

# A Reputation for the Highest Quality

For over 30 years, **Server Technology** has been recognized as the global leader of intelligent power distribution products and solutions for data centers, labs and telecommunications operations. Over 60,000 customers rely on Server Technology's cabinet power distribution units (cabinet-level PDUs) and power management solutions to reduce downtime, facilitate capacity planning, improve energy utilization, and drive efficiency. Server Technology has the highest quality rack PDUs, best customer support, and most patents in the industry

## Challenge

Seeking the opportunity to continue building on a 30-year legacy of success, Server Technology set out to create a culture that would improve their results while maintaining their reputation for having the highest quality products, the best customer care, and top-notch employee satisfaction.

## Solution

In 2014, Server Technology partnered with Partners In Leadership to distribute the Accountability Builder® training program. The program sets out to instill positive accountability across all levels of a workforce through motivation, ownership, and innovation. During the rollout, Server Technology trained and certified 210 employees in the Accountability Builder program.

A part of embracing the Accountability Builder program included changing how feedback was used. Server Technology implemented a program to provide its employees with more frequently scheduled feedback meetings. The company eliminated the annual performance review and replaced this with quarterly WIN (What is Important Now) meetings. This change dramatically improved feedback and achievement of Key Results.



## SUCCESS SNAPSHOT

For over 30 years, Server Technology has been recognized as the global leader of intelligent power distribution products and solutions for data centers, labs and telecommunications operations.

**Challenge:** Server Technology set out to create a culture that would improve their results while maintaining their esteemed reputation.

**Solution:** Partners In Leadership's Accountability Builder training program to bring greater accountability to the business.

**Results:** Through their commitment to a culture of accountability, Server Technology has achieved a reputation for having the highest quality products, the best customer care, top-notch employee satisfaction, and numerous accolades.

To sustain the change, Server Technology sends regular Oz Principle Accountability updates through a Monthly Message initiative where employees receive reminders of how to use and implement the Accountability Builder principles. New-hire employees are introduced to Accountability Builder during their new-hire orientation. All employees are required to attend Accountability Builder training within the first six months of employment, and to date, all Server Technology employees are Accountability Builder certified.

## A Reputation for the Highest Quality (continued)

In addition, Server Technology has incorporated Oz Accountability Principles into five employee-shared values: Cultivate, Communicate, Respect, Strategy, and Accountable. The Accountable shared value includes:

- Own our Actions
- Be “Above The Line®”
- Ask “What Else Can I Do?”
- Solve Problems
- Resolve Conflict

### Results

Through their commitment to Creating A Culture Of Accountability®, Server Technology has achieved a reputation for having the highest quality products, the best customer care, and top-notch employee satisfaction. In addition, the company has won numerous awards for their work environment, innovation, and product quality. The company’s cultural efforts has led to several awards and recognitions, including:

- 2017 Gold Ozzie in the small to mid-sized company category.
- 2017 Quantum Workplace Nationwide Employee Voice Award—This award recognizes companies for success in collecting, analyzing, and taking action on employee feedback. Server Technology is recognized as one of the top 3 companies nationwide with the highest level of engagement score.
- 2017 Tech Award Hall of Fame—Nevada’s Center for Entrepreneurship and Technology.
- 2017 “Business of the Year” Runner Up—Reno Gazette Journal.

- “Best Place to Work”—Quantum Workplace and Northern Nevada Human Resources Association (1st Place 2015, 2nd Place 2016).
- 2016 Manufacturing Excellence Award—Economic Development Authority of Western Nevada.
- 2015 Large Company of the Year Award—Economic Development Authority of Western Nevada.
- 2014 DCD North America Innovator Finalist.
- 2014 TMC InfoTech Spotlight Data Center Excellence Award for High Density Outlet Technology.
- 2014, 2015 DCS Award for Datacenter Management Product of the Year for Sentry Power Manager (SPM).