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## **Frost & Sullivan Names Eaton its 2008 Company of the Year in the Uninterruptible Power Supplies (UPS) Market**

**LONDON, 12 Jan 2009...** Based on its recent analysis of the European uninterruptible power supplies (UPS) markets, Frost & Sullivan has recognized Eaton with the 2008 European Uninterruptible Power Supplies Company of the Year Award. Eaton's excellence in its core UPS business and customer satisfaction demonstrate an extraordinary level of business performance.



Each year, Frost & Sullivan presents this award to the company that has demonstrated unparalleled excellence within its industry. The award is based on numerous factors including the company's business development, competitive strategy, customer satisfaction and leadership. This recipient is perceived to exhibit outstanding management and consistent growth. The company must offer high quality products and/or services and have a positive social and economic impact on local and national communities.

Eaton credits much of its success to a combination of customer-driven initiatives, product line innovations, acquisitions and geographic expansion. Eaton embarked on an aggressive growth strategy as part of its expansion campaign to strengthen its UPS business. The 2007 acquisition of MGE Office Protection Systems™ brought the company considerable geographic expansion and complementary UPS products. The acquisition also increased Eaton's presence in the region and its distribution network in serving customers. Additional expansion across western and eastern European countries came through the company's acquisitions of the Moeller® Group, Balmen Electronic and PK Electronics NV. In Southeast Asia, the company acquired Taiwanese UPS manufacturer, Phoenixtec. Eaton also

broadened its power quality product portfolio by purchasing Pulizzi Engineering and Aphel Technologies.

"Eaton added close to 50 channel partners just in Europe to cover important sales and services businesses across the Middle East, North America and Europe," says Frost & Sullivan Research Analyst Chandni Raj. "Eastern Europe and Russia together helped Eaton's business increase dramatically, mainly due to its successful strategy of opening new offices, adding resellers and enhancing distribution and servicing capabilities."

With such vast resources at its disposal, Eaton has maximized customer satisfaction and sales support by conducting special training programs to equip its customers and distributors with advanced skills and knowledge regarding products and services. The company also conducts an annual review of its customers to gain constructive feedback and establish best practices. Eaton's review revealed a much higher customer satisfaction rating than in previous years, mainly due to its strengthened distribution capabilities, expanded services network and enhanced product portfolio.

"Eaton has been highly active on the product portfolio front and has continued to evolve as a comprehensive critical power protection solutions provider with several product launches," observes Raj. "The introduction of the Eaton 9395 275-550 kVA three-phase UPS, part of the Powerware® series catering to critical-load applications, was noted not only for its very small footprint and low weight compared to competing products, but also for its high rate of efficiency."

Eaton is also pursuing its specialization in Information Technology (IT) and data centre solutions by launching the Eaton enclosure power distribution unit (ePDU™), which can support varying power levels in a rack and monitor power consumption down to the individual server. Also introduced were the Eaton BladeUPS™, a rack-based solution tailor-made for high-powered blade servers, and the Eaton 9130 UPS. While already being remarkably efficient at below 30 percent load, Eaton's BladeUPS was further upgraded to interface with the Eaton rack power module (RPM) for advanced scalable power protection in high-density computing environments.

## **About Eaton**

Eaton's electrical business is a global leader in electrical control, power distribution, uninterruptible power supply and industrial automation products and services. Eaton's global electrical brands, including Cutler-Hammer<sup>®</sup>, MGE Office Protection Systems<sup>™</sup>, Powerware<sup>®</sup>, Holec<sup>®</sup>, MEM<sup>®</sup>, Santak and Moeller<sup>®</sup>, provide customer-driven PowerChain Management<sup>®</sup> solutions to serve the power system needs of the industrial, institutional, government, utility, commercial, residential, IT, mission critical and OEM markets worldwide.

Eaton Corporation is a diversified power management company with 2007 sales of \$13 billion. Eaton is a global technology leader in electrical systems for power quality, distribution and control; hydraulics components, systems and services for industrial and mobile equipment; aerospace fuel, hydraulics and pneumatic systems for commercial and military use; and truck and automotive drivetrain and powertrain systems for performance, fuel economy and safety. Eaton has 80,000 employees and sells products to customers in more than 150 countries. For more information, visit [www.eaton.com](http://www.eaton.com).

## **About Frost & Sullivan**

Frost & Sullivan , the Growth Partnership Company, partners with clients to accelerate their growth. The company's TEAM Research, Growth Consulting and Growth Team Membership<sup>™</sup> empower clients to create a growth-focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnership Services, visit <http://www.frost.com>

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