



Tru-Power Value Proposition Statement

Our value proposition is simple. We aim to provide superior service, reliability, and expertise that will keep our customer's load online, prolong the life of their equipment, and lower the customers overall Total Cost of Ownership (TCO). We accomplish this by offering these key benefits.

1) Up Front Cost

- a.) Our organizational structure allows us to operate with a lower overhead which in turn enables us offer more competitive pricing than that of our competitor.
- b.) We offer multi-site discounts to customers who entrust their entire scope of facilities to us
- c.) Our flexible contract options enable us to cater service needs in direct correlation to the actual needs specified by the customer in order to avoid unnecessary spending .
- d.) Contract customers also have access to other services associated with power quality and data center infrastructure such as power quality analysis, thermographic surveys, generator service (subcontracted), and consultation.
- e.) Consultations range from implementing more efficient cooling strategies to power audits.

2) Cost Effective Maintenance Approaches and Strategies

- a.) Predicting Battery Life – Capacity discharge tests are utilized to gage and determine true battery age and predict replacement timelines. This enables our customers to foresee future replacement costs and preemptively account for them on upcoming budgets.
- b.) Latest Technology – Tru-Power Corporation service engineers keep up with the latest technology and most current trends in our industry to ensure our customers receive the most up -to-date and most thorough diagnostic service for their equipment. Thermographic Imaging Camera – Our technicians use this technology on Major PM Visits to accurately and precisely account for any hidden issues not seen by the human eye or other testing equipment.
- c.) Results equate to higher reliability of the equipment and the assurance that the equipment is operating properly in order to keep the load on line.

3) Reliability and Emergency Service

- a.) Tru-Power Corporation. has four (4) tenured UPS service engineers located in Central Virginia.
- b.) Tru-Power Corporation has a lower engineer to customer ratio as compared with factory provided service.
- c.) Our technicians have extensive experience in the UPS service business and additional UPS experience outside their tenure at Tru - Power Corporation.