

# Master Power Technologies – leader in the data centre infrastructure management market



Master Power Technologies is proud to receive an esteemed accolade from global research company Frost & Sullivan – the award for best practices in Technology Leadership in the Data Centre Infrastructure Management Industry for 2014.

Frost & Sullivan has a global team of analysts and consultants continuously researching a wide range of markets across multiple sectors and geographies. As part of this on-going research, they identify companies which consistently invest in new technologies, allowing them to carve out a unique and defensible position within their industries.

“The receipt of this award is the result of many individuals (employees, customers, and investors) making daily choices to believe in our organisation and contribute in a meaningful way to its future,” says Menno Parsons, MD of Master Power Technologies. “We are exceptionally proud to receive this award which signifies that our policy of investing in people as well as technology is making a meaningful contribution to our industry.”

Frost & Sullivan’s chairman, David Frigstad, said that to exhibit leadership in technology is never an easy task, but it is one made even more difficult due to today’s competitive intensity, customer volatility, and economic uncertainty – not to mention the difficulty of innovating in an environment of escalating challenges to intellectual property. Within this context, the receipt of this award signifies an even greater accomplishment.

In the digital technology world data loads are constantly increasing. Hence, existing data centres have to be upgraded and new ones have to be built frequently. Brick and mortar data centres are becoming less viable alternatives. As a result, Master Power Technologies has developed cost-effective, energy efficient and modular data centres. These flexible solutions enable customers to purchase only the required space without



having to invest in power and building the infrastructure, which would require large initial capital investment. Master Power Technologies’ turnkey solution is novel in the sense that it acts as a quick “plug and play” solution; all that customers need to do is install their equipment, servers and other similar devices. Master Power Technologies also offers the option of installing the customer’s equipment in the data centre before the solution is actually sent to the site.

In addition, the company’s data centres can be configured to suit the immediate equipment requirements, as additional modules can easily be added or removed in line with the changing equipment demands, minimising the capital outlay, which would have been required when upgrading a conventional data centre. The layout of Master Power Technologies data centres allow for ease of accessibility and simplified service and maintenance to be carried out.

Master Power Technologies is an independently owned total power and

data centre solution provider. The company specialises in the supply, installation and after sales servicing of a comprehensive range of engineered solutions. This includes modular data centre solutions, UPS and generator systems, distribution panels, MV transformers and switchgear, cooling solutions, industrial solar solutions, battery management, automated monitoring and control and energy management systems. Master Power’s solutions are provided to industries such as telecommunications, financial, manufacturing, general industry, mining and other markets where uptime is critical.

The company has its head office, as well as R&D and manufacturing facilities, in Randburg with branches in Durban and Cape Town. The company also has satellite offices in Zambia (Kitwe and Lusaka) and Kenya (Nairobi).

Master Power was recognised by Frost & Sullivan as being the best UPS service provider in South Africa in 2011. In 2014 Master Power received Best Practice Award for Data Centre Infrastructure Management Technology from Frost & Sullivan.

Master Power Technologies is a Registered Level 3 BEE company.

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