

## The Situation

Neptune Chemical Pump Company manufactures chemical metering pumps and systems for chemical feed, injection, proportioning and controlled volume pumping. In April of 2008, Dover Corporation acquired Neptune and required that Neptune's data center become compliant with the new parent company's standards.

Neptune called on their IT solution provider, ASK Technologies, to help them with the challenge of finding the best data center solution possible. In the meantime, another IT solution competitor became aware of the project and quickly brought Neptune what they believed was their best solution for Neptune's data center needs. The competing IT solution provider also brought in their mission critical equipment supplier to consult on the job.

ASK is known for network integration and supplying infrastructure and connectivity needs, meeting the demands of any secure digital network. It was not just important for them to sell a product; they also wanted to be sure their long term customer was receiving a superior solution and the best treatment possible. As a result, ASK turned to a vendor they trusted with customer data center needs, DVL of Bristol PA. DVL is the exclusive representative for Liebert power, cooling and enclosure solutions in the Delaware Valley

The DVL and ASK relationship began 5 years prior when DVL engaged ASK, a reseller of high quality products, to work with them to supply Liebert solutions. The pairing has grown into a strong business partnership based on trust and mutual respect for each other and their customers.

## The Solution

ASK called Lu Davila, a DVL power sales manager, and he quickly responded. Davila began attending presale design meetings, assisting with configurations and helping Scott Alwine, Brian Hamilton and Jeff Alexander, Neptune's IT team think through their goals. Davila conveyed how Liebert products could best fill their needs. Lu engaged Bill Highlands, a DVL HVAC sales manager to do the same on Neptune's mission critical air conditioning needs.

The combined consulting partnership that DVL and ASK provided brought a great value proposition to Neptune. Prior to the awarding of the contract, this team devoted their time to designing the best solution possible. "It was great to have someone at our disposal throughout this project. Bill and Lu supported us continually during this project. We could count on them. DVL is a trusted partner who we rely on to help us achieve our customer-centric goal of providing a true end-to-end data



Before



“DVL is a trusted partner who we rely on to help us achieve our customer-centric goal of providing a true end-to-end data center solution” - **Anthony Talotta, ASK Technologies**

center solution”, said Anthony Talotta, a partner of ASK Technologies. Having nothing comparable to the DVL/ASK technically superior offer, the competition responded the only way they could, they lowered their price.

DVL and ASK have open lines of communication and have worked together on many successful projects which is the foundation of their strong working partnership today. As an example, the DVL/ASK proposal arrived 2 days early while the competitor’s quote arrived 2 days late, leaving a bad impression with Neptune. When dealing with mission critical applications timely communication is of utmost importance. The entire design process took about 3 months. During that time DVL introduced solutions to Neptune, some they hadn’t realized they needed until Highlands and Davila walked them through multiple scenarios. The competitor continued to offer only one solution and kept lowering the cost.

### Results

Inevitably Scott , Brian and Jeff realized that providing a reliable data center wasn’t a price issue, it was a quality solution issue. It was more important to hire a vendor they trusted who would complete the job and work with them as a team and provide best solution possible than it was to base their purchasing decision solely on price, thus they hired the ASK/DVL team. They purchased one (1) 20 kVA NX series UPS, two (2) Challenger Precision Cooling units, five (5) Knurr Racks, ten (10) managed power strips, and NForm monitoring software, all from the Liebert line of products. The combination of expert consultation from DVL and ASK added value to the sale. “Our clients trust us to bring them a quality product and thanks to our partnership with DVL, we were able to do that and more,” said ASK partner, Stephen Pirolli.

### DVL, Inc.

DVL is the Delaware Valley representative for the Liebert Corporation, the leading manufacturer in the world of the critical HVAC and AC/DC power systems. In addition to providing Liebert solutions for mission critical IT needs DVL provides local service and support.

### ASK Technologies

ASK Technologies, Inc. is a national provider of IT hardware, software and professional services with proven experience and expertise in various technology areas, stretching across multiple vertical markets. With a specialization in multi-service network integration, ASK creates innovative and cost effective solutions to solve our clients’ mission critical business needs.

## After



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