



OUR DIFFERENCE



# Our Difference

*We're often asked if an Electrician could provide similar products and services to ours.*

Electricians are tradespeople who provide generalist electrical support. Power quality and power protection are specialist areas, ones that we've focused on for more than 14 years. We have a team of experienced engineers and technicians who have high level product and industry knowledge.

We've outlined some of the key differences here.

## Competence



### **Power On Australia** Power Quality Specialists

- Specialist training by the Manufacturers in systems, technologies and methods of operation
- Specialist power quality and protection skillsets
- Product and engineering focused in-house
- Fluent product knowledge
- Additional abilities - ie. Ability to fast track faults and do Back to Back Warranty with the Manufacturer
- Can design in-house solutions with exclusive Manufacturers Specific Data

**VS**

#### **General Electrician/Contractor**

- Generally understanding of electrical systems, but usually no specific knowledge of UPS systems
- Skillsets are more generalised in electrical business based on business focus
- Engineering is outsourced or on a pay as you go scenario
- Generalist product knowledge

## Response times



### **Power On Australia** Power Quality Specialists

- Detailed understanding of what drives a customer to use a UPS, ability to respond to the critical nature of those issues
- Offers fast fix or backup products based on client's specific needs with tailored service and maintenance options – within a timely manner
- Ability to source and direct electricians Australia wide if required to attend to basic electrical faults

**VS**

#### **General Electrician/Contractor**

- Often contracted to a specific site for a fixed period of time
- Needs staff available for immediate response, which means unproductive staff time
- No direct access to products, so unable to obtain product or equipment in a timely manner

## After Hours Access



### **Power On Australia** Power Quality Specialists

- Understands the critical nature of UPS systems. Employed specifically to deal with those systems at the time a customer needs
- Contracted customers have local support who answer the phone to offer a solution regarding a product or advice

**VS**

#### **General Electrician/Contractor**

- Generally employed for daylight hours work times
- Usually works over time only by previous arrangement
- Don't always carry the required tools or products. Commonly specific parts or spares are not instock or on hand
- Without direct access to products, most after-hours services carry over till product availability and/ or next appropriate time slot becomes available for the electrician's or customer's schedules. Once again they are reliant on others

## Minimal Impact



### Power On Australia Power Quality Specialists

- Trained to use a UPS systems emergency and bypass capabilities to minimise on site impact
- Contracted customers have priority services that sometimes involves product Hot Swap and support (to replace quickly in an emergency)

## VS

### General Electrician/Contractor

- May not be certain how to set up a safe bypass and probably will need outside help to perform
- Generally business will stay on hold until product or specific advice is sought as many are reliant on others
- May recommend minimal cost systems which prioritise profit over client needs

## Consultancy



### Power On Australia Power Quality Specialists

- Can provide detailed support in systems design, marry client needs with financial impacts, provide for future proofing and maintenance requirements
- Regular, plain English communication that avoids technical jargon. Works to the Australian Standards based on the particular product design

## VS

### General Electrician/Contractor

- Has no specific training in what works best for UPS systems. Often goes for minimal cost systems to maximise profit, regardless of client. Limited to business focus generally in cabling and standard wiring product needs
- Sources products from others

## Financial



### Power On Australia Power Quality Specialists

- Ability to detail a whole of life cycle cost of UPS systems, including power consumption and parasitic losses such as cooling. Can offer Capex payment plans
- Will save money on a customised solution and not end up with an oversized costly solution due to poor product knowledge or design
- Offers long term proactive solutions based on good planning

## VS

### General Electrician/Contractor

- Is only familiar with upfront costs (Capex) Model
- Mainly based on reactive not proactive planning
- One size fits all. Whatever can be sourced

## Innovation



### **Power On Australia** Power Quality Specialists

- Knows that there are often many ways to achieve the same goals, and will present the most appropriate options for a client to decide what is the best fit
- In-house engineers, specialists and on hand skilled product specialists who can think outside the square
- Many years of successful solutions designed for local and overseas markets
- Respects client budgets

**VS**

#### **General Electrician/Contractor**

- Looks for simplicity because of a lack of in depth systems knowledge
- Relies on local support
- Tend to leave to others as it doesn't fit a 'do the job and charge' model. Preference for hourly rates

## Costs



### **Power On Australia** Power Quality Specialists

- Appreciates the differences between manufacturers and their product technologies, and helps a client achieve a true "apples and apples" comparison
- Clients receive a high value, one stop shop solution. This saves time and money

**VS**

#### **General Electrician/Contractor**

- The lower the hourly rate the more limited the footprint and product offering

## Comprehensive, end to end solutions



### **Power On Australia** Power Quality Specialists

- Specialises in end to end, turnkey solutions, from concept right through to labelling and manuals
- Can build in house – from product components to fully scoped, designed, installed and tested equipment – with the manufacturer's backing.

**VS**

#### **General Electrician/Contractor**

- Few Electrical contractors have an in-depth understanding of UPS ventilation, cooling and communications needs as well as the power provisions
- Performance is only as good as the investment

*For over 14 years, we have specialised in delivering long term power quality and power protection solutions for our customers – solutions that are tailored, scalable and deliver clear ROI.*

From servicing mining companies in remote locations throughout Australia, to delivering bespoke power quality and protection systems for Australian Defence in Afghanistan, our significant technical expertise and product knowledge is trusted by leading companies and organisations throughout Australia and overseas.

*The right solution – every time –  
to keep your 'Power On'.*



**Power On Australia** – the right solution, not just any solution.



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