

Winning at the Edge: UPS & Rack Solutions for Business Continuity

Presented by: Sinan Kender, MEA IT Distribution Director

Prepared by: Berk Koybasioglu, Offer Leader T&E and Peder Bergstroem, Category Manager MEA T&E

Transactional & Edge Summary

What do we Sell



1Ph
Uninterruptible
Power
Supplies

White Space
Racks, Containment,
Power Distribution &
ATS

T&EShare in Secure Power

T&E accounts for the **45%** of the Secure Power business in International Ops.

Market Growth Rates

1Ph UPS 9% CAGR 25-29

White Space 11% CAGR 25-29

Why sell UPS ????

Our Route to Market

Channel 95%

Direct 5%

IT Distribution 89%

ETOT Dist. 6%

IT Ch. Partner
E-com
SI
Contractor
OEM
End User

Who we Sell To

Data Center

Value Proposition Focus:
availability and reliability of IT infrastructure, efficiency, scalable and secure IT solutions, security of systems & data

Data Center



- CIO/CTO
- VP IT
- Director of IT/ DC
- Data Center Manager

- Data Center Operator
- VP/SVP Facilities
- Director of Engineering
- Director of Infrastructure/Facilities
- 3rd Party Facilities Management

Distributed IT

Value Proposition Focus:
visibility of IT infrastructure, scalable and secure IT solutions, **security of systems & data**

Edge IT & OT



Non-IT



Channel

- System Integrator
- IT Solution Provider
- Distributor
- VAR

End User

- IT Professional
- DC /Systems Room Manager
- Consumer
- Director of Infrastructure/Facilities
- VP/SVP Facilities
- Director of Engineering

We're **#1** in 1Ph UPS market share
#1 in White Space market share

APC

Schneider
Electric

Schneider
Electric

Transactional & Edge Summary

What is the impact of downtime on Business

Examples of the costs incurred

- All internal business processes will cease; inventory tracking/ERP, billing, HR, intranet, etc.
- Lost sales revenue; no access to customer or product data
- Lost employee productivity; no systems to keep them working
- No communication; no email
- Cost to restore IT systems
- Financial impact of customer dissatisfaction

The average business suffers from about 14 hours of IT downtime per year



++\$25,000 on average per hour for small business*

++\$540,000 on average per hour for medium to large enterprise*

Source: Atlassian

Life Is On

APC
by Schneider Electric

Schneider
Electric

IT Ch. Partner
E-com
SI
Contractor
DEM
End User

Operator
ities
Engineering
re/Facilities
ilities Management

ser
hal
s Room Manager

re/Facilities
ilities
Engineering

APC UPS Legacy

History of Innovation

First 1Ph
Smart-UPS



First Web-
Manageable UPS,
1990s



First to
achieve Energy Star
certification, 2012

First Circular-
Economy UPS
Offer, 2024
(Refurbish, take-back)

First to
Introduce Power
Management
Software, 1989
(Powerchute)

First to
Offer User-
Replaceable Batteries
in UPS, 1990s

First to
Introduce Li-Ion
UPS, 2010s

First to Integrate
wide-bandgap
Semicon Tech. into
1Ph UPS, 2020s
(Smallest & lightest UPS)



APC is **#1** in
power protection
market share



147,000+
Access to global
network of IT
partners



Global IB exceeds
130.000.000



Over **75%** of IT
managers use
APC because of
durability,
reliability, and
trust



96% of Fortune
500 companies
use APC products

Transactional & Edge Portfolio

1Ph UPS Home & Business Networks (HBN)

Personal Power SPPPP

Easy Back-UPS™



Back-UPS™



Gaming



Portable Power



Network



Business Power SPBPP

Easy UPS



Easy UPS Li-Ion



Smart-UPS™ On-Line



Smart-UPS™ Li-Ion



Smart-UPS™ Ultra



White Space Racks & PDUs

Rack Systems

Easy Rack



Netshelter SX™



Netshelter SX™ Advanced



Open Frame OCP, ORV3, MGX



Containment



Env. Monitoring NetBotz



Power Distribution

Easy PDU



PDU Advanced PDU



Rack ATS



Power Shelf



Schneider
Electric

T&E Application Areas – wherever continuity is necessary (IT & non-IT)

Personal P.



SOHO – Home Network



Gaming – Workstation



Portable – Emergency



X-ray Gates



Machine – PLC

Business Networks



System R. & Network St.



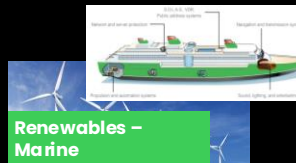
Building Security & Emerg.



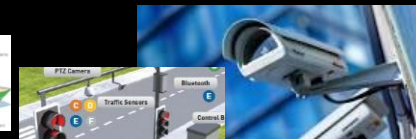
Mission Critical



Telco Stations



Renewables – Marine



Smart Cities – Signalization – City Surveillance



Medical & Lab. Eqp.



