Rumor has it **AST PQS** will be soon integrated into a multi-national corporation active in power quality and transmission. The name of the MNC in question was still undisclosed at press time.



The AST strategy was 100% through the channel, so it looks like **the new setup aims to acquire market share in the 1-phase segment**
by combining the strengths of both parties.

AST got off to a good start in Europe and Middle East by simplifying their UPS product line: cutting back on the complex features incumbents had added to UPS.

Today's UPS market is bloated with about 5000 SKUs: what was once an uncomplicated business has swollen into an industry maze. Most distributors were expected to carry at least 100 SKUs only to serve just 5% of their total business.

AST aimed for the professional (B2B) 1-phase markets with a range that included the most-important UPS features, yet matched the price points of “less advanced” incumbent products.

All **AST A Series products** are on-line/double conversion. They can be installed in standard 19” racks or as stand-alone units (R/T) and they come with SNMP communication port as standard (A1 only with standard RS-232). The more popular models for single rack installations (3 and 5 kVA) also have “more than 30% more battery-run-time than any other solution without (optional) battery extension.” AST's 2-year customer warranty rests upon product swap instead of repair shop delays.

Will the AST PQS “simplicity & profitability” strategy see changes after the new arrangement? That's yet to be revealed. More news is expected within weeks.

Go **AST PQS**