

## **MasTec: Mastering the Art of UPS Provision and Support**

With over 15 years of hands-on experience in power management and UPS solutions, MasTec is your one-stop shop for all of your client's power-related solutions. "All of our technical staff have degrees in electrical engineering," says Rob Maskell, Managing Director and founder of MasTec. "We have four major brands of UPSs – Soltec, Tripp-Lite, Alpha and Power Kinetics (PK) – as well as a host of specialty brands for specialised applications such as marine, emergency, medical and security. We also have a full range on inverters, batteries and generators. So when it comes to helping your customers eliminate the number one challenge to a smoothly running network – namely a secure, consistent source of clean power – we've got it covered."

There is really no reason why you shouldn't be selling a UPS unit with every PC. "The price for an entry-level desktop UPS is now almost the same as a surge protector," says Maskell. "These units are inexpensive, reliable and compact. They require a minimum of maintenance and run in the background 99.99% of the time. But when the power stops, these little units pay for themselves many times over."

While desktop UPSs are essentially commodities needing little specialised training or expertise, mid-range and larger UPSs require expert advice and a well thought-out maintenance programme. "With a desktop UPS," says Maskell, "you charge it up, turn it on and maybe test it every year or so. But with the more complex units, you should have a regular maintenance schedule. Your clients can't just forget about them as they require regular service and support. And, of course, if they don't maintain them properly and the UPS fails in an emergency, they'll blame you and the product. Maintenance and support are areas where we can either train your technicians to service what you sell or we can provide these services on a commissionable basis. It's not an especially complex operation, but it is an essential one."

MasTec has one of the more proactive marketing programmes in New Zealand. "You probably get our electronic newsletter," says Maskell. "We send it out to more than 25,000 subscribers in more than 40 countries. We even developed a customised mail server that is dedicated to the task. And it's been well worth the effort – we make a surprisingly large number of sales to overseas customers, mostly in the Middle East and the Pacific Rim but even further afield. We've worked out agreements with our suppliers so that we take the order, provide all the paperwork and then have the product shipped directly to the customer, either the end user or the reseller. It just proves the adage that if you have a good product and support network, the sales will follow."