



CertaUPS



RESELLER GUIDE

CertaUPS

WELCOME

Welcome to the CertaUPS reseller guide. From understanding what Uninterruptible Power Supplies (UPS) are to why you should include them in your portfolio, this reseller guide provides a plethora of pertinent resources and essential information about how to sell the product.

The UPS industry is worth £billions. Every business and home office should have a backup power provision to protect them from the increasing threats to mains power. Inclusion of UPS systems will add an extra layer of protection whilst supporting the performance of critical equipment.

CertaUPS backup power solutions not only provide protection but are also easy to use, easy to install, easy to monitor performance and ultimately, provide end users with the level of resilience required.

THE BRAND

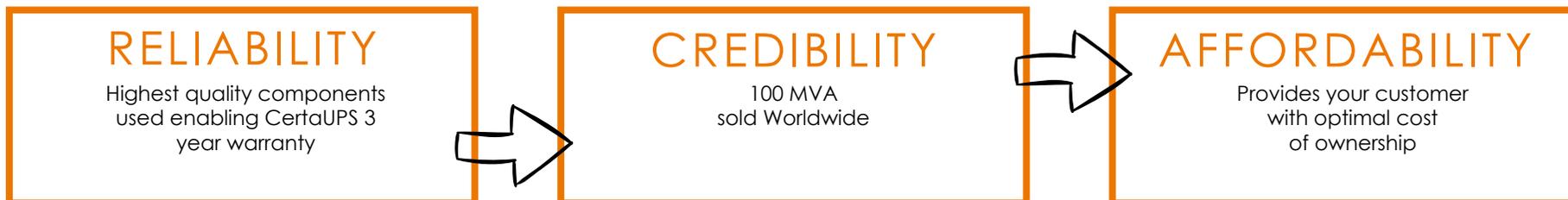
With over 25 years of manufacturing history, CertaUPS is an industry leader in the uninterruptible power supply market. From the very beginning CertaUPS has disrupted the single phase UPS market with only the finest quality components being used to manufacture critical power systems. We pride ourselves on delivering the highest technical specifications and achieving industry leading reliability.

BENEFITS OF A UPS...

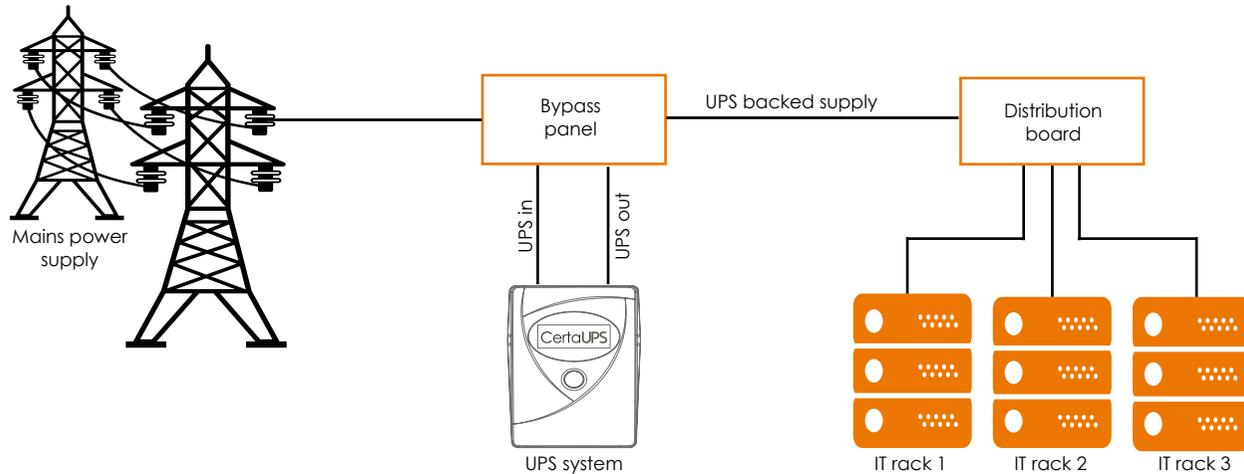
Uninterruptible Power Supplies are critical for all businesses. From large data centres, through to small server rooms, offices and even homes.

The increased reliance on technology coupled with unpredictable climate changes have put a great stress on our electrical infrastructures and power grids, leading to an increased number of power surges, sags and cuts.

