ASCO White Paper
Milestones
Supporting the Critical Power Community by Sharing Valuable Knowledge

White Paper 100
Revision 1
ASCO White Paper Milestones
Supporting the Critical Power Community by Sharing Valuable Knowledge

As the thought and technology leader in critical power solutions, ASCO Power Technologies will publish its 100th white paper in July of 2019. To recognize this milestone, the following sections describe the scope and accomplishments of the white paper program.

INTRODUCTION

To educate the critical power community, ASCO Power Technologies regularly issues white papers about subjects related to our largest product lines – transfer switches, paralleling switchgear, load banks, surge protectors, and critical power management systems.

ASCO papers educate experienced professionals, such as consulting engineers and facility managers, without exceeding the capabilities and interests of new entrants to our industry. The papers explain applications for classes of products; how to comply with evolving codes and regulations; and the benefits of various technologies. Some of the most popular issues provide elementary explanations of how technologies work. Regardless of topic, our white papers show the value of solutions, especially to the engineering and non-engineering professionals who approve power projects.

HISTORY

In the early 1980s, ASCO published to the critical power industry a series of technical newsletters entitled ASCO FACTS. These documents provided engineers with brief and effective summaries of technical concepts related to transfer switching, power management, and related topics. These newsletters were well-received because they provided useful information quickly and efficiently. In the eyes of readers, the newsletters helped transform ASCO from a seller of electrical devices to a trusted solutions provider.

In the ensuing years, ASCO published several documents on emerging issues in critical power. Later, ASCO elected to reach out to the critical power community by summarizing essential concepts and supporting emerging challenges in white papers issued on a regular schedule. That effort began in 2016, and the resulting publications were originally disseminated through the ASCO White Paper News.
PURPOSES AND AUDIENCES

The purposes for creating ASCO white papers are multifold and vary with the intended audience, of which there are several. While a single paper may present several types of information, the primary aim of these documents is to educate readers about power technologies, solution applications, or compliance with industry codes and government regulations. These types of information enable readers to understand how systems work, how they provide value, and how to meet new challenges when codes and regulations change.

The original ASCO FACTS articles were typically written by engineers for engineers, and this is reflected in the tone, wording, and depth of detail. Today, consulting engineers in the power distribution industry remain a very large and important audience. Nevertheless, modern trends have caused additional audiences to become aware of the importance of critical power systems. Figure 2 shows these audiences include:

- **Facility Managers**: Whether they design and operate systems or must justify equipment and its costs, facility managers need to understand both how systems work and the context of their operation.

- **Channel Partners**: While ASCO maintains its own salesforce, ASCO also aligns with strategic partners, such as engine-generator dealers and electrical equipment distributors, to sell and distribute ASCO products.

- **Existing and Prospective Customers**: Customers need to know how systems work and how they will meet project requirements. White Papers provide context beyond the summary descriptions provided in data sheets and brochures.

- **ASCO Engineering, Sales, and Service Professionals**: With multiple businesses and product lines, hundreds of critical power products, and more than 2,000 employees worldwide, even ASCO professionals need to learn about products, technologies, and regulations that impact our customers every day. In turn, white papers also help sales professionals educate customers about the equipment and solutions they need.

- **New Entrants to the Industry**: It is one thing to graduate college, another entirely to deliver finished electrical projects. Whether they are recent graduates or people transitioning from other industries, new entrants must quickly learn critical power concepts and ideas.

Regardless of their backgrounds, our audiences all have one common need – to understand the value of critical power solutions. If that requires operating descriptions, ASCO papers provide them. If that requires regulatory knowledge, ASCO papers explain it. If that requires describing application options, our papers survey them. In short, ASCO white papers succinctly describe the essential information needed for readers to know the value of critical power solutions and act on their implementation.
MOST FREQUENTLY VIEWED ISSUES