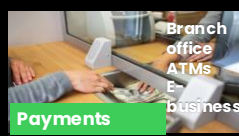
Industry – Cont. Process



Retail & Branches & Kiosks

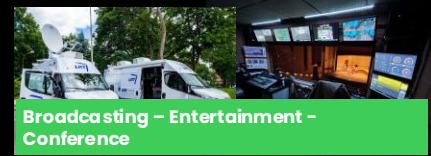


SMB



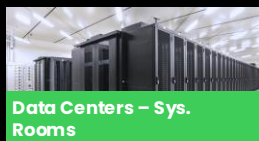
Payments

Branch office
ATMs
E-business



Broadcasting – Entertainment – Conference

Rack Systems



Data Centers – Sys. Rooms

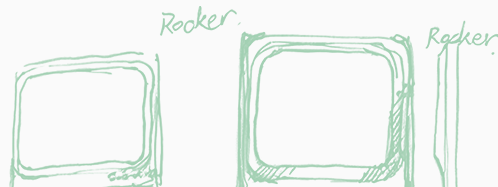
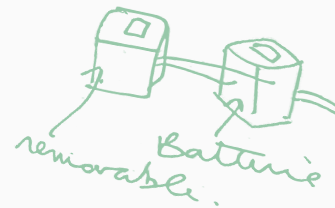
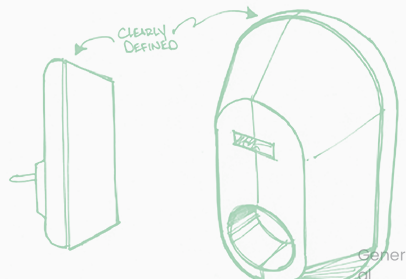


