

**2004 Customer Value Enhancement Award  
Power Quality (Transient Voltage Surge Suppressor) Industry  
Award Recipient - Surge Suppression Incorporated®**

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**Award Description**

The Customer Value Enhancement (CVE) Award is presented each year to the company that has best demonstrated the ability to expand the customer base, while maintaining the existing install base, with more innovative value creation and enhancement strategies than competing vendors. This award recognizes the company's successful sales entry, customer acquisition and service strategies and the degree to which those strategies have met customer stated needs and requirements. Such innovation is expected to significantly improve customer interaction and contribute to customer satisfaction.

**Research Methodology**

In order to select the award recipient, analysts quantify several market factors for each market participant according to predetermined criteria. Through primary and secondary research methods, all companies' market position and market growth are tracked and those exhibiting significant growth are noted. Company install base and revenues are compared year to year to monitor customer response and market expansion. When a company continues to demonstrate solid growth rates, from market expansion and among its install base, it is a candidate for the Customer Value Enhancement Award.

**Measurement and Judging Criteria**

In addition to the methodology described above, there are specific criteria used to determine the final award rankings in this industry. The recipient of this award has excelled based on one or more of the following criteria:

- ❑ Expansion of install base
- ❑ Ability to grow in a saturated or maturing market
- ❑ Implementation of a new or unique pricing strategy
- ❑ Implementation of a new or unique product bundling strategy
- ❑ Launch of a new product (or products) to offer a "one-stop shop" in response to customer demands
- ❑ Launch of a new service protocol to improve overall customer ownership experience

- ❑ Launch of a new program to help improve the utilization rates for products or services procured by clients
- ❑ Creating new venues (such as online services) for an established product
- ❑ Strategic mergers, acquisitions or joint ventures to provide additional benefits to the customer

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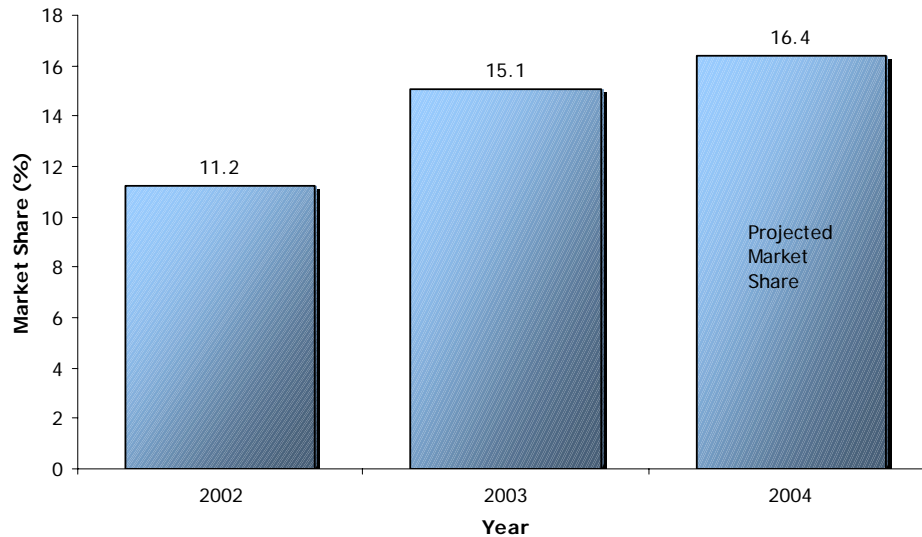
The recipient of the 2004 Frost & Sullivan Award for Customer Value Enhancement in the Power Quality industry is Surge Suppression Incorporated for its accomplishments in the transient voltage surge suppressor markets. Surge Suppression Incorporated has received this award based on achievements that include a demonstrated ability to increase market share and enhance the value of product ownership for its existing customers. In sharp contrast to the tough economic times, Surge Suppression Incorporated has not only maintained but also increased its installed base in the industry.

Surge Suppression Incorporated grew by 15 percent in the transient voltage surge suppressor market in 2003 and has shown growth for the first quarter of 2004. As part of its "Surge Suppression is our only Business" motto, Surge Suppression Incorporated interacts with its customers on a regular basis. This award recognizes Surge Suppression's unique ability to work with its customers and build long lasting relationships.

**Market Position**

Surge Suppression Incorporated has more than 125 distribution partners worldwide. The company's strong product pipeline offers innovative products to satisfy the customer needs in a cost-effective way. Chart 1 illustrates the growth in revenue for Surge Suppression Incorporated for North America in 2002 and 2003 for the transient voltage surge suppressor market and the estimated revenue growth for 2004.