While ASCO White Papers have been well-received, some issues have been especially popular with readers. Based on the number of views of the webpage for each paper, the 10 most popular issues are listed as follows.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Product Line</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer Mechanism Basics</td>
<td>Transfer Switches</td>
<td>Technology</td>
</tr>
<tr>
<td>Connecting Closed Transition Transfer Switches to Utility Services</td>
<td>Transfer Switches</td>
<td>Application</td>
</tr>
<tr>
<td>Monitoring the Integrity of Engine Start Signal Circuits</td>
<td>Transfer Switches</td>
<td>Regulatory Compliance</td>
</tr>
<tr>
<td>Data Communications for Critical Power Management Systems</td>
<td>Critical Power Management Systems</td>
<td>Technology</td>
</tr>
<tr>
<td>Code Changes After-Hurricane Sandy</td>
<td>Transfer Switches</td>
<td>Regulatory Compliance</td>
</tr>
<tr>
<td>Specifying Load Banks for Outdoor Use</td>
<td>Load Banks</td>
<td>Application</td>
</tr>
<tr>
<td>NEC®-Specified Methods for Arc Energy Reduction</td>
<td>Transfer Switches</td>
<td>Regulatory Compliance</td>
</tr>
<tr>
<td>Surges and SPDs Defined</td>
<td>Surge Protective Devices</td>
<td>Technology</td>
</tr>
<tr>
<td>Transfer Switch Solutions for Service Entrance Applications</td>
<td>Transfer Switches</td>
<td>Application</td>
</tr>
<tr>
<td>Per Mode and Per Phase Ratings Defined</td>
<td>Surge Protective Devices</td>
<td>Technology</td>
</tr>
</tbody>
</table>

Based on the topics in the table, ASCO observes the following.

Readers are Equally Interested in Each Content Type

The popular content types are evenly represented between Technology, Application, and Regulatory Compliance. It thus appears that all are equally valued among the readership and meet essential needs in the critical power community.

Basic Information is Needed to Educate Workers

All of the Technology papers in Table 1 provide relatively elementary descriptions of how equipment of systems function. For example, Transfer Mechanism Basics, Surges and SPDs Defined, and Per Mode and Per Phase Ratings Defined all provide very basic information about critical power equipment function and design. With the aging of the “baby-boomer” generation, the critical power industry is seeing older, experienced workers leaving to be replaced by younger workers that are less familiar with legacy technologies and the needs that they address. Concise presentations of basic critical power information are needed to increase awareness and understanding of associated technologies and their value.
REACHING LARGER AUDIENCES AND YOUNGER WORKERS

In the early 1980s, ASCO successfully reached the critical power community by mailing its printed ASCO FACTS newsletter to industry participants. In the decades since, professional communications media expanded to include email content, and then to various social media channels. In these newer media, communications are shorter, quicker, and use more graphics and less narrative to convey meaning. Maintaining relevance with younger readers and time-pressured professionals requires using these channels well.

ASCO White Papers are posted nearly every week to the online repository on the publicly accessible ASCO website, and are then announced via email and social media. White Papers can be viewed and downloaded directly at from whitepapers.ascopower.com.

Upon posting to the website, the publication of every paper is announced in ASCO White Paper News, which is transmitted to more than 135,000 critical power colleagues via email. In addition, an announcement of and a link to each paper is posted to social media channels, where ASCO staff and industry colleagues can share them with others. Announcements with links to each paper are posted to LinkedIn, Facebook, Twitter, and Instagram. They are circulated within ASCO Power Technologies and its parent company, Schneider Electric.

To ensure that we engage busy professionals and younger workers, ASCO also distributes video summaries of its white paper offerings. These are short, narration-free videos, typically 3-minutes in duration, that use images and text to highlight key points from each paper. Viewers are instructed how to access the actual white paper to learn more about each subject. Video white paper summaries are publicly viewable on ASCO’s YouTube channel.

Today, ASCO white papers can be viewed and downloaded at www.ascopower.com.
SUMMARY

ASCO Power Technologies began supporting critical power professionals with knowledge products in the early 1980s. Since then, ASCO has released nearly 100 papers on subjects pertinent to the deployment and operation of critical power systems.

ASCO white papers are published on a robust schedule that continues to increase the scope of resources available to readers. The documents are announced to subscribers across the industry through email and social media campaigns. ASCO white papers are publicly available to anyone through the company’s website.

The ASCO white paper program has produced a publicly accessible online portal that supports the interests of experienced engineers, end users, and new industry professionals alike. By concentrating on the value of solutions, ASCO will continue to promote critical power awareness and provide important information on critical power solutions. Questions and comments regarding the ASCO white paper program can be submitted to customercare@ascopower.com. Anyone can subscribe to ASCO’s White Paper News from by clicking on the subscribe button at whitepapers.ascopower.com.