SUCCESS STORY

Driving reliable power distribution solutions

Maverick Power and ABB collaborate to solve customer challenges

Maverick Power, an OEM specializing in designing and building medium and low voltage power distribution systems, partnered with ABB to transform traditional components into comprehensive power control systems, eliminating supply chain conflicts while reducing costs and complexity.

Building better power distribution systems

Maverick Power is an electrical original equipment manufacturer (OEM) specializing in the design and construction of low voltage and medium voltage power distribution systems. Maverick Power's vision is to achieve brand recognition and become the industry leader as an all-in-one electrical equipment solution provider by establishing itself among data center, industrial, and commercial segments.

Daniel Lightsey, Director of Product Engineering at Maverick Power, has spent 30 years in the electrical industry, including 17 years at ABB. During his time with ABB's U.S. Electrification product marketing team, he focused on ABB Ability™ enabled and connected digital solutions.

"Having spent decades in this industry, I've witnessed the evolution of power distribution technology firsthand," says Lightsey. "This experience has been invaluable in helping Maverick Power deliver innovative solutions to our customers."

Maverick Power recognizes that customers are looking for partners who can provide complete solutions rather than individual components, driving their approaches to improving product development and customer engagement. Maverick's team strives to provide peace of mind through reliable power distribution solutions that keep their customers' operations running smoothly and efficiently.

Finding the right ATO controller

As Maverick Power continued to fine-tune its solutions, it faced a significant hurdle when trying to meet customer needs for main-generator circuit breaker automatic throw-over (ATO) switches. Limited availability of a commercially available ATO controller created a bottleneck in the production process and severely affected delivery to customers.

The Maverick team found themselves in a frustrating position: They had expertise, manufacturing capacity, and customer trust, but this one component was preventing them from delivering complete solutions.

The right source for circuit breakers

The technical requirements for ATO controllers are stringent. They must be reliable and compatible with existing designs. Finding a supplier who could consistently deliver components meeting these specifications was proving increasingly difficult in the disrupted supply chain market.

When evaluating potential solutions, Maverick Power prioritized reliability, availability, and technical capability. The search included:

- Sourcing non-standard controllers that are difficult to support.
- Building an in-house solution from scratch, requiring significant time and investment.
- Redesigning equipment to work with more readily available components, presenting compatibility and certification challenges.

ABB delivers an integrated alternative

ABB's solution elegantly solved the immediate problem Maverick Power was experiencing while providing additional functionality and future benefits. ABB's support from local technical experts to global R&D engineers, who listened to the needs of Maverick Power, helped provide a timely solution.

"ABB provided an embedded solution where the automatic throw-over controls are programmed directly into the circuit breaker trip units," Lightsey notes. "The easy-to-use programming tool and logic creation made ABB's SACE® Emax 2 circuit breaker the ideal solution to complete our projects and meet customer expectations."

Positioning for growth in the power distribution equipment market

Maverick Power's partnership with ABB has improved project delivery times and reduced costs while maintaining high-quality standards for their customers.

This case demonstrates how supply chain disruptions, while challenging, can serve as catalysts for innovation. By remaining open to alternative approaches and working closely with trusted technology partners, businesses can transform obstacles into opportunities for growth and differentiation.

"Think outside the normal box, question the status quo, and be fearless in the face of challenges. Embrace new technologies and prove their value not only for yourself but also for your customers. Innovation sometimes means taking calculated risks that can transform into significant competitive advantages," said Daniel Lightsey.

Standardized solutions with ABB

Choosing ABB products empowers businesses to think beyond conventional approaches and embrace solutions that deliver tangible results. As Maverick Power's experience demonstrates, ABB's solutions like the SACE® Emax 2 circuit breaker transform traditional components into comprehensive power managers, eliminating supply chain conflicts while reducing costs and complexity.

ABB's commitment to customer success is evident with their support, listening to customer needs and providing timely solutions. By choosing ABB, companies can access high-performance equipment with advanced control capabilities, seamless connectivity options, and user-friendly interfaces.

For businesses facing power distribution challenges, ABB offers standardized solutions that drive efficiency, reliability, and competitive advantage. This allows forward-thinking companies like Maverick Power to deliver exceptional value to its customers.

ABB's SACE® Emax 2: Engineered to Outrun

ABB's SACE® Emax 2 represents a revolutionary transformation from a traditional air circuit breaker to a comprehensive power manager, functioning as an all-in-one solution for low-voltage distribution systems. As a benchmark in circuit breaker technology, it meets contemporary and future grid requirements through distinctive features across four key dimensions.

Performance

The circuit breaker offers four compact size options with high capabilities, triple-marking certification (IEC, UL, CCC), and Class 1 active energy measurement certification compliant with IEC61557-12 standards.

Control

Control capabilities showcase true innovation through advanced functions including Load Shedding, Power Controller, Automatic Throw-Over Switching, Synchrocheck logics and Adaptive Protection – allowing the circuit breaker to manage virtually any grid condition.

Connectivity

The SACE® Emax 2 seamlessly integrates with automation and energy management systems via eight communication protocols. It connects to the ABB Ability™ Electrical Distribution Control System cloud platform and offers remote access through embedded Bluetooth Low Energy technology.

If you're looking for a go-to digital partner for circuit breakers, ABB's EPiC Mobile App creates easier and smarter product configuration, installation, commissioning, and assistance.

Ease of Use

The circuit breaker's user-friendly design promotes safer operations and maintenance with plug-and-play accessories, intuitive commissioning tools, and the ability to evolve throughout its lifecycle through the ABB Ability Marketplace™ offerings.

Real-world solutions for innovation

ABB is a committed partner to Maverick Power, successfully transforming their supply chain challenge into a competitive advantage in the power distribution equipment market. As power distribution needs continue to evolve, companies must embrace solutions that provide advanced functionality, reliable performance, seamless connectivity, and user-friendly interfaces.

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