AI Factory

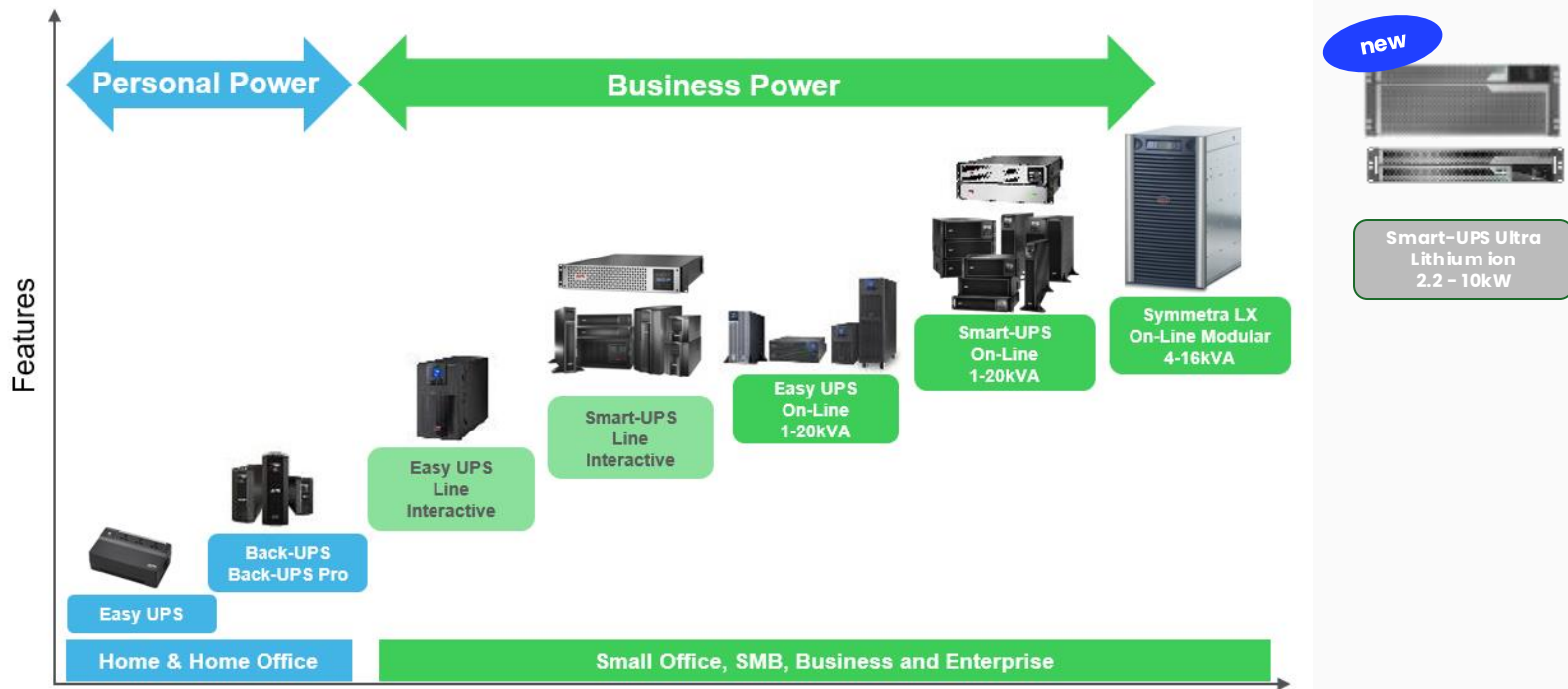


Factories & Warehouses

1ph UPS Portfolio



T&E Single Phase UPS Portfolio



- Entry-level PC
- Basic home networking equip.
- Peripherals
- Networked Home with high end router and an array of mobile devices & smart home hub
- Internet & mobile gaming
- High-end PC
- High-end Routers/modems
- Audio-video electronics & media equipment
- NAS storage
- Gaming PC
- Gaming consoles
- Server room
- Network closets
- Business VoIP
- Retail POS
- Small datacenter
- Edge networks (e.g. remote offices, brick & mortar retail, kiosks & ATMs)
- Business desktops (e.g. government offices)
- Data storage & network-attached storage (NAS)
- Servers
- Voice/data networks
- Medical labs
- Light industrial
- Business-critical applications in server rooms and network closets

Personal Power Line Logic

Essential BV BVG



'Plug & Play' – No setup required
No USB Communication
IEC, Universal & Schuko Outlets
Serviceable Batteries (Except BV500i)

Advanced BE BX BK



USB with PowerChute Personal Edition
Larger Batteries than Essential models
USB Device Charging (BE Model Only)
*BE & BK models are Standby / Offline Topology

Performance BR-MI / SI



LCD with Power / Runtime Status
More Batteries than Advanced models
Sinewave Output (SI Model Only)
USB Device Charging (SI Model Only)

Schneider
Electric

Back UPS Comparison



Feature	BV	BVG	BX	BE G2	BK	BR-MI	BR-SI
VA Range	650 - 1000	700 - 2200	500 - 2200	425 - 850	325 - 650	650 - 1600	1200 - 1600
Run-time at full load	< 1 min	< 1 min	<1 min – 1m20	2m15 – 2m45	3m35 – 7m20	2m00 – 2m45	3m35 – 4m00
Run-time at half load	1m30 – 6min	4m10 – 4m30	7m15 – 7m40	9m40 – 10m50	13 min – 25 min	10m15 – 10m25	13m30 – 14m10
Type of outlets	IEC, Univ., Schuko	Univ., Schuko	IEC, Univ., Schuko	Univ., Schuko	IEC Only	IEC, Schuko**	IEC Only
AVR – Voltage Regulation	✓	✓	✓	✓	Offline	✓	✓
USB w/ PowerChute			✓	✓	✓	✓	✓
User Replaceable Battery	Serviceable	Serviceable	Serviceable	✓	✓	✓	✓
USB Device Charging				✓ *			✓
LCD Status Display						✓	✓
Sinewave Output							✓

* 650 / 850VA BE G2 Series Only

** Back-UPS Pro G Series Only

Easy UPS BVG Overview – Launched June 2025

Keep your essential electronics running even when the power goes out!

The APC™ Easy UPS BVG Line Interactive series offers cost-effective quality products, delivering power backup and surge protection to your essential home and home office devices during power failures and disturbances.



700-900 VA

1200-2200 VA

CR*	Voltage	VA/W	Plug	Socket
BVG700I-GR	230V	700/360	SCHUKO	2 SCHUKO
BVG900I-GR		900/480		
BVG1200I-GR		1200/650		4 SCHUKO
BVG1600I-GR		1600/900		
BVG2200I-GR	230V	2200/1200	UK	2 Universal
BVG700I-MSX		700/360		4 Universal
BVG1200I-MSX		1200/650		
BVG1600I-MSX		1600/900		
BVG2200I-MSX		2200/1200		

* Commercial Reference (CR) availability is generalized and may not cover all countries. Please check our website to confirm specific CR availability in your country.

