



**Expanding Your Capabilities For Your Customers**  
Philip Santoro                      Carla Brecht  
*Contractor Segment Manager      Business Development Manager*  
**Schneider Electric**

Life Is On | **SQUARE D**™  
by Schneider Electric

**NECA**  
PREMIERPARTNER

**This session is eligible for  
1.5 Continuing Education Hours.**

To earn these hours you must:

- Have your badge scanned in and out at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session:  
[www.necanet.org/NNSurvey2017](http://www.necanet.org/NNSurvey2017)

## Purpose

- Understanding the value of a partnership
- Accessing the range of manufacturer's solutions to fulfill gaps and open new opportunities.
- Identify opportunities to increase revenue stream

## Why is a Partnership important?

- IIOT is changing things
- Equipment: proprietary and complex
- Budgets: Capital vs Operational
- Energy Spend and Uptime
- Downtime Costs
- Demand creation

Increased Man Hours = Increased Revenue Stream

## Business Development

Manufacturers can help with:

- Lead Management
- Sales Support and Coverage
- Custom solutions to meet your customer's needs

## Partnership Benefits

- Expanding your offers
- Strong consultative customer approach
- Engineered solutions
- Increase man hours by leveraging capabilities
- Assure qualified professionals complete work safely
- Utilizing the manufacturer's sales and marketing resources

## What does a Partnership look like?

### What's in it for the EC?

- Direct contact to help evaluate opportunity
- Sales & Project Management support
- Quotation and Opportunity support
- Engineered solutions
- Education & Training
- Revenue Stream

## Partnership Misconceptions

### Perception:

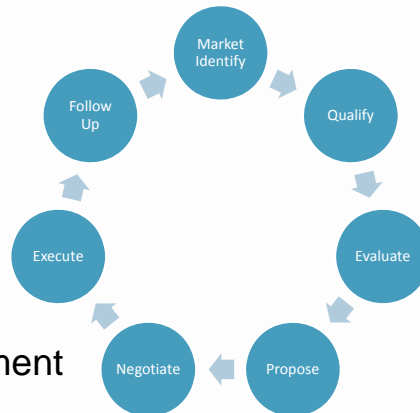
- Compete with ECs
- Equipment Manufacturer
- Limited Offer
- Customers

### Reality:

- Labor Rates/Technicians
- Solutions open to all
- Proven/Experienced
- Trust/Relationship

## Basic Life Cycle of an Opportunity

- Resources
  - Marketing
  - Engineering
  - Quotation
  - Sales
  - Negotiate
  - Project Management



## Recognize/Leverage Offers

- Field Services Organization
- Asset Management & Energy Monitoring
- Service Provider

## Complementary Products/Services

- Retrofit and Modernize existing equipment
- Power System Engineering expertise

**All  
Brands**  
of electrical  
equipment

## Upgrade vs Replace

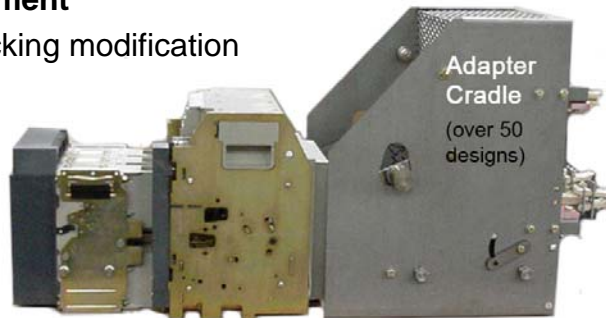
### 7 questions you should be asking...

1. Interested in upgraded technology?
2. Can you afford extended shutdown?
3. Concerned about environmental impact?
4. Do you have capital funds available?
5. Can you afford to replace all circuit breakers at once?
6. Is switchgear hard to access?
7. Is switchgear more than 15 years old?