- 1 Increased reliance on technology in business
- 2 Increasing volume of damaging power fluctuations
- 3 Increased revenues with healthy sales margins
- 4 Increased confidence in the systems you provide



INTEGRATING CertaUPS SYSTEMS



A UPS SOLUTION

Delivers clean reliable power

Safeguards against power disturbances

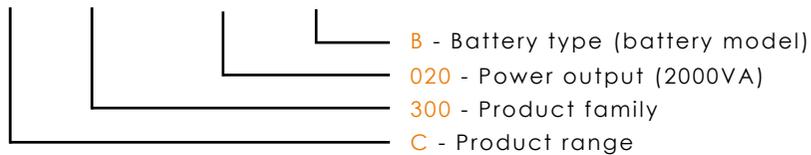
Forms part of critical business continuity

Allows for safe system shutdown

Are sometimes required by law

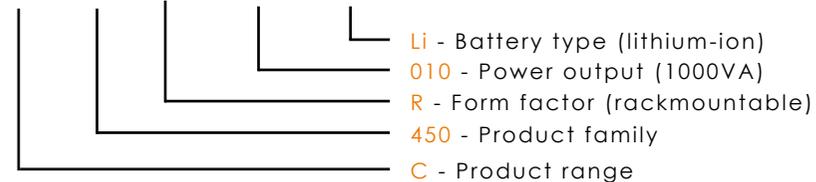
UNDERSTANDING PART CODES

C300-020-B



The CertaUPS UPS systems follow a standard part code format always starting with C followed by a number which represents the model. The form factor follows, where an R is present the UPS can be rackmounted or if there is no letter the UPS is tower only.

C450R-010-Li



After the hyphen is a 3 digit number, this shows the power output.

The final letter stand for the battery type. B indicates that the UPS has internal batteries, C indicates that the UPS is a charger model and Li indicates that the UPS contains Lithium-ion batteries.

DEFINITION:

A UPS system is a piece of equipment that provides battery backup to a load for a defined time period irrespective of the state of the mains power supply

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TECHNOLOGIES AND COMPATIBILITY

- CertaUPS systems are used in 100's of NHS hospitals to support lifesaving equipment
- They are relied upon for major sporting events to ensure television feeds are guaranteed to reach an excited nation
- They provide protection to 100's of supermarkets
- CertaUPS can be found protecting small, medium and corporate sized IT networks and telecom systems just like the ones you provide to your customers



BANK OF ENGLAND

SPECIFYING CertaUPS FOR THE CUSTOMER

Questions to ask the customer for correctly specifying a UPS to suit their needs:

1. What is the load size and type of equipment being supported? It is important to also accommodate for leading and lagging loads
2. What is the required autonomy? Consider the amount of time required for a controlled system shut down and for bridging the gap between a power failure and generator start up
3. Is a Modbus required? For instances where a gateway between the building management system and UPS is necessary
4. What environment will the UPS be installed into? The ambient temperature around the UPS is important to consider, as is whether the UPS is going into a server rack
5. What is the power supply type and size?
6. Are any other UPS accessories required? For example; a PDU, EMP, bypass, ATS or SNMP card

Did you know...

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TECHNOLOGIES ARE USED IN:

IT SERVERS & NETWORKS

TELECOMS SOLUTIONS

SECURITY SYSTEMS

SUPERMARKETS

HEALTHCARE

TV FEEDS

LIGHTING

ePOS

APPARENT POWER (kVA)  POWER FACTOR (pf)  ACTUAL POWER (kW)

ACTUAL POWER (kW)  POWER FACTOR (pf)  APPARENT POWER (kVA)

UNDERSTANDING UPS TERMINOLOGY

TECHNICAL TERM	MEANING
Online Double Conversion	Ensures that the UPS provides instant power should the mains fail. Instantaneous switch over from mains to UPS power is achieved.
Line Interactive	Mains power flows via a bypass line directly to the load. There may be a 5-10 millisecond gap before the UPS provides power if the mains fail.
kVA Rating	Stands for kilo-volt-ampere, a unit of apparent power, which is an electrical power unit. 1kVA is 1,000 volt amps.
Autonomy Rating	The length of time in minutes that the UPS will provide backup. The load amount will dictate the autonomy.
Power Factor	The relationship between the stated kVA rating and the amount of power you will receive from the UPS. The higher the power factor, the more power output the UPS is capable of. CertaUPS offer market leading unity power factor UPS systems.
Rackmountable	The UPS is able to fit into a server rack. CertaUPS offer UPS systems that are rackmountable but also come with a stand to use in a tower position.
External Battery Module (EBM)	Extra battery strings mounted in modules allowing greater autonomy.
Lithium-ion	A type of rechargeable battery.

