

# LIEBERT® LIQUI-TECT – LP3000/6000

Liebert® Liqui-TECT LP3000 and LP6000 are accurate and reliable systems for locating and reporting leaks in computer rooms, telecommunications centers and other facilities housing sensitive electronic equipment.

## Why Customers Need Leak Detection

A leak detection system is much like your customers sprinkler system. You put it in hoping that you never need to use it.

Nearly 20% of all data centers experience some type of “water event” annually and with downtime, the average cost of each of these events is around \$7,900 per minute. Without some form of leak detection device implemented in the data center, this could add up to over \$100,000 for each event.

## Why You Should Sell Liebert Liqui-Tect

- Complementary fit with other monitoring devices sold
- Upsell opportunities
- Customers get a better solution, warranty and support

## Where to Find Opportunities

- Computer Rooms
- Telecommunications Centers
- Financial Organizations
- Laboratories
- Healthcare

COMPETITOR	STRENGTHS VS VERTIV™	WEAKNESSES VS VERTIV	THEIR STRATEGIES	THEIR MARKET PERCEPTION	COMPETITIVE STRATEGY
TTK	Multiple simultaneous leak detection, Hydrocarbon cable, Good GUI	False alarm prone, reliability issues due to the complexity of the cable	Focus on Europe and Asia, focus on direct sales	Expensive, recognized leader in EU & Far East, hard to work with	Focus on our support, downplay the likelihood of having multiple leaks at the same time. Focus attention on the potential of false alarms that can desensitize a team to alerts
Permalert	Multiple simultaneous leak detection, Hydrocarbon cable	False alarm prone, tends to wick moisture making it slower to react/dry and harder to clean, difficult to install due to factory calibration requirements, higher total cost of ownership due to periodic recalibration	Limited marketing effort, appear to be focusing on the pipe division	Focused on the hydrocarbon market, Very little marketing effort around standard leak detection	Focus attention on potential of false alarms that can desensitize a team to alerts, focus on TCO due to calibration requirements, focus on lack of attention to non-hydrocarbon product lines
Pentair / Hoffman (TraceTek, RayChem)	Market familiarity, Hydrocarbon cable	False alarm prone, reliability issues	Focused outside the US, leveraging local offices and partners for services and sales	Very limited product development efforts, a company that is riding the hydrocarbon wave	Focus attention on potential of false alarms that can desensitize a team to alerts, highlight lack of product development

## How to Identify Customer Opportunities

CUSTOMER PAIN POINT	WHAT TO ASK	SOLUTION
Downtime due to water leakage	What is your annual downtime due to a water event in the data center?	The Liebert® Liqui-tect solution can send an alarm and determine the precise location on where a leak has occurred limiting the amount of downtime associated with that leak.
Too much time spent in locating and resolving leaks	On average, how much time is spent locating where a leak has occurred and then resolving the issue?	The Liebert Liqui-tect solution will provide you with a graphical view of the data center floor and provide you the location on where the leak has occurred limiting the amount of time it takes to locate and resolve the issue.
Damage due to unidentified presence of water	Do you or have you had a mold or mildew issue due to undetected presence of water?	The Liebert Liqui-tect solution will monitor hidden spaces like under raised floors, crawl spaces or rarely accessed storage spaces for water and provide notification so the issue can be addressed before an environmental issue occurs.

## Responses to Objections

**Objection:** “I currently have a leak detection system.”

**Response:** That’s good. However, is your system prone to giving false alarms and leading your people to trouble shoot something that doesn’t exist?

**Objection:** “I have a small data center and can find things myself quickly.”

**Response:** Based on the amount of time your data center is down, you can be wasting thousands of dollars in downtime. Every minute can equate to \$7,900 of loss to the business. Even a 5 minute gap from the time an

alarm is triggered to when you find the location can mean over \$35,000 of loss due to downtime.

**Objection:** “I find that a leak detection system is expensive and hard to install. I don’t have the resources to purchase one.”

**Response:** I realize that resources are limited across many data centers these days, but based on the cost of downtime, the ability to track down leaks quickly, and installing the system quickly, you will be able to save the company money in a matter of months. The ROI on this type of system is achieved within months and not years.

LIEBERT SKU	DESCRIPTION	LIST PRICE
LP3000	Liqui-tect panel that ships with an external transformer module with interchangeable blades and a voltage range of 100-240 VAC. Monitors up to 5,000 feet of leak detection cable, has an LED display and a single interactive map. Network connectivity with a web interface along with open protocols provides a total monitoring (or monitored) solution.	\$1,665
LP6000	Liqui-tect panel that ships with an internal power supply with screw termination and a voltage range of 100-240 VAC. Monitors up to 10,000 feet of leak detection cable, has a full color touch screen LCD display and 10 interactive maps. Network connectivity with a web interface along with open protocols provides a total monitoring solution.	\$3,693
LT410	Liebert point leak detection sensor that detects the presence of conductive liquid using a pair of corrosion-resistant gold-plated probes, mounted in a height-adjustable painted enclosure.	\$125
LT460	Liebert zone leak detection sensor that provides zone coverage by utilizing the LT500-xxY leak detection cable.	\$220
LT500-xxY	Liebert leak detection cable that comes in 15’, 35’, and 50’, lengths.	Prices based on length of cable purchased. Please reference Price Book

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