## Switchgear Modernization –LV/MV

- Extend equipment life
- Expands system capabilities
- Custom solution
- **Direct Replacement**
  - No cell or racking modification
  - Many brands



## Switchgear Modernization - MV

### Retrofill

- Existing cell and bus modified
- New circuit breaker
- Cell modification
- Complex applications
- Bolted Pressure switch

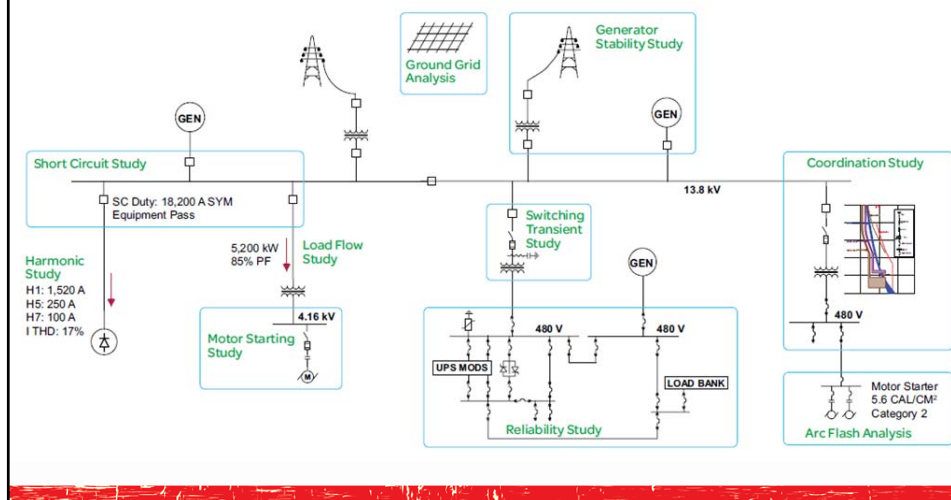


## Motor Control Center Upgrades

- Direct replacement
- Retrofit
- Improved reliability
- Increase capabilities
- Upgrade technology



## Power Systems Studies





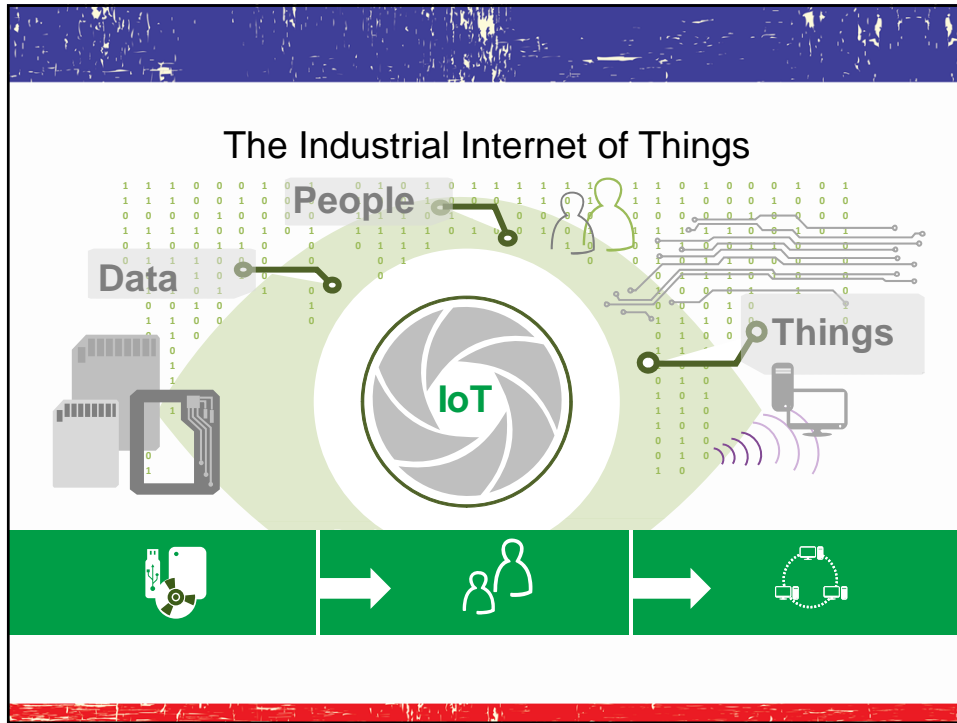
## OSHA & NFPA 70E Compliance/Mitigation

