

Frost & Sullivan Commends Master Power Technologies for Cutting Edge Data Centre Infrastructure Management Platform

Master Power Technologies' technical expertise helps it to rapidly respond to external challenges and develop technologies that serve multiple applications

LONDON, U.K. — 22 JANUARY — Based on its recent analysis of the data centre infrastructure management (DCIM) market, Frost & Sullivan recognises Master Power Technologies (Master Power) with the 2014 South African Frost & Sullivan Award for Technology Leadership. Master Power's ability to anticipate customer needs has enabled it to present cutting-edge, all-inclusive, tailor-made data centre solutions to the DCIM market. Its visionary strategies have resulted in strategic alliances with multinational companies and consequently, the adoption of best practices in product development.

To sustain a culture of innovation, Master Power has adopted a market-driven strategy that allows it to integrate power solutions with scalable data centres as well as cooling and remote monitoring systems. These data centres are designed and built in modular units of 50 square metres (m²), which can be easily scaled up to any desired size.

Master Power has developed cost-effective, energy-efficient and modular data centres to meet the growing demand for pre-tested fully equipped data centre solutions," said Frost & Sullivan Research Associate Xolani Mncedane. "These flexible solutions offer customers the option of purchasing only the required space without making huge capital investments in power and building the infrastructure."

Master Power's data centres can be configured to suit the immediate equipment requirements, as additional modules can easily be added or removed, minimising the capital outlay that would otherwise be required when upgrading a conventional data centre. The layout of Master Power's data centres aids ease of accessibility and a simplified service and maintenance.

Master Power's game-changing solutions benefitted greatly from the end-user market's move toward an OPEX-based model, as many businesses chose to outsource non-core operations such as data centre management to reduce CAPEX. Master Power's data centres empower businesses and government institutions to extend their services to remote areas, leapfrogging the development of infrastructure and connecting the unconnected.

The company's agility, combined with a strong technical know-how, has allowed it to remotely monitor its data centres while ensuring that its uninterrupted power supply (UPS) systems provide clean and reliable power. To add further value, Master Power has developed a battery manager called BattSure which continually monitors the status of UPS batteries, alerts customers when one or more batteries are faulty and enables proactive steps to be taken to replace these weak batteries thereby increasing the reliability of the solution.

To complement its power solutions, Master Power is able to supply a range of solar photovoltaic (PV) solutions, which are both grid-connected and off-grid solutions. Its off-grid PV solutions integrate with the diesel gensets, delivering reliable power to remote operations.

"Master Power forms strategic alliances with internationally renowned companies to enhance its expertise and obtain access to products that complement its solutions," said Mncedane. "As a result of such alliances, Master Power is among the first companies in South Africa to introduce environment-friendly, industrial gas powered-gensets."

The R&D team at Master Power is constantly evaluating ways of providing customers with value-added solutions and ensure that the company stays ahead of the technology curve. Owing to these efforts, Frost & Sullivan is proud to present Master Power with the 2014 Technology Leadership Award in the South African DCIM market.

Each year, Frost & Sullivan presents this award to the company that has demonstrated uniqueness in developing and leveraging new technologies, which significantly impacts both the functionality and the customer value of the new products and applications. The award lauds the high R&D spend towards innovation, its relevance to the industry and the positive impact on brand perception.

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 Master Power Technologies

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 Technologies is a Registered Level 3 BEE Company.

Master Power was recognized by Frost & Sullivan as being the best UPS service provider in South Africa in 2011.

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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