

## **Frost & Sullivan Acknowledges Surge Suppression Incorporated's® Successes in the Transient Voltage Surge Suppressor Markets**

Palo Alto, Calif. — November 15, 2006 — Frost & Sullivan selected Surge Suppression Incorporated® as the recipient of the 2006 Frost & Sullivan Award for Customer Value Enhancement in the power quality industry.

The company has not only enhanced the value of product ownership in the transient voltage surge suppressor markets but also expanded its own market share and installed base.

Surge Suppression Incorporated® has provided transient voltage surge suppression (TVSS) systems for the U.S. Navy, Army, and Air Force throughout the United States and abroad. It also focuses on the commercial and industrial segments of the market and has collaborated with electrical power utilities to supply TVSS products to the latter's residential and commercial customers.

The company's strong product pipeline offers innovative solutions to satisfy their customer needs cost effectively. It continues to expand its position in key markets such as medical, manufacturing and educational facilities, and military. It has also started partnering with electrical gear manufacturers to provide quality TVSS products integral to their panels, which has enabled it to increase its market share through new client acquisitions.

Surge Suppression Incorporated® brings to market a strong customer service offering through investments in research & development and direct in-the-field support. Its robust client-focused approach provides high levels of customer satisfaction and improves the company's awareness and knowledge of customer needs and demands.

"The company enhances its client value proposition by offering extended hours of technical support, training seminars, education, timely service and maintenance activities, onsite and online support and monitoring of the product, free power surveys, and e-mail," says Frost & Sullivan Program Manager Vishal Sapru.

To tackle the issue of coordination, Surge Suppression Incorporated® has developed a special internal fusing methodology for protecting its products and installations. By keeping a finger on the pulse of customer needs, the company has shown tremendous creativity in product innovation. Moreover, being an ISO certified company, the SSI Quality System has repeatedly proven itself to be effectively implemented.

Surge Suppression Incorporated® continues to strengthen its market position through strong, committed customer focus. It plans to continue to achieve high growth through product and service expansion using its global distribution channel. The company works toward customer satisfaction by acting on customer inputs, providing streamlined products and services to satisfy customers' needs, and ensuring a high degree of customer loyalty.

"The company's main strategy is to focus on the customers needs and work with its clients from the design and implementation stage to the monitoring stage of the product," notes Sapru. "The culmination of these attributes has resulted in long-term relationships that significantly contribute to the company's growth."

Each year, Frost & Sullivan presents this Award to a company that has best demonstrated the ability to expand the customer base, while maintaining the existing installed 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 needs and requirements.

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 in order to identify best practices in the industry.

### **About Surge Suppression, Incorporated®**

Please see the web site for more information about Surge Suppression Incorporated and its products, services and customers. [www.ssiwest.com](http://www.ssiwest.com) Surge Suppression Incorporated products are locally supplied by Surge Suppression Incorporated Western Division of Fort Worth.

### **About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit [www.awards.frost.com](http://www.awards.frost.com) or [www.power.frost.com](http://www.power.frost.com).

#### Contact:

Stacie Jones  
210.247.2450

[Stacie.jones@frost.com](mailto:Stacie.jones@frost.com)