

Frost & Sullivan commends Eaton for its customer-focused product development in the UPS market. SYDNEY 7 JULY 2020 – Power management company Eaton, has been announced as the winner of Frost & Sullivan's 2020 APAC Customer Value Leadership Award for its development of products that align not only with customers' current expectations, but also future requirements. The award recognises an organisation's unique focus on augmenting the value that its customers receives, leading to improved customer retention and customer base expansion. In addition, the organisation must also demonstrate they are best in class in three key areas: understanding demand, nurturing the brand and differentiating from the competition. Ahead of the curve Eaton has been consistently registering above market average year-on-year growth rates for the past two years – growing its revenues at twice the rate of average market growth. Recently, a key part of this growth was Eaton's 'PredictPulse' technology, which was born out of Eaton's mission to always be ahead of the competition when it comes to identifying market trends and developing products that effectively address customer pain points and unmet needs. 'PredictPulse' is a cloud-based analytics service for data centre infrastructure that predicts the failure of power components. The innovative solution leverages automated and expert human processes to not only continuously monitor the health of the power infrastructure, but also take pre-emptive actions to eliminate outages and performance degradation. Additionally, 'PredictPulse' also analyses data on ongoing health and efficiency of the UPS system including voltages, loads, energy savings, service levels and external factors such as temperature and humidity. Frost & Sullivan's research findings suggest that Eaton has high potential to further strengthen its position in the market with its cutting-edge UPS solutions, enabled by its long-range, macro-level innovation strategies. Innovating through excellence Eaton's research and development efforts to maximise UPS energy efficiencies without compromising reliability has enabled it to develop advanced technologies, embedded with cutting edge designs that empower end users to fully optimise UPS performance and protection. "We are honoured to receive this recognition from Frost & Sullivan and it reminds us that our focus and dedication toward enhancing customer worth is valued as our key priority," said Dan Agnew, Vice President and Managing Director of Eaton ANZ. "The Customer Value Leadership Award is a testament to the work the APAC team have done to ensure we are consistently registering above market average growth rates, fostering customer longevity and ensuring genuine partner relationships" Agnew concluded. "Eaton's brand name is synonymous with technology excellence, innovation and most importantly customer focus. Its product positioning has played a crucial role in its brand equity; creating a sense of excitement amongst its customers who are in pursuit of engaging with future technologies to enhance their overall user experience," said Gautham Gnanajothi, Research Director at Frost & Sullivan. - END-

About Eaton Eaton is a power management company with 2019 sales of \$21.4 billion. We provide energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power more efficiently, safely and sustainably. Eaton is dedicated to improving the quality of life and the environment through the use of power management technologies and services. Eaton has approximately 101,000 employees and sells products to customers in more than 175 countries. For more information, visit Eaton.com.

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