

How to Sell PowerDsine 9001GO

Midspans for outdoor installations.

Think outside the building.

The PowerDsine outdoor rated Power over Ethernet (PoE) midspans offer reliable power for IP security cameras, wireless mesh devices and other outdoor powered device needs in even the most extreme weather conditions. PD9001GOs safely deliver power over standard Ethernet cables and are ideal for the campus, healthcare or municipal surveillance environments.

Business Drivers

Safety. PD9001GOs are rated to IP66 for dust and water resistance. This means it is safe for all outdoor environmental conditions *except submersion*. A PowerDsine outdoor Midspan may not be installed in a submerged environment.

Ease of deployment. PD9001GO midspans offer plug and play installation. There is no programming or assembly/disassembly required. Further, they can be installed over an existing Ethernet network, without the need to replace an existing non-PoE switch

Reliability. Because of high IP, NEMA and Lightning/Surge Protection ratings, PowerDsine PD9001GO midspans offer complete reliability for the system which provides guaranteed device uptime.

Accessibility. Nema 4 rated enclosure means the power supply does not need to be buried or require other steps to protect safety of electrical source, therefore once the device is installed it can easily be accessed and plugged/unplugged.

Target customer profile

Characteristics of target prospects include the following:

- Have large facilities with multiple buildings
- High level of data sharing among multiple users
- High need for physical surveillance capabilities
- Demand secure and highly reliable systems
- Growing or moving
- Public sector with desire to increase revenue through better traffic surveillance
- Public sector with mission to deliver better communication capabilities to their residents/users

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Business Decision Makers

Top Concerns

- Physical security
- Reliability
- Physical safety
- Cost savings
- Revenue generation (municipalities)

How to engage

Show them how an outdoor Midspan:

- Is easy to install
- Meets safety ratings for appropriate weather conditions. See White Paper.
- Manage risk – reliable, safe
- Increase user satisfaction – wireless communication reliability
- Increase user productivity
- Reduce operational costs – install over existing infrastructure
- Explain interoperability with standards compliant device
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Security Officer

Top concerns

- Reliability
- Flexibility – ability to add or change
- Liability and mitigation of risk
- Physical security

How to engage

- Stress reliability, and security
- Help them understand the simplicity in installing and managing an outdoor Midspan
- Explain the accessibility
- Explain IEEE standards and what this means to reliability and safety
- Show them how an outdoor Midspan can be accessed and installed easily – relocated, expanded, etc.

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IT Manager

Top concerns

- Safety of network
- Cost savings
- Installation
- Future-proof / longevity of network infrastructure
- Communication reliability

How to engage

- Explain IEEE standards – impact safety to other devices on the network
- Review benefits of non union labor installation
- Identify ways in which network infrastructure is leveraged – existing cable, existing Switch
- Stress reliability for improved reliability on communication devices

Positioning:

Against AC installation

- Emphasize non-union labor installation
- Explain requirement for surge protection/lightening protection
- Note high power capabilities
- Focus on flexibility, and ease of device relocation, expansion
- Emphasize value of UPS connectivity for additional reliability

Against PoE Switch installation

- Focus on TCO for system, including increased lifespan of Switch
- Emphasize that non-PoE Switch can deliver PoE with midspan
- Note that additional lightening / surge protection unit required for outdoor installations
- Stress the fact that the IEEE802.3at spec does not allow multi-port outdoor installations
- Stress plug and play installation
- Explain the value of keeping power separate from data – note MTBFs and 40-45% delta between PoE/non-PoE Switch
- Note that we are Cisco partners and do not void Cisco warranty

Against other midspan providers

- Sell the value of IEEE standards implementation – protection of other devices on the network
- Emphasize that Microsemi holds **over 70** PoE patents, invented Power over LAN™ in 1999, shipped over 120M PoE ports, and is the thought leader in PoE technology



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- Note PowerDsine's role in developing IEEE 802.3 and upcoming Power over HDBaseT standards
- Indicate our OEM leadership and compatibility with our partner's devices

Against indoor rated midspans with surge protection

- Focus on IP66 rating and that this allows for dust and water protection.
- Sell value of being outdoor, close to device and not inside the building, which decreases losses on the Ethernet cable

Why sell PowerDsine 9001GO Midspans?

- Installation rate for outdoor devices is experiencing exponential growth rates as camera technology improves and the demand for wireless access increases.
- 9001GO Midspan is a thought leader – the first PoE device of it's kind and opens up new market opportunities, such as wireless mesh.
- Selling outdoor midspans can get you deeper into your accounts and introduce PoE midspans as a compelling option for indoor installations for those that believe a PoE Switch is the way to go.

