

The Need For Power Protection

Network Reliability is Critical

"To achieve competitive advantage in today's economy, you need to speed essential business information to the people who need it, when they need it. And that means integrating these disparate systems into a single, **highly-reliable** enterprise-wide network." Sun Microsystems

Power Disturbances Kill Business Networks

". . .spikes, sags, and outages cost \$26 billion a year in downtime." Business Week (4/8/91)

- **Electric Utilities Can't Keep Up With Demand** At one time, the question about encountering power problems was if, not when. Back when motors and vacuum tubes dominated electricity demand, and new power plants weren't opposed on cost, safety, and environmental grounds, the occasional power problems went unnoticed and the utilities supplied adequate power. Not anymore. Today, society's almost limitless power demand is stretching finite utility capacity to the breaking point, leading to widespread power problems. Unfortunately, according to Venture Development, "the reliability of electrical systems in the US almost certainly will decline over the next 10 years."
- **Your Own Environment Causes Problems** Wherever you are, equipment within your building is interacting in the electrical system to create power problems. Whether the causes are laser printers, elevators, copiers, kitchen and laundry appliances, HVAC, or industrial equipment, studies indicate that as many as 75% of all power problems are generated within a facility.
- **Mother Nature Never Quits** Natural disasters like tornadoes, earthquakes, and hurricanes are obvious threats to power quality. While Tornado Alley and the Southeast in the US are areas clearly at risk, there is almost no area that is immune to the lightning generated by thunderstorms. Some studies even indicate that wind may be a more common cause of power line faults. Wherever you are, mother nature is lurking, and you can be certain that blackouts and surges are right behind.
- **Today's Equipment Demands Quality Power** Not only is more and more electricity required by today's high tech society, but higher quality electricity is even required. Delicate microprocessors now reside in almost every electrical appliance. In fact, everything from your TV and stereo to your computer and answering machines are vulnerable to power because they depend on fragile electronic "chips". The latest estimates indicate at least 10-30% of all the power being drawn is for sensitive equipment, and by 2010, that figure will reach 50-60%.

- **How bad is the problem?** An IBM study found 120 power problems per month hit the typical computer. AT&T found that the typical network faces at least one power disturbance per day. Whatever the reality in your area, the utilities admit to their imperfection, claiming an average of .02% downtime. Insignificant? Hardly. That percentage equates to 105 minutes without power per year. And that doesn't include the more common brownouts, overvoltages, and surges that are far more common and can also cause system downtime.

Some of today's most advanced business enterprises are literally gambling their revenue stream on the whims of squirrels, Mother Nature, and the local electric utility. Whether it's a squirrel in your transformer, a late afternoon thunderstorm, or a lineman crossing some wires is not the point. What companies must realize is that there are countless forces today that routinely cause sudden, unexpected power problems. In turn, these problems crash the information systems companies rely on, disrupt employee productivity, or cause expensive system damage. Help is available. Call now, before it's too late:



1-800-472-7373

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