

real life

A STORY FROM THE FRONT LINES OF POWER PROTECTION

How does a niche player separate itself from the competition? By maintaining extra-ordinary customer service even in the middle of Florida's hurricane season. Clean, reliable power keeps the store systems working and the customers shopping.

Gooding's Reliable Service with ONEAC's Reliable Protection

Gooding's Supermarket is one of Central Florida's oldest enduring supermarket chains. They continue to thrive, even with huge competitors like Winn Dixie, Publix and Albertsons. Gooding's growth is based upon value — providing quality products at competitive prices with an emphasis on serving the customer's needs.

The Problem

Central Florida's harsh storms, frequently accompanied by heavy lightning, were playing havoc at Gooding's Supermarkets. The newer, more

sophisticated store systems, although more productive, were also more sensitive to AC power line disturbances. Garbled data, server problems, POS failures and communication disruptions were not uncommon.

The Search

Gooding's Tony Lomma, director of information systems and technology, called Advanced Power Solutions, Inc. (APSI), located in Winter Park, Florida. APSI evaluated Gooding's entire store system using AC power line monitors and other instrumentation to

determine that lightning and other electrical disturbances were only part of the problem.

Every building has its own unique electrical environment. This environment is influenced by AC power lines coming into the building, internal wiring that distributes power inside the building, and equipment that draws on the power. Electrical disturbances can occur anywhere in the environment. Brownouts and blackouts are obvious examples of electrical disturbances from outside sources. Much less obvious, but definitely more common, are spikes, surges, and interference caused by internal equipment.

Even dedicated lines can't completely protect delicate computer circuitry from internal power disturbances caused by compressor motors and other high-powered "brute

force" loads. With sensitive store systems, power related problems manifest themselves in a variety of ways. A touchscreen does not respond. A terminal loses contact with a remote printer. Data becomes garbled. Communications between different parts of the network slows down or ceases.

The Solution

APSI realized the need to distribute and maintain clean power to keep the store systems running during blackouts and protect the entire network against power disturbances from incoming AC lines.

APSI chose ONEAC power conditioned uninterruptible power supplies (UPS) because when a lightning strike or some other massive power surge occurs, even when

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"We're confident that Gooding's will have a long lasting, dependable AC power delivery system with ONEAC UPSs."

Herb Goldstein
Advanced Power Solutions

ONEAC®

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spikes and line interference are generated, the full time isolating power conditioned UPS absorbs these potentially destructive transients — protecting the store's systems. The UPS also re-establishes the neutral-ground relationship to enhance the electrical environment and improve equipment performance — eliminating “lock-ups” and operating errors. The UPS is also capable of delivering

extended backup power to ride through long term outages.

So, whether store lights blink or there is a sustained blackout or brownout, Gooding's stores will keep serving their customers with excellent service. All key store systems are protected by ONEAC's UPSs. Lomma says, “We have experienced no power-related problems with our systems since these improvements were made. Our store systems keep operating, even when lightning strikes nearby.”

APSI completed their “circle of protection” by using ONEAC's communication line protectors on the modems to protect them from transients induced through the phone

line. “We are confident that Gooding's will have a long lasting, dependable AC power delivery system while using the ONEAC UPSs for reliability,” says Goldstein.

Now Gooding's offers their customers nonstop, superior service complimented by a very reliable, sophisticated store system with power protection that never lets them down.

“ Our store system keep operating, even when lightning strikes nearby. ”

Tony Lomma
Director of Information
Systems and Technology
Gooding's Supermarket