Other Personal Power Offers

Offgrid (Portable Power Station)



- AC Wall outlets (Pure Sinewave)
- USB-A output port
- USB-C output port with up to PD100W
- Car/Cigarette output port
- Wireless charging pad
- LED ambient light with SOS signal
- High quality Li-Ion battery
- Camping, motorhomes, off the grid

Gaming UPS



- 2200VA / 1320W
- Special design for gamers
- 12 Customizable RGB LEDs
- Reactor circle with multifunction LCD status
- Pure sine wave output
- USB access (both Type A&Type C)
- Automatic voltage regulation
- Accessible viewing with 160 degree tilt

Connect UPS



- 36W/12 VDC power supply
- Compact design
- LED indicators
- Long runtime up to 4 hours
- Li-Ion battery
- Routers/modems, VoIP, systems and other smart home devices

Planned product portfolio updates

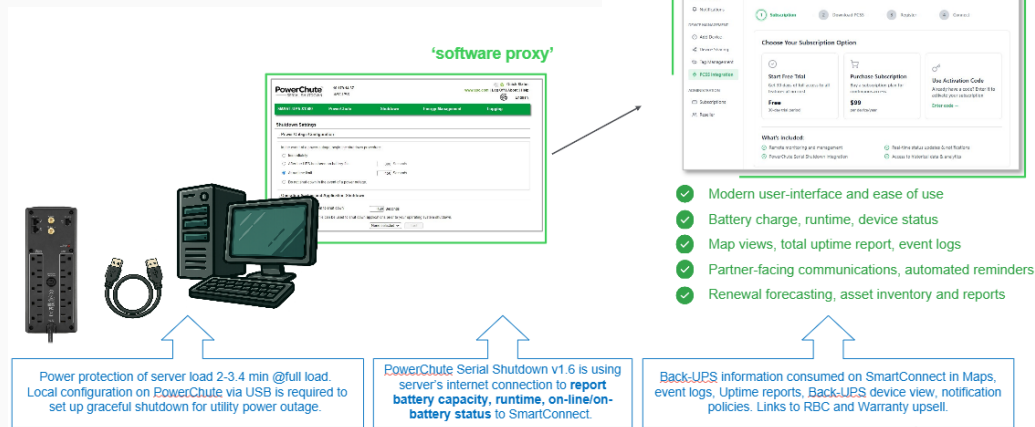
Back UPS

2026 Q4 – EcoStruxure IT SmartConnect for Back-UPS

EcoStruxure IT SmartConnect unlocks new software value for APC Back-UPS customers, by **creating a SmartConnect option specifically for Back-UPS**.

This enhances Back-UPS value by driving a strong software-led value proposition for professional and commercial installations.

- Simple, clear alerts
- Visual, modern user-interface
- No configuration required
- Highly automated sales and renewals
- Self-service of subscription assignment
- GPS coordinates, Maps view
- Shared Devices
- **Insight into remote operations uptime**
- **Downloadable reports to prove UPS expansion benefits to productivity**



Business Power – Line interactive Line Logic

Essential SMV SC SMC



Dry Contacts
Mini SNMP Slot
Tower Models Only



SmartConnect Port
PowerChute BE via USB
Tower & Rack Models

Advanced SCL SMT SUA SMTL



APC Network Management Card Slot
SmartConnect Port
More Runtime than Essential Models
Grouped Outlets for Load Shedding
Longer Warranty (3/2yrs VRLA & 5yrs Li-Ion)
Short-Depth Lithium-Ion Models

Performance SMX



Rack / Tower Convertible
Higher Power Factor than
Advanced Ext. Battery Connection
Increased Runtime than Advanced
More Grouped Outlets than
Advanced

Smart-UPS

Smart-UPS

Line Interactive UPS comparison

* SUA UX1 Models Only



Feature	SMV	SC	SMC	SMT	SUA	SMX	SCL	SMTL
VA Range	750 – 3000	450 – 620	1000 – 3000	750 – 3000	5000	750 – 3000	500	750 – 3000
Run-time at full load Run-time at half load	3m10 – 4m45 11m-14m	5m25 – 5m55 15m40-19m20	4m20 – 5m20 13m40-16m55	4m35 – 8m40 11m30 – 31m00	9m20 26m40	6m15 – 14m15 18m – 37m	3m25 7m40	5m20 – 6m10 11m30 – 12m55
Number of outlets	x6 C13 Univ., Schuko	x4 C13	T: 8 – 9 C13 / C19 R: 4 – 9 C13 / C19	T: 6 – 9 C13 / C19 R: 4 – 9 C13 / C19	x8 C13 & x2 C19	x8 C13 & x1-2 C19	x4 C13	x6 – 8 C13 x1 C19 (+2.2kVA)
PowerChute Business Edition		✓	✓	✓	✓	✓	✓	✓
SmartConnect Monitoring			✓	✓			✓	✓
NMC SmartSlot				✓	✓	✓	✓	✓
Rack / Tower Convertible						✓	✓	
Extendable Runtime					✓ *	✓		
Short Depth Models						✓	✓	✓
Lithium-Ion Batteries							✓	✓
Warranty	2 Years	2 Years	2 Years	3 Years (2 for battery)	2 Years	3 Years (2 for battery)	5 Years	5 Years

