

The Value Proposition

The Value to the End User

Emerson Network Power can **REDUCE** your total cost of ownership by:

- Reducing** the Capital expenditure on new hardware compare to Competitors
- Reduce** operation expenditure through system optimisation that saves cash and minimises CO² footprints
- Reduce** mean time to recover via established service networks to meet your SLA's

All without Compromising Business Continuity

Emerson Network Power can **ADD** value by:

- Increase** business confidence though tried and tested technologies
- Increase** business continuity and system resilience via cost effective redundancy
- Increase** system manageability and monitoring with predictive analysis
- Increase** system flexibility through hybrid power and cooling technologies

The Value to the Sales Channel

Emerson can **INCREASE** your sales margin on project and products.
Emerson can **EXPAND** your product portfolio to increase sales