1. Develop and audit an Electrical Safe Work Practices (ESWP) policy.
2. Conduct an electrical system study to determine the present degree of arc flash hazards and apply equipment labeling.
3. Ensure adequate supplies of Personal Protective Equipment (PPE) and proper tools.
4. Conduct regularly-scheduled safety training and audits for all electrical workers.
5. Maintain all electrical system components.
6. Follow strategies to mitigate and control arc flash hazards

## Recognize/Leverage Service Offers

- Customer has concerns over reliability of equipment with critical applications
- Circuit breakers tripping intermittently
- OEM no longer supports equipment
- Spares difficult to obtain
- No arc flash/safety/maintenance stickers
- System documentation/safety policy outdated





### Smart Systems – Asset Management

<b>POWER AVAILABILITY</b> Down time cost \$7,900 per minute for a data center <small>Source: datacenterknowledge.com</small>	<b>DIGITIZATION</b> 50B connected things by 2020 <small>Source: Cisco</small>	<b>ENERGY EFFICIENCY</b> +50% Energy consumption by 2050 <small>Source: IEA</small>
--	---	---

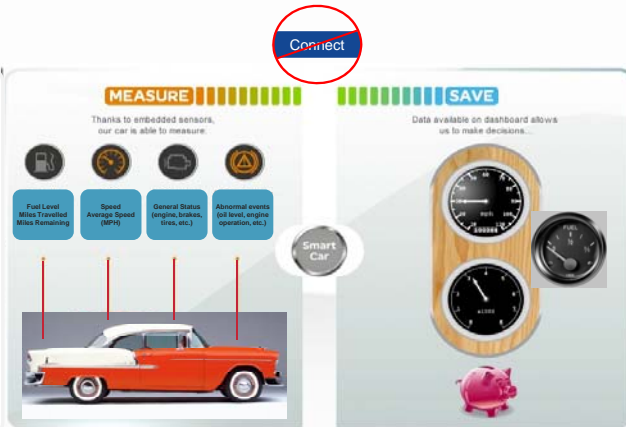
**POWER AVAILABILITY**  
Down time cost \$7,900 per minute for a data center  
Source: datacenterknowledge.com

**DIGITIZATION**  
50B connected things by 2020  
Source: Cisco

**ENERGY EFFICIENCY**  
+50% Energy consumption by 2050  
Source: IEA

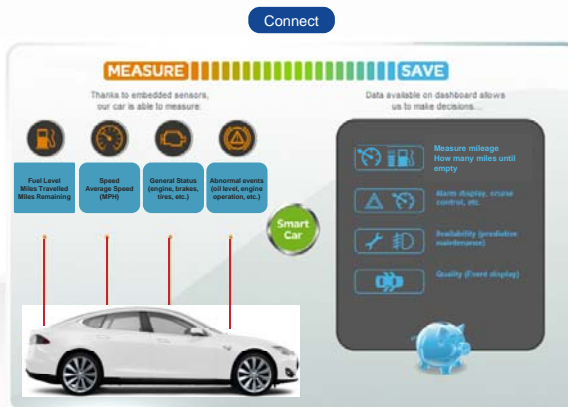
# The "Smart" Automobile

Without the availability of the 'connect' function, data to assist the driver is limited




# The "Smart" Automobile

Today - 'Smart' cars offers sustainable management, helping achieve fuel and cost savings, plus maintenance and alerts integrated into the car's design

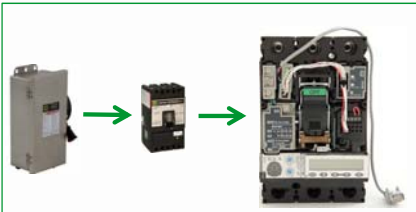


## Evolution of Technology

- Everything is Connected
- What does that mean to Schneider Electric?