Planned product portfolio updates

Line-interactive

2027 Q1 – SMD 750VA-3kVA

Replacement of SMV* & SMC

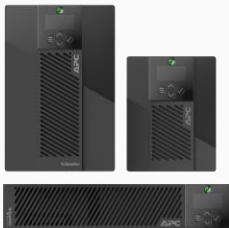
Higher power factor at 0.8

Improved runtime and efficiency

New ID with LCD display

Smart slot with optional NMC support

EPO



*Except for MSX/ universal outlet models

2027 Q2 – SMTA 750VA-3kVA

Evolution of SMT platform

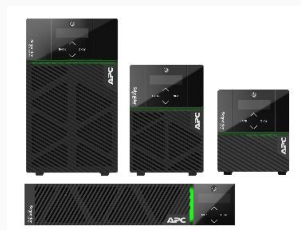
Higher consistent power factor at 0.9

Longer runtime (+5-10%)

Higher efficiency at 98%

Switchable outlet group (SOG)

Expandable up to 2 XBP



Business Power Online Line Logic

Double Conversion Online Topology

Essential

SRV SRVL



- 1kVA – 10kVA
- Li-Ion Models (1-6 kVA)
- Tower & Rack Versions
- Fixed Runtime Models
- Extendable Runtime Models
- Mini Card Slot for:
 - Dry Contact Card
 - SNMP Card
 - MODBUS Card

Smart-UPS

Advanced

SRTG SRT SRL



- 1kVA – 20kVA
- Li-Ion Models
- APC SmartSlot
- Grouped Outlets
- Longer Warranty
- Better Power Factor
- Longer Base Runtime
- Embedded SNMP over 5kVA

General

Performance

SYH SYA



Symmetra

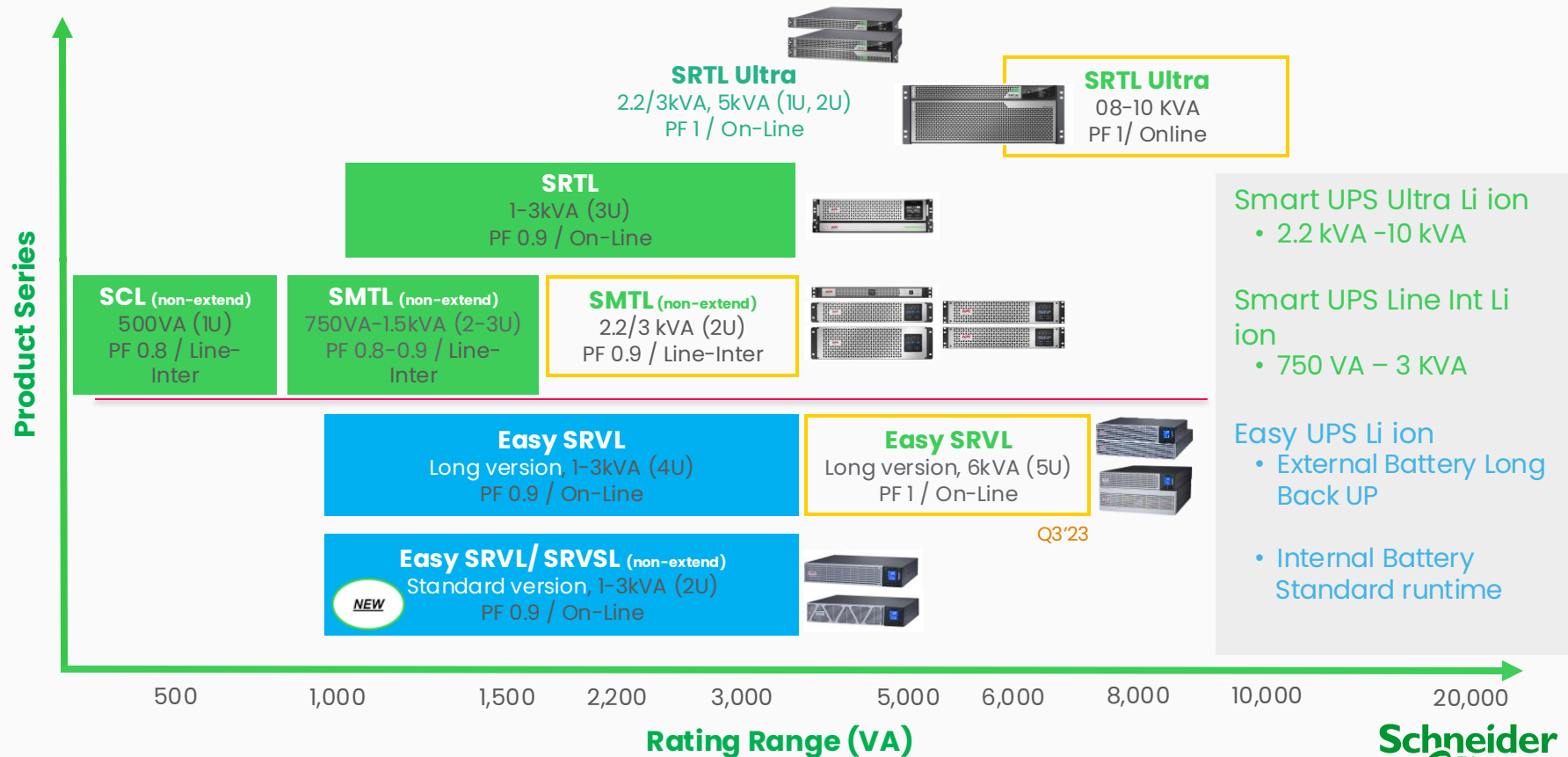
- 2kVA – 16kVA
- N+1 Redundancy
- Rack & Tower Models
- Modular Components
- Scalable Power & Battery Modules

