PRESS RELEASE

PRISM PRODUCTS DRIVEN BY POWER ID

Prism has added a new partner to its portfolio by appointing Power ID as a value-added distributor for its increasingly popular range of products.

Prism's expansion strategy, which places its server cabinets at the heart of a cohesive solution to power infrastructure requirements, complements Power ID's status as a vibrant newcomer to the VAD market.

"At Prism, we take pride in the quality of our partners" said Sarju Tailor, Sales Manager of Prism icab solutions. "Power ID recognise the quality and scope of our product range, and offer us the ability to meet growing customer demand. They understand that speed, flexibility, continuity and value for money are our watchwords."

Prism server cabinets, designed in house, feature dedicated heat and air management systems. Intelligent power distribution encompasses monitoring and remote management via IP.

Power ID specialises in UPS from 3kVA to 80kVA, and associated software. They offer state of the art demonstration facilities, and provide UPS specialists to visit customers to advise on related issues.

"We're extremely excited at partnering with Prism" said Chris Jenkins, Power ID General Manager. "Their excellent reputation and product range is a perfect fit for our infrastructure portfolio. Prism's products complement our portfolio, and provide a complete power infrastructure solution that gives value for money, and is manufactured to meet the specific demands of our customers. It helps us guarantee the fast turn around, and next day delivery, they require.

"We have significant plans to work with our partners to address the growing opportunities in the Datacentre and Communications market. This adds yet another string to our bow, and we confidently predict that Prism will be one of our top strategic partners, going forward."

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