

Value Proposition for the Reseller Channel

- **Emerson can increase your sales margin on projects and products**

Any deal passed to Emerson will be protected for that specific reseller. The Emerson Account Manager can then go to site, configure the requirements and pass the deal straight onto the reseller.

- **Emerson can expand your product portfolio to increase sales**

The Liebert UPS brand encompasses a wide range of products, ranging from desktop UPS to full Data Centre configuration. This gives you ease of use by using one company for a wide spectrum of requirements.

- **Emerson can offer a comparable product at a lower price point than APC**

To gain more market share from the APC, Emerson are offering a direct equivalent of the APC product, but at a lower price point. using one company for a wide spectrum of requirements.