Schneider
Electric

Online UPS Line logic

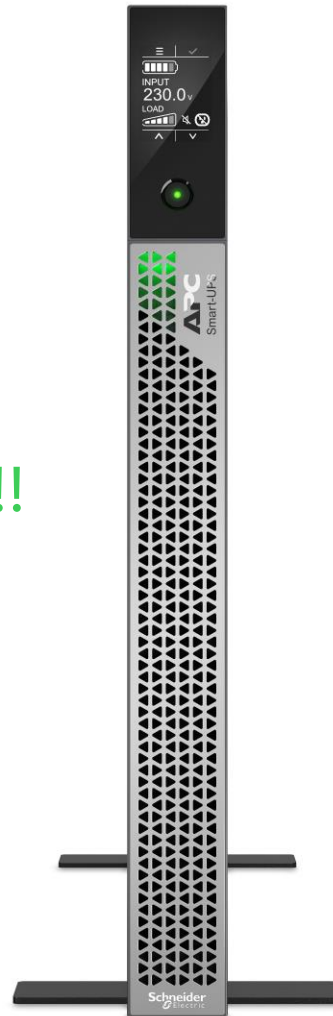
							
Feature	SRV	SURT	SRTG	SRT	SRVL	SRTL	Ultra
VA Range	1-20 kVA	15-20 kVA	5 – 20 kVA (1-3kVA Q1 '27)	1 – 10 kVA	1-6kVA	1 – 3 kVA	2.2-10 kVA
Power factor	1 – 3kVA: 0.9 >6kVA: Unity	0.8	Unity	0.9 – Unity	1 – 3kVA: 0.9 6kVA: Unity	0.9	Unity
APC NMC SmartSlot	✓	✓	✓	✓	✓	✓	Embedded NMC
Rack / Tower Convertible		✓	✓	✓	✓	✓	✓
Marine Options		✓ * 1-3 Only		✓ * 5/6 Only			
UL Approved Models		✓					
Multi-Colour Graphical UI			✓	✓		✓	✓
Parallel Capable			✓ * 15/20 Only				
Lithium-Ion Batteries					✓	✓	✓
Extendable Batteries	Up to 4	Up to 10	Up to 4	Up to 10	Up to 3	1 / 1.5kVA up to 4 2.2 / 3kVA up to 8	Up to 10
Warranty	2 Years	2 Years	3 Years (2 for battery)	3 Years (2 for battery)	3 Years (5 for battery)	5 Years	5 Years (+2 Extended Warranty)

1PH Li-ion UPS Offer Overview



Smart-UPS Ultra 2.2 & 3kW

The world's slimmest UPS !!!



1U UPS with Internal Battery

1U External Battery Pack

1 Power Factor (Unity)

50% Smaller

50% Lighter

Ultra flexibility

Smart-UPS Ultra all-in-one mounting brackets

Ceiling/ desk under mount, rack, tower and wall mount



Planned product portfolio updates

Online

2027 Q1 – SRTG 1-3kVA 230V

- Unity power factor
- Rack/Tower convertible
- Improved efficiency and runtime Vs competition
- More outlets (x8 C13, x1 C19*)
- Expandable up to 4 XBPs



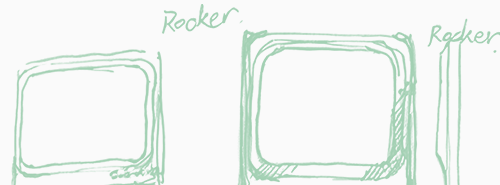
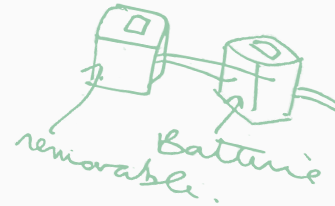
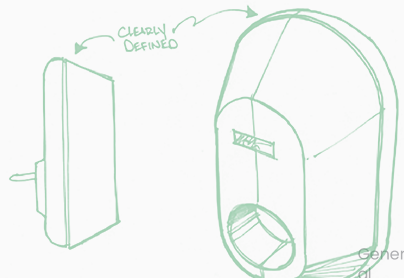
*For 2kVA and 3kVA

