



***FOR IMMEDIATE RELEASE***

## **AMERICAN POWER CONVERSION JOINS AGMA**

**Alliance's Quarterly Conference Gathers Technology Leaders to Discuss Issues Faced by IT Industry**

**HOUSTON, Texas, July 29, 2009** – The [Alliance for Gray Market and Counterfeit Abatement](#) (AGMA), a non-profit organization dedicated to addressing the gray marketing and counterfeiting of branded goods around the globe, today announced that it has added another company to its member roster. APC by Schneider Electric, a global leader in critical power and cooling services, has joined AGMA.

APC sets the standard in its industry for quality, innovation and support. Its comprehensive solutions, which are designed for home office, data center and factory floor applications, improve the manageability, availability and performance of sensitive electronic, network, communication, and industrial equipment. Known for its quality, innovation and industry leading service and support, APC has perhaps the longest list of accolades in its industry, and the company's membership in AGMA will help to maintain and protect its carefully cultivated brand equity.

As an [AGMA member](#) company, APC will gain access to collaborative strategies, programs and effective practices which address the growing threats of [counterfeiting](#), [gray marketing](#) and [service abuse](#) in the IT sector. According to Scott Olsen, APC's director of global price management, "APC by Schneider Electric is pleased to join AGMA to share best practices in the detection, monitoring and prevention of gray and

counterfeit products – which will help us to improve customer satisfaction. APC found the most recent AGMA meeting to be of significant value and highly supportive of our commitment to reducing the counterfeiting of product and improper gray marketing activities. This commitment is important to APC and will help us maintain the highest possible standards of product quality and reliability, as well as ensuring that customers' service and support requirements are met."

At AGMA's July 15<sup>th</sup> conference hosted by Hitachi Global Storage Technologies in San Jose, Calif., members discussed best practices for preventing product diversion; export controls and regulations and strategies to reduce exposure to gray market and counterfeit activity. Juniper Networks played an active role in the quarterly meeting, with three team leaders educating the audience on strategies to reduce exposure to counterfeiting and gray marketing. Brad Minnis, director of Environment, Health, Safety & Security at Juniper Networks, delivered a presentation that reinforced that education and awareness at all levels of the product lifecycle – both internal and external – are key factors to sustaining your brand integrity. Additionally, according to Minnis, "It is imperative that companies integrate best practices as a normal course of business - not just after a problem is discovered."

In addition to Minnis, Juniper's Lorne Morris, worldwide director of compliance, and Melissa Lau, senior manager, Americas compliance, discussed creating a 'How-to-Kit' for developing a distributor management program that is based on Point of Sale (POS) reporting. Morris and Lau also detailed the reporting systems needed to ensure the quality of the POS data.

Ram Manchi, AGMA president, called the meeting a great success, noting that "The well-attended quarterly meeting in San Jose, the addition of APC as a member and a number of discussions held with visitors and potential new members are all clear indicators that the industry continues to see gray marketing, counterfeit and service abuse as top of mind issues. By continuing to raise awareness of these issues and share and develop best practices to combat them, we hope to eventually make engaging in these activities more difficult, undesirable and unprofitable for the perpetrators."

Executives from AGMA member companies Hewlett-Packard and Hitachi Global Storage Technologies also gave presentations on a series of related topics, including the importance of implementing processes, controls and tools to prevent or stop gray market fraud/abuse before it happens.

AGMA uses a variety of avenues to raise awareness and encourage positive change in the marketplace including, event speaking, educational initiatives, benchmark studies, white papers, industry guidelines, and, as appropriate, public policy advocacy. To learn more about AGMA's initiative or to become a member, please visit [www.agmaglobal.org](http://www.agmaglobal.org).

### **About AGMA**

AGMA is a non-profit organization comprised of influential companies in the technology sector including, founding members Cisco Systems, Hewlett-Packard and Nortel. Incorporated in 2001, AGMA's mission is to address gray market fraud, parallel imports, counterfeiting, software piracy, and service abuse of technology products around the globe. The organization's goals are to protect intellectual property and authorized distribution channels, improve customer satisfaction and preserve brand integrity.

AGMA welcomes any technology manufacturer, as well as persons or entities that own or hold intellectual property rights to finished goods outside the technology industry; product and service providers, government and law enforcement who provide goods and/or services to combat gray market fraud, counterfeiting and service/warranty abuse threats. AGMA uses a variety of avenues to cultivate change in the marketplace including, event speaking, educational initiatives, benchmark studies, industry guidelines, and, where appropriate, public policy advocacy. To learn more about AGMA's initiatives or to become a member, please visit [www.agmaglobal.org](http://www.agmaglobal.org).

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