RESELLER RESOURCE

With one of the largest stock holdings in the UK, we enable you to offer your customers great availability and delivery times. You will have access to an extensive resource library containing; product brochures and manuals, spec sheets, case studies, white papers, technical knowledge, technical support and RMA requests. In addition, we also provide you with a dedicated account management system to help you to: see stock levels, select the right product, compare against alternatives and get a quote.



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UPS PRODUCT RANGE



MODEL	C60	C200	C300R	C400	C400R	C450R	C550	C550R	C500E
POWER (VA)	800, 1000, 1500, 2000	1000, 1500, 2000	1000, 1500, 2000, 3000	1000, 2000, 3000	1000, 2000, 3000	1000	6000, 10000	6000, 10000	10000, 20000
POWER (W)	480, 600, 900, 1200	700, 1050, 1400	900, 13500, 1800, 2700	900, 1800, 2700	900, 1800, 2700	1000	6000, 10000	6000, 10000	8000, 18000
INPUT/OUTPUT PHASE	1/1	1/1	1/1	1/1	1/1	1/1	1/1	1/1	1/1 or 3/1
FORM FACTOR	Tower	Tower	Rackmount / Tower	Tower	Rackmount / Tower	Rackmount / Tower	Tower	Rackmount / Tower	Tower

MICRO DATA CENTRE



MODEL	CMDC - 24U	CMDC - 33U
POWER (VA)	3000	6000
AVAILABLE RMU	19	26
COOLING CAPACITY (KW)	2.5	3.5
DIMENSIONS WxDxH	600 x 1100 x 1590	600 x 1100 x 2000

ACCESSORIES

CertaUPS provides an extensive range of accessories:

POWER DISTRIBUTION UNIT

AUTOMATIC TRANSFER SWITCH

SNMP CARD

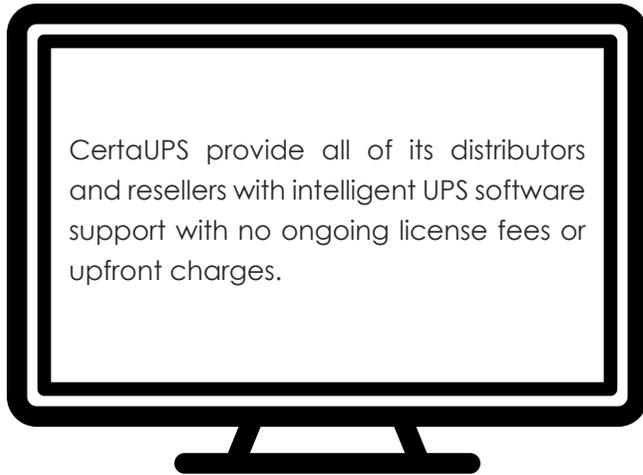
EMP

RELAY CARD

MODBUS

BYPASS

SOFTWARE



WARRANTY

All CertaUPS units are supported by a comprehensive three year warranty of the UPS coupled with a two year warranty on the batteries. When a customer registers their UPS, they will gain access to technical support and industry leading after sales assistance.

BECOME A RESELLER

With over 25 years of experience in designing and engineering backup power solutions, we are able to deliver UPS systems that are not only reliable and easy to use but also provide a low cost of ownership.

Compatible with a wide range of virtualised environments, the software allows monitoring of up to 1000 online UPS devices, delivering server shutdown capabilities and controlled shutdown of IT equipment following a mains failure.

COMMON MISCONCEPTIONS

MY BUSINESS IS TOO SMALL TO WARRANT POWER PROTECTION

Power problems are equal-opportunity threats. They hit large and small businesses alike.

CertaUPS doesn't compromise on battery performance/longevity in order to offer a cheaper price. Our batteries provide market leading performance.

UTILITY POWER IS CLEAN AND RELIABLE, I DON'T NEED A UPS

Electrical power can vary widely enough to cause significant problems for IT equipment. Variations in power are commonplace which can seriously affect sensitive IT and telecoms equipment.

I DON'T NEED TO MONITOR MY UPS

Even with a UPS, your IT system could still go down with an extended power failure or if the UPS is overloaded for too long. CertaUPS provide interactive software to allow you to monitor your UPS performance and provide scheduled shutdowns on sensitive equipment.

FREE DEMO? YOU GOT IT

A full demonstration of all CertaUPS products from a technical engineer is available. Simply contact a member of our team on:

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✉ info@certaups.com ☎ 03333 130251
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