2028 Q2 – SRTD 2.2/3kVA

- Replacement of SRT
- Unity power factor
- Multi chemistry
- Increased runtime (+20%)
- Increased efficiency (up to 94%)
- Nex UX/UI



Racks and PDU



Rack System

NetShelter, Easy Racks & Enclosures



NetShelter & Easy Rack Power Distribution



NetShelter Accessories



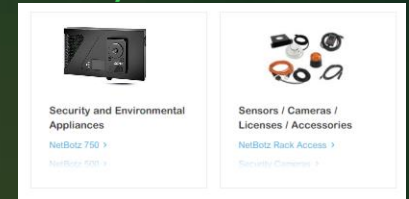
NetShelter Server Access



NetShelter Data Center Containment



NetBotz Security and Environmental Monitoring



Schneider – IT Infra Solutions.

Containment &
Airflow Mgmt

Rack & Cable
Management

Rack Power
Distribution

Rack ATS

Enviro &
Security

Rack Accessories –
Server Access, Shelves,
UPS

A Business-wise, Future-driven™ approach to
effective Infrastructure management

EcoStruxure™ Architecture

Data Center

Apps, Analytics & Services

Edge Control

Connected Products

End-to-End
Cybersecurity

Cloud

and/or
On Premise

EcoStruxure IT

Services

Life Is On

Schneider
Electric

Implications to Datacenter Infrastructure Architecture

2MW / Rack is currently industry's moonshot target,..

.. New designs must:

