

# RITTAL



PARTNER PROGRAM

# AWC

WINNING TOGETHER

## PARTNER SPOTLIGHT: AWC INC. Identifying IT Enclosure Needs at an Industrial Customer

### SNAPSHOT



This Partner Spotlight demonstrates the potential for our Channel Partners to sell IT enclosures to customers that have previously only purchased Industrial enclosures, taking advantage of established relationships.



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# ABOUT AWC INC.

AWC Inc. is a Control Systems integrator that partners with leading Control Systems component manufacturers to help engineering and maintenance teams “solve problems and run smarter.” AWC helps its customers get more work done – faster, and with less cost and less hassle. To do that, AWC relies on top manufacturers of industrial applications to meet the needs of its customers. AWC applies its expertise to:

- » Industrial automation
- » Process instrumentation
- » Automated valves & flow control
- » Electrical power distribution & control
- » Process filtration & separation

## OVERVIEW

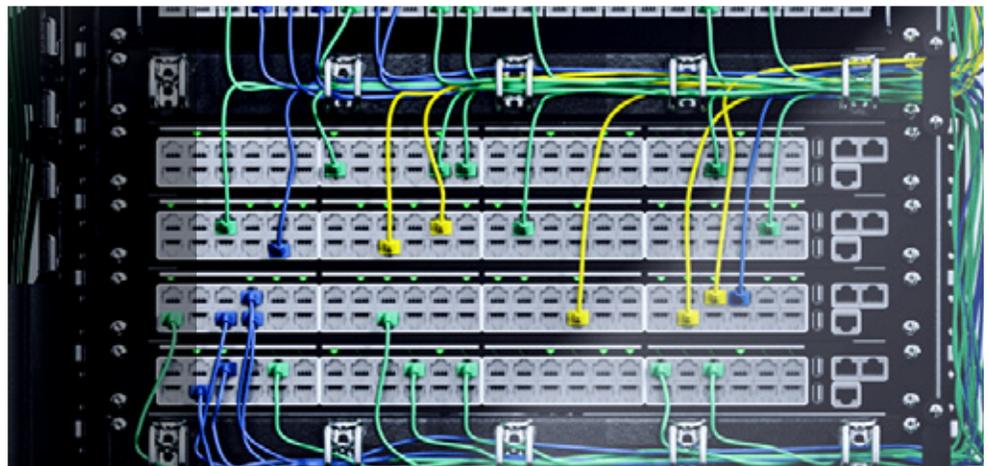
AWC and Rittal have had a long-standing partnership, collaborating on Industrial enclosure solutions for AWC’s customers (until 2019, AWC had not actively pursued sales of IT enclosures). This Partner Spotlight focuses on one customer — a world leader in disposable tissue manufacturing — and how the AWC and Rittal teams solved their IT enclosure challenge.



# THE CHALLENGE

This customer has historically purchased Rittal Industrial enclosures to house a variety of industrial control, instrumentation, and automation systems. In this case, however, they required enclosures that would provide a high level of physical security for servers and switches, along with cooling solutions appropriate for that equipment. To find a solution, AWC's Sales Manager, who had previous Industrial enclosure experience with Rittal, reached out to a Rittal IT Territory Account Manager (TAM) in his area for guidance.

Together, AWC and Rittal identified the best solution, drawing on information from a previous project for this customer: custom-configured racks, integrated climate control and power, and wireless monitoring capabilities to ensure 24/7 uptime and scheduled preventive maintenance. These flexible enclosures are "future-proof," allowing for reconfiguration as needs evolve. During this process, AWC and Rittal also identified additional locations for this customer that could benefit from the same IT enclosure solution.



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# THE RESULTS

The AWC Sales Manager has this to say about the expanded partnership:

“Learning about Rittal’s IT expertise and extensive solutions line has opened up a whole new world of opportunities for me and AWC. This was one of those “best-kept secrets” you hear about, and I’m going to be doing my best to spread the word among my peers at AWC. This is a game-changer for us!”

- AWC SALES MANAGER

# THE FUTURE

AWC’s experience with both Rittal’s Industrial and IT expertise reinforced Rittal as a solid partner providing:

- » “Plug and play” solutions — customers don’t have to install anything themselves. Rittal’s Urbana location readies the equipment so that it’s essentially a turnkey solution for the customer
- » Rittal carries a broad product line, from small 2x2 wall mounts to massive IT installations
- » Rittal can be a “one stop shop” for customers that have both Industrial and IT needs
- » Because Rittal manufactures nearly every component of its enclosures, performance is ensured — there are no issues when third-party accessories are integrated

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