwide. It offers a wide gamut of products and services such as UPS, industrial switches, relays, transformers, surge arrestors and enclosures, among others. The company recorded a turnover of €310 million in 2009, with majority of its revenues coming from the sale of UPS systems.

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