Questions to ask your customer or prospect

- Are you moving to a new location?
- Are you currently supporting all of your physical security objectives?
- Could you improve campus security through the addition of surveillance capabilities outside of your facility?
- Do you experience shifting trends in traffic throughout your campus that require relocation of Ethernet devices?
- Are there other devices attached to your network inside the building that you want to protect from lightening and electrical surges as a result of outdoor conditions?
- What are you currently using to deliver power to your outdoor data end terminals?
- What kind of flexibility do you have when installing new outdoor cameras and wireless access points?
- Does your facility have outdoor areas where clients might demand data/communications access?
- Is it possible to increase the productivity of your campus through the installation of outdoor mesh wireless devices?
- Are you looking for ways to control the cost of network infrastructure?
- Would you like to be able to reduce the expense of deploying additional cameras around the entrances to your property?
- Would you be able to provide better wireless coverage throughout your campus through installation of additional wireless access devices in hard to reach or environmentally challenging locations?

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- Have you conditioned your users to expect security?
- Have you conditioned your users to expect seamless access to your data network?

For municipal based installations

- Are you looking for ways to increase revenue through better traffic surveillance?
- Would you like to be able to reduce the cost of installing power as part of a new camera deployment?

PowerDSine 9001GO At a Glance

What is PowerDSine 9001GO?

30W –IEEE 802.3at standard

Outdoor rated – IP66

Lightening protection rated – GR1089

10/100/1000 Mbps

UV protected

Operating ambient temperature:

-40F to 131F (-40C to 55C) for 30W

-40F to 149F (-40 to 65C) for 15.4W

AC input with 3m AC cable

NA with US Connector

INT with open wires

Partners with compatible products that will benefit by PD9001GO

ACTi

- ACM-1231
- ACM-3701
- ACM-7411
- ACM-8511
- TCM-1231
- TCM-5311
- TCM-7411
- TCM-7811

AeroScout

- LP-1000 Location Point

Avaya

- 2332 AP
- 8120 AP

AXIS

- P1343-E
- P1344-E
- P1346-E
- P1347-E

- Q1755-E
- P3343-VE
- P3344-VE
- P3346-VE
- P5532-E
- M1113-E
- M1114-E
- M3113-VE
- M3114-VE

Brocade

- Mobility 5181 AP

Canon

- VB-M6000VE

Cisco

- IPC 2600
- IPC 2611
- IPC 2612
- Aironet 1550 Series
- Aironet 1520 Series



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Dedicated Micros

- CamVu Day/Night Mini-Dome
- CamVu HyperDome

Digimerge

- DNP5320E

D-Link

- DCS-6510
- DCS-3411
- DWL-7700AP
- DAP-3520

DVTel

- CM-1100
- CP-1100
- CF-2100
- CM-2100
- CP-2100
- CF-3100
- CM-3100
- CF-4100
- CF-4200
- CM4000
- CM-4200

Enterasys

- AP2650
- AP2660
- AP3661

Extreme Networks

- Altitude 3550

Firetide

- HotPoint 4200
- HotPoint 5200
- Funkwerk
- Bintec WI1065N
- Bintec WI2065N

Ganz

- ZN-DT2MA
- ZN-DT1MA
- ZN-DT1A
- ZN-B1A
- DDK-1500D
- ZN-BT3312

HP

- E-MSM320-R
- E-MSM310-R

JVC

- VN-V217VPU
- VN-H157WPU

Lancom Systems

- OAP-321
- OAP-321 Bridge Kit
- OAP-310AGN
- OAP-54-1
- OAP-54-1 Bridge Kit
- OAP-54

Meru/Leviton

- MN OAP-280

Motorola

- AP 7181

Panasonic

- BB-HAM531A
- BB-HCM547A
- BB-HCM735

Proxim

- ORiNOCO AP-4000

Renasys

- ODU36g

Toshiba

- IK-WB70A
- IK-WB80A
- IK-WR12A

Ruckus Wireless

- ZoneFlex 7962
- ZoneFlex 7300 series
- ZoneFlex 2942
- ZoneFlex 7025
- ZoneFlex 7762
- ZoneFlex 7762-S
- ZoneFlex 7761-CM
- ZoneFlex 7731
- ZoneFlex 2741

Trapeze

- MP432

ZyXEL

- NWA3550