Per Rack

Deliver More Power



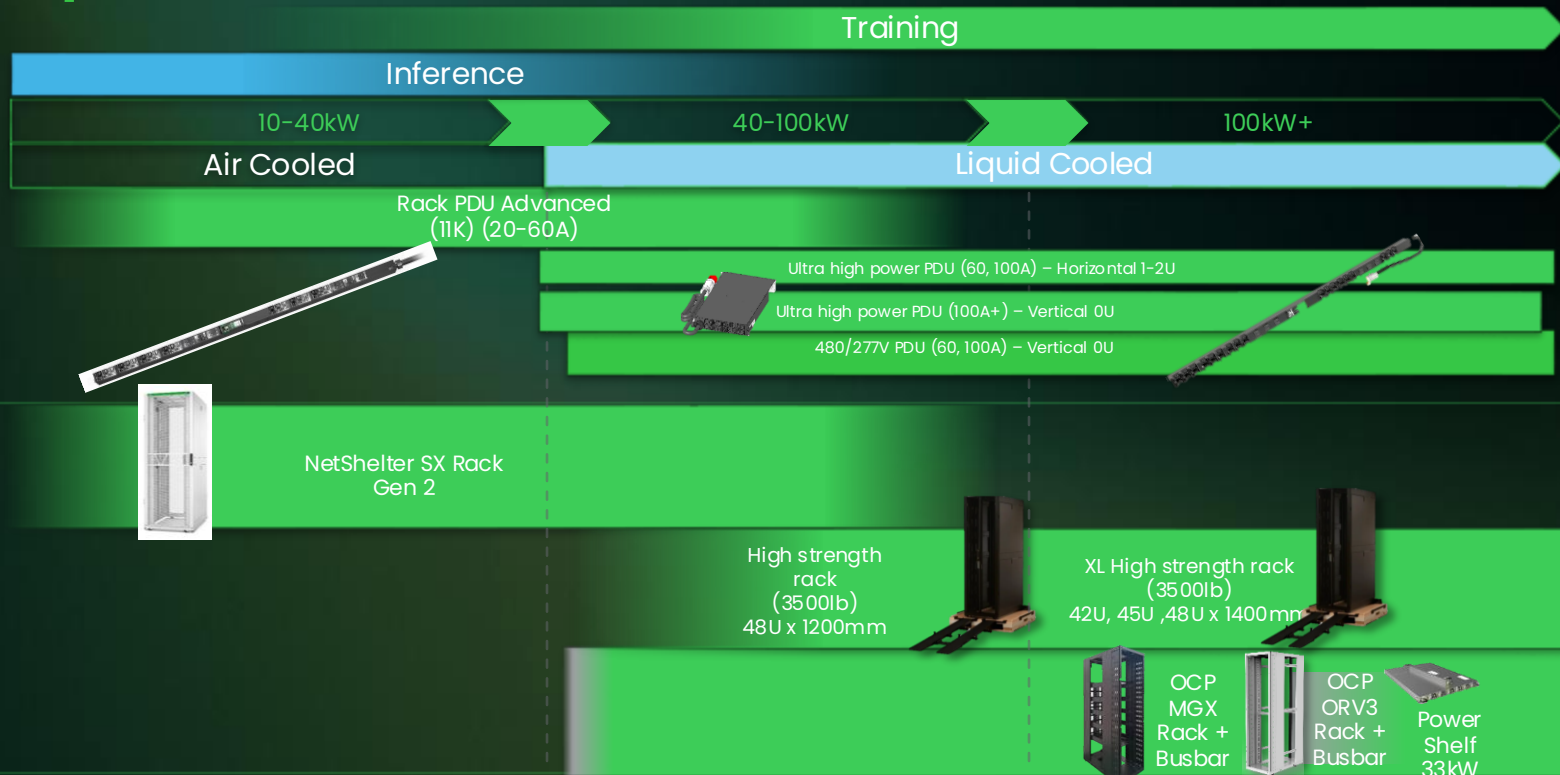
Reject More Heat

Adapt Architecture

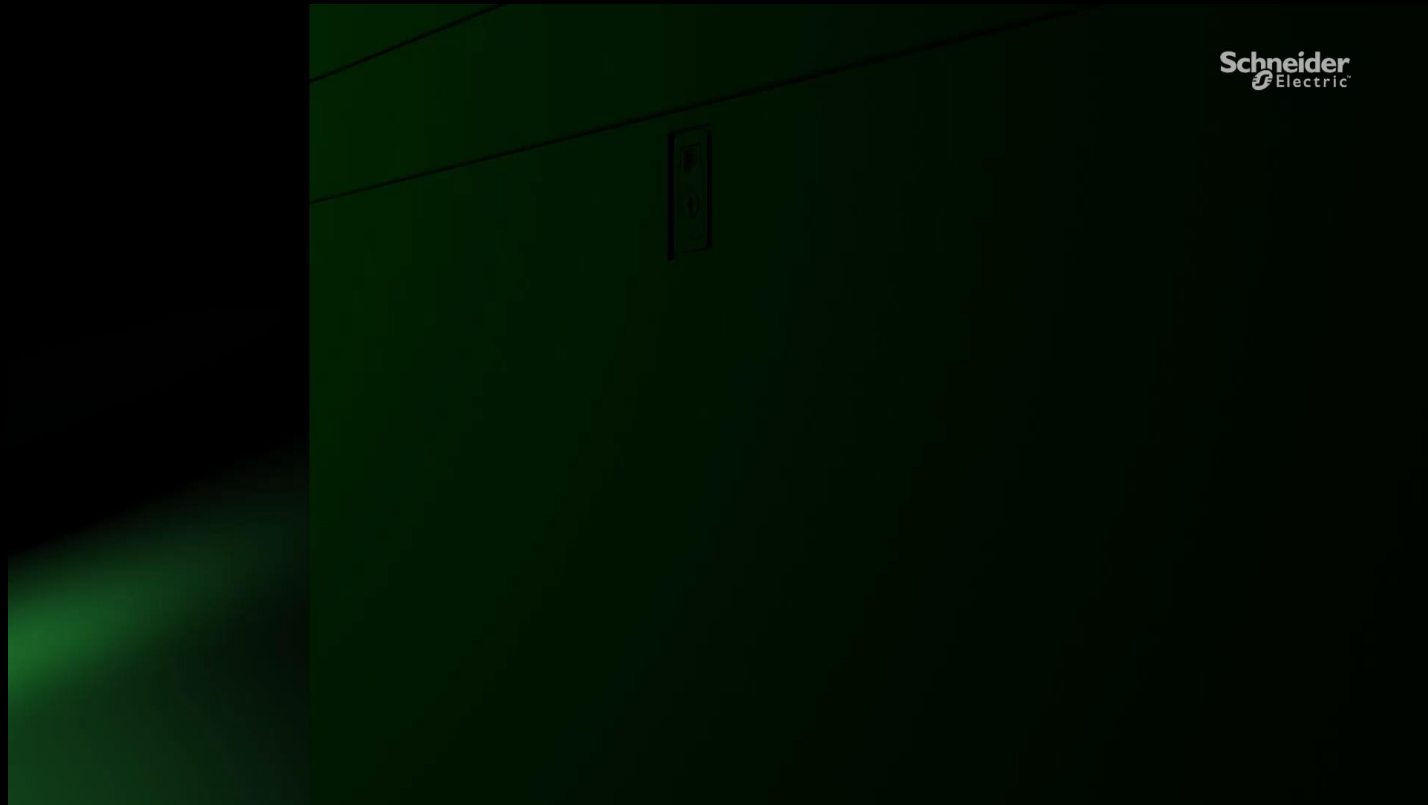
How will AI effect overall rack densities?



T&E AI portfolio



NetShelter SX Advance



Advancing Energy Tech