Supply Equipment for Disaster Recoveries

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Objectives

• Understand the typical equipment needed during a disaster recovery

• Understand who to partner with

• Understand how to go to market prior to an actual event
Types of Disaster Recoveries

- Typical electrical equipment failure:
  - Electrical failure
  - One substation, breaker or MCC

- Small Disaster:
  - Water main break flooding MCC room
  - Small fire

- Major Disaster:
  - River flood
  - Hurricane

Local Community Destruction

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### NEMA Recommendations for Flooded Electrical Equipment

<table>
<thead>
<tr>
<th>Category</th>
<th>Equipment</th>
<th>Replace Equipment</th>
<th>May be Reconditioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrical Distribution Equipment</td>
<td>Molded case circuit breaker</td>
<td>X</td>
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<td></td>
<td>Low voltage fuses</td>
<td>X</td>
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<td></td>
<td>Magnetic relays</td>
<td>X</td>
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<td></td>
<td>Busway (Mylar wrapped bars)</td>
<td>X</td>
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<tr>
<td></td>
<td>Busway (powder coated bars)</td>
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<td></td>
<td>Panelboards</td>
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<td></td>
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<tr>
<td>Water-Treatment Equipment</td>
<td>Refrigerant cooling systems</td>
<td>X</td>
<td></td>
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<tr>
<td></td>
<td>Electromechanically controlled and solid state compressors and motors</td>
<td>X</td>
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<td></td>
<td>Overload relays</td>
<td>X</td>
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<td></td>
<td>Motor and inverter controls</td>
<td>X</td>
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<tr>
<td></td>
<td>bers (IGBT) and silicon-controlled semiconductors and transistors</td>
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<td>Motor Control Equipment</td>
<td>Adjustable speed drives</td>
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<td></td>
<td>Components containing semiconductors and transistors</td>
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<td></td>
<td>Electronically controlled and solid state compressors and motors</td>
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<td></td>
<td>Overload relays</td>
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<tr>
<td></td>
<td>Manual and magnetic controllers</td>
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<tr>
<td>Power Equipment</td>
<td>Low voltage power circuit breaker</td>
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<td>Protective relays</td>
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<td></td>
<td>Low voltage power circuit breakers</td>
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<td>Medium voltage power circuit breaker</td>
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<td>Low voltage power circuit breaker</td>
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<td>Transformers</td>
<td>All oil-type transformers</td>
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<td>All dry type transformers</td>
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<tr>
<td>Wire, Cable, and Flexible Cords</td>
<td>Wire or cable listed for dry locations</td>
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<td></td>
<td>Wire or cable listed for wet locations</td>
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### Who to Partner With

- Most facilities contract the disaster recovery (Electrical Equipment) to one primary contractor
  - NETA Service Company
  - Electrical Contractor
  - Disaster Recovery Companies (SERVPRO, BELFOR, etc.)
  - OEM (ABB, GE, Siemens, etc.)

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Become the Supplier of Choice

• Know your inventory
  – You will not have time to understand your inventory
  – The first company that can supply the equipment usually wins
  – Once a purchase is made, you can count on getting many more orders

• Be easy to do business with
  – 1st call is the most important…show urgency and willingness to make things happen
  – Go overboard on customer service
  – Do what you say in the time frame you give your customer
  – If you do not have the parts, tell them that you will go out to market
  – Give timely updates, even when the news is not good

• Make sure you know how you will get paid
  – Most of these jobs are insurance claims
  – Some companies will try to negotiate terms “Pay When Paid”…Insurance companies can drag these payments out for months…push back on these terms

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Become the Supplier of Choice

• Get creative with customers service
  – Ask your customer if you can come on site and act as their equipment purchasing liaison
  – Fill up a trailer full of equipment and parts and be there during the recovery process
  – Try to supply labor to the recovery contractor
  – Do something your competition is not doing to help the recovery effort

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Marketing Prior to the Event

• Getting an opportunity is the biggest challenge

• Once the event happens, it is very difficult to “get in”

• The service companies doing the work usually call companies they have a relationship with

• Building relationships prior to the event is key!

Marketing Prior to the Event

• Identify the places in the country that are the most prone to disasters
  – Market to these areas and start doing business with local service shops
  – Publish your inventory
  – Get to know the local electricians, NETA companies and OEM’s
  – Let them know you are in the disaster recovery business
  – Making these relationships is a challenge and will take time and effort

• Market to the end users
  – Build relationships at the corporate level as well as at the plant level
  – The end user may or may not purchase equipment for the disaster recovery
  – However, they can have influence on who the service company purchases from
Performing the work

Once you win the job...

• Know your capacity
  – How many employees do you have to get equipment ready to ship?
  – How much capacity does your shop have?
  – Do you have the financial resources to pay for increased labor and equipment?
  – QA/QC
  – Shipping
  – Etc.

• Follow the PEARL standards
  – PEARL Inspect & Test Standards
  – PEARL Reconditioning Standards

• If you are supplying equipment that is not tested or certified, make sure the customer knows

• Partner with another PEARL company

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Summary

- Disaster recovery jobs can be highly profitable
- Getting an opportunity is the key and does not happen by accident
- Marketing should take place prior to an event
- Executing the job can be challenging

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Questions

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