**Surge Suppression: Revenue Growth Forecast in Transient Voltage Surge Suppressor (TVSS) Markets (2002-2004), North America**



*Note: All figures are rounded. Source: Frost & Sullivan*

Surge Suppression Incorporated has continued to strengthen its position in the key markets such as manufacturing facilities, educational facilities, and military among others, and has experienced a much stronger growth than many of its competitors. This has been made possible because of a solid business strategy and strong customer focus.

### **Strong Customer Service**

As part of its strategy, Surge Suppression Incorporated continuously interacts with its customers by offering extended hours of technical support, training seminars, education, timely service and maintenance activities, online support and monitoring of the product, free power surveys and e-mail. Ed Markey, Engineer with NSWC states, "They are very professional, very comprehensive and they help you understand the application without trying to push the product". Surge Suppression Incorporated aggressively pursues and collects feedback. The feedback initiated by the customer comes to Surge Suppression Incorporated via its website feedback form or through its hotline communication. This enables customers and future/prospective clients to gain access to product literature as and when they require it. Surge Suppression works with the client starting from the design stage to

the implementation stage and then continues to monitor the product on a regular basis. This has enabled them to develop a stronger relationship with their customers.

### **Enhanced Product Offering and the Customer Feedback System**

Customers require an intricate mix of attributes such as high-quality products and services. George Molnar, Engineer with Hankins Anderson Engineering Firm states, "The product is far superior to any surge suppression device available in the market". In addition to a high-quality product line and quick response service, Surge Suppression Incorporated employs a comprehensive customer feedback process, which has enabled the company to expand its base of satisfied customers while providing increased value. In addition to developing and implementing the program, the company closely monitors all customer feedback, seriously considers suggestions, and incorporates requested features and benefits into its current or future products and services.

### **Global Presence**

Being a North American company, Surge Suppression Incorporated is a truly international company with growing presence in Europe, Asia Pacific, and Latin America. Surge Suppression currently has one manufacturing facility based in Florida. This has allowed Surge Suppression Incorporated to efficiently serve its client base in the United States, Canada and Mexico. The time taken to introduce a product into the market has also reduced, as this manufacturing facility is capable of catering to the needs of each region.

### **Compliance with Industry Standards**

Surge Suppression Incorporated is an ISO 9001:2000 certified manufacturing facility. Being an ISO certified company, the products manufactured by the company are considered to be reliable and of high quality. Surge Suppression's research and development division concentrates on developing new technology products. Active participation and compliance with various industry standards such as IEC, IEEE, NEMA, CSA, NEC and UL has helped Surge Suppression to develop products that comply with the most recent standards laid out for the power quality market. To combat the menace of lightning surges, the research arm of Surge Suppression Incorporated has developed a special internal fusing methodology for protecting its products. The patent has been recently filed for this device.

### **High Quality Products**

Surge Suppression's commitment to quality products that meet the needs of its customers has developed into giving customers a platform to discuss their needs and desires for future upgrades and next generation products. Rolando Piansay, Engineer with the State Department Overseas Building Operation states, "The customer service of Surge Suppression Incorporated is outstanding and the company is very

responsive to customer queries". By keeping a pulse on the technology/product, as well as the customer needs, Surge Suppression Incorporated has shown tremendous creativity in product innovation specifically designed with the customer in mind. A key factor in enhancing customer value proposition involves designing products from the customer's perspective, thereby delivering solutions that address unmet power quality needs. Surge Suppression Incorporated offers a broad spectrum of products from low-end devices to sophisticated, high-end devices. Surge Suppression Incorporated is able to configure a suite of products to meet a customer's current requirements. As a result, Surge Suppression Incorporated is able to offer clients the latest in high-end technology at a competitive cost.

### **Training Initiatives**

Through its in-depth training programs, Surge Suppression Incorporated has also taken much of the onus of staying abreast in the transient voltage surge suppressor market. Surge Suppression Incorporated provides training and seminars for its customers. Trained in both the theoretical and technical aspects, Surge Suppression's technical team has hands-on experience with the equipment and is able to offer customers practical solutions to unexpected operational issues. Surge Suppression has trained up to 2500 engineers per year through its training/seminar programs.

### **Research & Development Initiatives**

Every year, Surge Suppression Incorporated researches, develops and adds new products based on customer demand to its existing product line. The company continuously updates its existing product line with new technology and features. As a result, the company increases its product mix by offering a wide variety of products. Surge Suppression Incorporated introduced an Advantage Series transient voltage surge suppressor solution, which uses Optimal Response Circuitry technology making it a strong competing product in the transient voltage surge suppressor market.