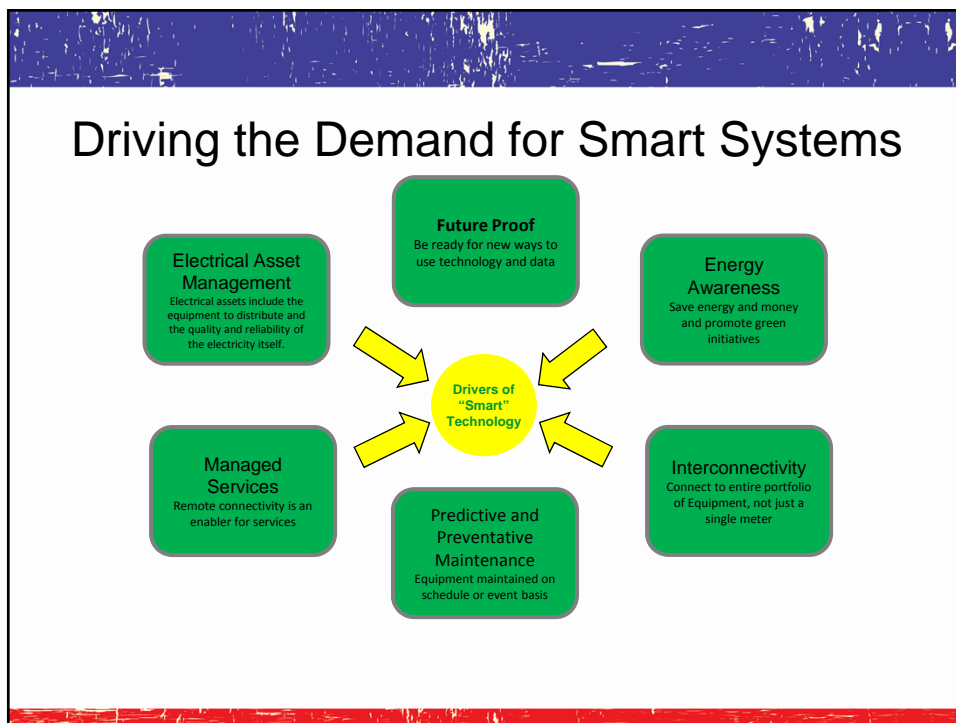


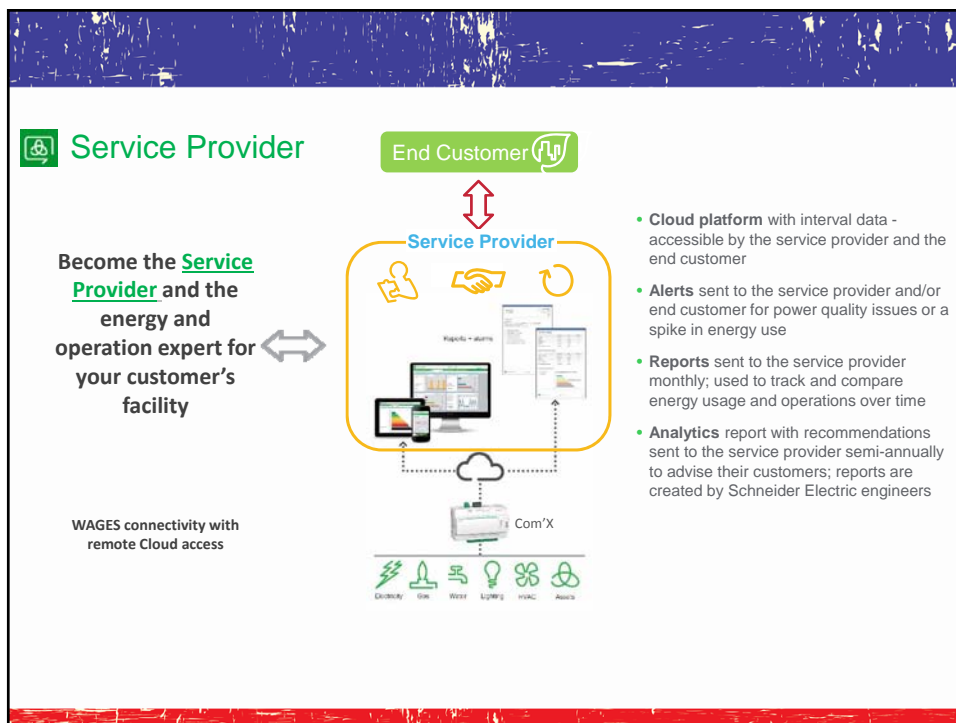
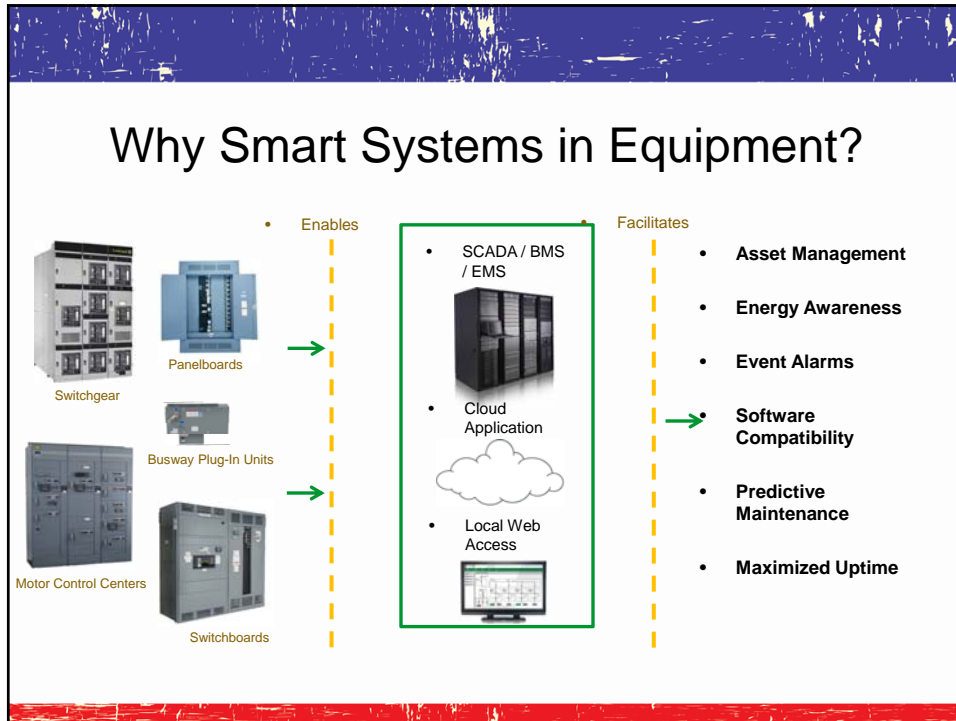
Smart Phones



Smart Systems

24



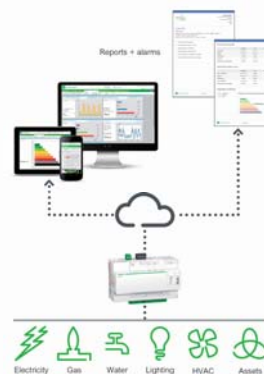


## Real-time Energy Monitoring

Facility Hero Energy is a cloud platform that provides visibility of energy consumption and transforms energy data into actionable information.

A new tool for Electrical Contractors to connect and better serve your customers.

- ✓ Real time energy usage monitoring: electricity, gas and water of customers' sites
- ✓ Breakdown of electrical usage per zone and per energy usage
- ✓ Detailed energy usage per meter to identify contributors to peak consumption and demand



## Summary

### Partnership will:

- Expand your offer
- Recognize opportunities with our help
- Increase man hours and profitability
- Expand value add as an EC

## Questions

Life Is On



Up Next: Lunch on Event Lawn 1

Plenary Session at 1:45 in Grand G-J

Hill Country Hoedown at 8:00 PM  
at the Knibbe Ranch

Don't forget to fill out the online evaluation at  
[www.necanet.org/NNSurvey2017](http://www.necanet.org/NNSurvey2017)