

# PARTNERING WITH POWERSHIELD GIVES COROMATIC AN EDGE ON THE COMPETITION



## About Coromatic

With 500 staff, Coromatic is a leading builder and installer of data centers in Nordic countries. Their customers include telecommunications companies, industrial businesses and financial organisations.

## Challenge

Coromatic were keen to provide their data center customers with the whole package. The aim was to provide full control and visibility with their power monitoring.

## Solution

Coromatic investigated several options, but PowerShield's BMS solution stood out because of its professionalism.

## Results

Coromatic have gained an edge over their competition in Finland. Their determination to provide the best solution and service for their customers has been achieved and is due, in part, to the BMS that PowerShield provides.

When Finnish data center supplier Coromatic decided to offer their customers the full package, including installation of a battery monitoring system, PowerShield's solution stood out from the crowd.

Coromatic are a leading supplier and builder of data centers in Finland. Their customers range from telecommunications companies to industrial businesses to banks and other financial organisations. "We build critical infrastructure, specifically data centers," says Sales Director Janne Puranen. "We make sure the power is always on and that they're up and running 24/7."

## THE CHALLENGE

### KEEPING UP WITH CUSTOMER DEMANDS

A continuous power supply is not the only demand that customers make. Although in the past end users tended not to be concerned with the health of a data center's monitoring systems – preferring to leave it to an outsourced supplier – they're now wanting increased control and visibility over their systems.

"Data communications today are so important, the end user will demand, from the supplier, a way to see the status of all the systems," Janne explains. "It used to be that end users didn't know anything about batteries, but now we can give them full control with their power monitoring. When the customer says 'OK, give me the status of the UPS, the diesel generator and the batteries,' you can immediately get a report that everything is 100% in good shape. We didn't have those kinds of reports in the past."

***"We secured some large, new customers," says Janne. "Reselling the PowerShield BMS helped us to stand out, get our name out there. We've had big customers choose us because we include a BMS in the installation. And because they have a good experience with us."***





## THE SOLUTION

### BECOME A POWERSHIELD RESELLER

In response Coromatic began a search for a battery monitoring solution (BMS) that could be bundled into their data center service offering. In the past, Coromatic didn't have a reasonable measurement system for batteries, and over time it became clear that being able to monitor the health and stability of UPS batteries was becoming essential.

"Batteries obviously play a major role when it comes to a continuous power supply," says Janne. "We do have diesel generators, but we need UPS systems as well. Regulations demand that we have at least 3 hours of backup time, which we get from the batteries. Diesel is not always the right solution. But we use it in conjunction with a UPS, which provides continuous power without any cuts. Diesel just lets us extend that backup time a little bit longer."

After investigating several battery monitoring options, Coromatic narrowed the field to the one provider that ticked all the boxes: PowerShield. "They had the edge on professionalism in comparison to the others," Janne recalled. "They provide a high quality, robust BMS with a pricing structure that really shows the end user the value they're getting."

Because Coromatic were determined to provide their customers with the best possible data center solution, and that a BMS was an integral part of any installation, becoming a PowerShield reseller meant they were enhancing the customer experience, and bringing it up to a new level.

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## RESULT

### GREATER COMPETITIVE ADVANTAGE

Becoming a PowerShield reseller has provided Coromatic with a competitive advantage in their industry, helping to differentiate them from other service providers. "There have been some very large projects we've worked on where the competition didn't offer a BMS," Janne recalls. "I think we may have been the first service provider in the Finnish data center industry to do so."

This led directly to new business, as Coromatic became known for providing the full package when building and installing data centers. "We secured some large, new customers," says Janne. "Finland is a small country. Everyone knows what everyone else is doing. Reselling the PowerShield BMS helped us to stand out, get our name out there. We've had big customers choose us because we include a BMS in the installation. And because they have a good experience with us."

### OPTIMISING THE BEST CUSTOMER EXPERIENCE

Coromatic's dedication to providing the best experience possible to their customers has been enhanced by their ability to offer a BMS with every data center installation. "The technical aspects were good - like measuring connectivity and temperature - and met our expectations," Janne explains. "A robust BMS means that our customers don't face costly outages, and it's all about the bottom line with them. And there's PowerShield's own motto of squeezing the last drop of juice out of the batteries. This means that when you invest in batteries, you can get the maximum amount of life out of them."

Janne goes on to note that ease of use is another clear benefit for Coromatic's customers. "A lower MTTR (Mean Time To Repair) because we know exactly which battery block it is if there's a fail out," he explains. "We don't need to measure a whole string of battery blocks. And we have awareness of the status of the back-up system 24/7."

Emergency and backup power represent the majority of Coromatic's business, and because they offer a BMS with all their UPSs, they continue to set themselves apart from their competition.

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## ABOUT POWERSHIELD

PowerShield specialises in the design, manufacture, installation and operation of advanced battery monitoring systems for organisations with critical services that rely on continuous power. PowerShield has battery monitoring solutions installed for customers in over 50 countries worldwide.