



## POWERSHIELD - BACKED BY BDO

*"We quickly found that the market in New Zealand was small."* Len Thomas, Managing Director at Powershield

### **Len Thomas**

We monitor standby batteries, so our objective is to automate the maintenance of batteries and also predict the end of life. A big data centre can have thousands of batteries so trying to manually look after these is a massive job.

What we do is produce a sensor in software so it can all be automated. It's a big risk management tool. You want to know that your batteries are going to perform when called upon and if they don't the cost can be very high. It soon became evident looking at the market that the really big opportunity was going to be in data centres. As the data centres have grown so has our business.

We've got sales and marketing offshore but all the manufacturing, the design and the software is in New Zealand. We quickly found that the market in New Zealand was small. We export 95% of our equipment so we have to make sure that things are double-checked, and they go out there and they don't fail because the cost of a failure can be high to us as well as our customers. And now we're in over 30 countries. We were growing quite steadily, and we were working in a number of countries and then it was when we were moving into India and we didn't know what was required.

### **Andrew Bathgate**

So Len reached out as he had a number of things to talk about and his issue was, the thing that most exporters have, he was going offshore and he had issues with his Indian office in Bangalore, and he was being told one thing from people up there which didn't seem right but sitting down here in little old New Zealand being told if you don't do a, b and c you're going to be breaking the law and you're going to be charged with this, that and the other can be pretty intimidating.

He reached out to us and within a few hours we literally contacted our office in Bangalore, they replied directly back to him and advised on what the true lay of the land was.

**Len**

So talking with Andrew we're able to get the information of what we had to do so we could easily set up the subsidiary in India and now we've got subsidiaries in India, the UK, the USA as well as branch offices in Melbourne, and Andrew's currently helping me look at Spain as well.

**Andrew**

When you make that decision to grow you've got to invest. And Harry around the corner who's doing your books can't put you in contact with someone in Colombo, can't give you an introduction to someone in Bangalore. Being in all those countries you've got a friendly face and someone who's on your side, an office you can go into, sit down and talk to people who actually do work and operate on the ground in that country.

And that was I think was a good example to Len of what we bring to the table.

**Len**

The straight accounting is probably the smallest part of the business. I talk to Andrew on a lot of aspects of the business. We recently got the 100% control of the manufacturing here and he was involved in the acquisition of that.

**Andrew**

BDO is a truly global business. We've got offices in every place you want to go and do business we'll be there.

**Len**

The global reach is an important factor and Andrew's work with technology companies previously so it's understanding the space we operate in.

**Andrew**

It's well beyond just the core accounting function. Through us they're able to get the benefits of a greater repository of information. In a firm like ours, and myself, you've got a broad range of clients, a big network of people and so it's very much helping your clients tap into that network and using your skills and expertise to facilitate them to achieve those goals.



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