

## Frost & Sullivan Applauds Riello UPS's Customer-centric Growth Strategy in both Product Development and Service Delivery

*Riello UPS guarantees superior returns from its products by ensuring the highest protection for the load, efficiency of power conversion and reduced need for air conditioning*

**MOUNTAIN VIEW, Calif., Sept. 17, 2014** — Based on its recent analysis of the uninterruptible power supply (UPS) market, Frost & Sullivan recognizes Riello UPS with the 2014 Global Frost & Sullivan Award for Growth Excellence Leadership. The company has realized that for a superior customer experience, it has to offer a combination of excellent product quality, industry-leading service capabilities and highly reliable products.

Riello UPS ensures top-class quality right from the product design through to the final testing of its products by methodically choosing the best possible components for its UPS products. It also offers flexible operating modes such as on-line, smart, and stand-by on, to ensure minimum power consumption and compatibility with the conditions of the load and the mains. Riello UPS employs a sophisticated self-diagnostic system in its UPS, which makes problem identification extremely simple and ultimately, facilitates the servicing.



“The company’s UPS systems are marked by advanced features, functionalities and most importantly, 96.4 percent efficiency in on-line mode of the MST series (certified by TUV-Germany),” said Frost & Sullivan Research Analyst Gautham Gnanajothi. “Additionally, it offers simple yet complete communication features in its UPS products that enable customers to monitor all the necessary and important parameters.”

Owing to these significant product advantages, the company registered growth rates well above the market average of 2 percent to 3 percent in 2013. Noting the profusion of opportunities in other regions, Riello UPS strategically shifted focus towards Asia-Pacific markets such as India, Australia and Singapore, and increased its direct presence in these regions. It also established the local assembly of UPS products to cater to local needs. Simultaneously, the company maintained excellent relations with channel partners, as globally, the market sells indirectly through distributors and resellers.

Riello UPS’s commitment to providing value addition, especially through R&D investments, has encouraged the development of robust and efficient products, leading to the development of an extensive product range that boasts an energy solution for any critical application.

Apart from its dedication to enhancing customer experiences, Riello UPS has also benefitted from its ability to find a balance between organic and inorganic growth. Riello UPS chooses its acquisition targets methodically, and does not go ahead with an acquisition unless the company matches its requirements down to the last detail. Furthermore, after the acquisition, it has followed the general practice of keeping the management of the acquired company unchanged. In doing so, it maintains the spirit of the acquired entity, which eventually lends to greater stability to its business operations.

It has also grown organically by expanding its distributor network, providing training and support; expanding its geographic coverage, with focus on the high developing areas (mainly BRIC countries); and penetrating the U.S. market with the launch of a UL-series of 3-phase UPS.

“Riello UPS is practical in its approach to sustaining this growth, demonstrating shared focus between short-term and long-term goals,” noted Gnanajothi. “That company has strived hard to excel in its short-term objectives, which, ultimately, will help it achieve its long-term ambition of being one of the undisputed market leaders in the global UPS industry.”

Each year, Frost & Sullivan presents this award to the company that exhibits excellence in capturing the highest annual compound growth rate for the last three years.

Frost & Sullivan Best Practices awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research to identify best practices in the industry.

### **About Riello UPS**

Riello UPS is the brand of the static Uninterruptible Power Supplies designed and produced by RPS S.p.A., a company based in Italy and owned by the Riello Elettronica Group. They are specifically designed for critical applications in Data centers, communication systems, offices, medical environments, transportation, industrial complexes etc.

Riello UPS is a leader in Italy and firmly placed within the first 4 companies in the worldwide market for technological research, production, sales and assistance. Research of quality, resource optimization and a strong drive towards technological innovation, combined with consistency and experience, makes RPS a company more than able to satisfy an expanding market. The growth strategy on the international markets is centered on a network of fully owned subsidiaries that offer a very high-level and qualified local service, giving Riello UPS a presence across the globe.. Today RPS has two production sites in Italy, twenty subsidiary companies in Europe, China, India, Singapore and Australia; and a capillary presence in more than 80 countries of the world.

### **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants.

Our “Growth Partnership” supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

- The Integrated Value Proposition provides support to our clients throughout all phases of their journey to visionary innovation including: research, analysis, strategy, vision, innovation and implementation.
- The Partnership Infrastructure is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

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