### **Customer and Safety First Attitude**

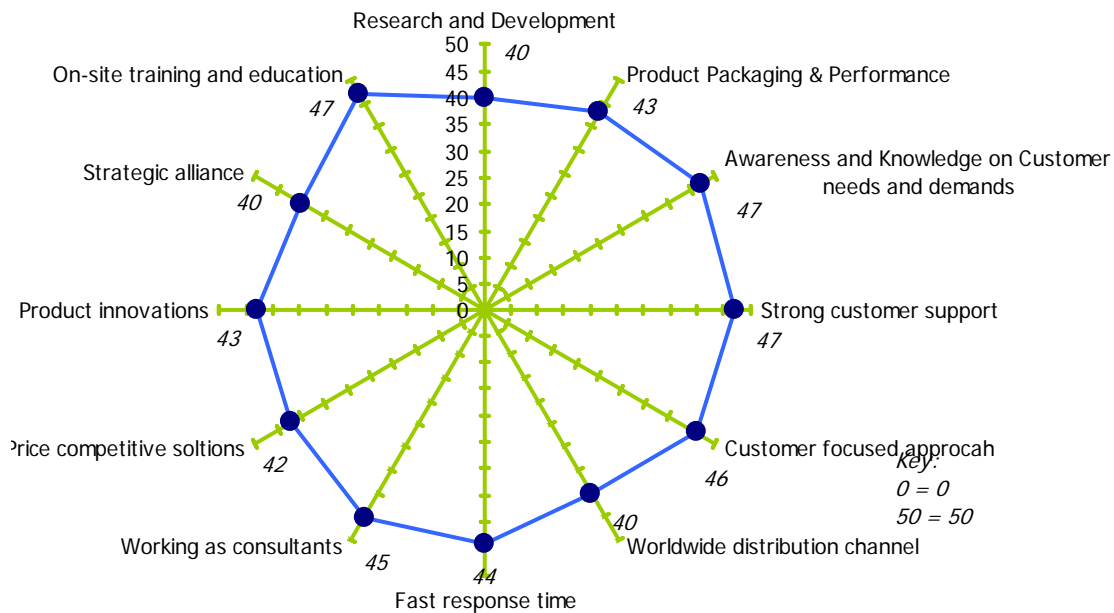
Surge Suppression Incorporated puts customers first in the power quality markets. The quality products offered by the company ensure safety of the client equipment in educational facilities, manufacturing plants, offices and military equipment. Furthermore, competitive prices and quality products have made Surge Suppression Incorporated a strong competitor in the transient voltage surge suppressor market. By providing value to their customers proactively, Surge Suppression Incorporated has enhanced customer satisfaction and earned respect from its customers. Surge Suppression Incorporated innovations continue to add value to transient voltage surge suppressor products and services. These continued innovations lead to providing the customer with value products.

## Competitive Strengths

The strengths of Surge Suppression Incorporated in the market place include:

- Over 22 years of market experience
- The use of optimal response circuitry technology in the Advantage Series surge suppressor
- Strong research and development focus
- High performance products and product packaging
- High level of awareness and knowledge of customer needs and demands
- Strong customer support
- Customer focused approach – providing high level of satisfaction for Surge Suppression's surge suppression products
- Worldwide distribution channel and engineering expertise – provides services to its present and potential customers
- Quick response time
- Working as consultants – works with customers at each stage of the design process with the flexibility to change design during the development stage
- Price-competitive solutions focused on reducing the total cost of ownership
- Consolidation of global presence with the opening of new offices worldwide
- Continuous product innovations
- Strategic alliances with major industrial firms, associations and system integrators
- On-site training and education to its customers

Chart 2 illustrates the key strengths of Surge Suppression Incorporated in the market place.



Note: All figures are rounded. Source: Frost & Sullivan

**Conclusion**

Surge Suppression Incorporated is a company that is devoted to customer satisfaction. The company not only listens to its customers, but also acts on customer input, provides streamlined products and services to satisfy customers' needs and ensures a high degree of customer loyalty. Its main strategy is to focus on the customers needs and work with its clients from the design stage to the implementation stage to the monitoring stage of the product. The culmination of these attributes has resulted in long-term relationships that significantly contribute to the company's growth

Surge Suppression Incorporated has achieved success in a highly competitive market. Leading edge technology, combined with a strong and dedicated customer service and support capabilities will ensure that Surge Suppression Incorporated remains at the forefront of the transient voltage surge suppressor market in the years to come. In recognition of its ongoing commitment to excellence in technology and customer value, Frost & Sullivan is proud to award Surge Suppression Incorporated with the Customer Value Enhancement Award for the year 2004.