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[Top Stories](#)  
[Promos](#)  
[New Solutions](#)  
[Power Quality Outlook](#)  
[Emerging Technology](#)  
[Application Focus](#)  
[Special Report](#)  
[Awards and Reviews](#)  
[Ask the Experts](#)

### Power Information

[The Problem With Power](#)  
[What is a Power Event?](#)

### Quick Links

[Software Downloads](#)  
[UPS Upgrade Programs & Battery Replacement](#)  
[Lightning Tracking Tool](#)  
[Determine your risk](#)

### APC in Action (Customer Stories)

[By Company](#)  
[By Application](#)  
[By Industry](#)  
[By Product](#)  
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## APC in Action

# APC Saves Time and Money for Home Business

"Time efficiency is critical in a small business like mine. As a consultant, my time is what I sell, and APC saves me from lost data and other damage."

*Marvin Silbert*  
*President*  
*Silbert & Associates*



"I'm a chemical consultant based in Ontario providing a variety of services for industry, and I've worked often with various power companies in the US and Canada. I also spent many years working for a major utility. This gave me first-hand experience with generating stations, so I'm familiar with the transmission lines and the entire electrical distribution system.

"When in my home-based office, I see the result of unreliable power in the form of a 'blip' or outage. After a quick power surge or sag on the line, I find myself resetting the clocks on the coffeepot and microwave. If my computer weren't protected, the active files would be lost if they weren't saved. In addition, my operating system could suffer damage and might be unable to restart properly.

"I have an APC Back-UPS® 900 protecting my stand-alone desktop. This may sound large for my system, but I always recommend doubling the size of whatever system is recommended. Batteries do slowly lose capacity over the years and you do add new peripherals from time to time. I added my fax machine last year. You also get more runtime to ride over a glitch or initiate a shutdown in the event of an extended outage.

### Storm Knocks Out Everything but Computer

"I was looking out the window during a big storm recently when lightning took out the transformer across the street. It was quite a spectacular sight and sound. Then all was quiet as the radio died and all the background noise from the air conditioner and refrigerator died. Other than the rain, the only sound was the 'beep...beep' of my APC UPS as the computer kept running. I was expecting an urgent E-mail, and my APC enabled me to check for it and then power down in a safe manner.

With the transformer out, I knew I wouldn't have power back for quite a while. In fact, it was out for 7 hours. Of course, everything was fine when I powered up the next day.

#### **Less to Worry About**

"Time efficiency is critical in a small business like mine. As a consultant, my time is what I sell, and APC saves me from lost data and other damage. I just don't want to waste time worrying about the power line. The peace of mind I gain from owning APC is well worth the price. I no longer even think of what could happen if a surge comes through the power line or if I lose power.

#### **An Extra Bonus**

"I also write computer review columns for various trade magazines. When I'm stuck for a topic, I can always discuss the need for a quality Uninterruptible Power Supply like APC, knowing that I'm giving sound advice. My advice is: it only has to save your data or system once and you've paid for it, possibly many times over."

--10/12/1999

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