

 Windows 11 Pro

Onward
with security
that powers
Universe
Power Systems



About the company

Founded by Jeyalakshmi Venkatanarayanan in 1997, Universe Power Systems sells all kinds of power-related products, from UPS systems to batteries, stabilizers to server racks, transformers to inverters. Based in Bengaluru, India, the company provides green power solutions to customers across various segments like IT, healthcare, and government. Their innovations include end-to-end power and automation solutions for data centers.

While Universe Power Systems has grown to serve more than 3,000 customers, they compete for business in a market dominated by much larger manufacturers. With fewer marketing resources at its disposal, the company stays competitive by constantly innovating, and by offering excellent service. They use Windows 11 Pro devices to keep them secure while they focus on delivering industry-leading uptime and a unique customer experience.

Customer
Universe Power Systems

Products and services
Windows 11 Pro
Microsoft 365

Industry
Electrical Equipment

Organization size
Small (10–49 employees)

Country
India



“I take care of my clients,
and Windows 11 Pro
takes care of my data.”

— Jeyalakshmi Venkatanarayanan
Founder, Universe Power Systems



“Data security is why we moved to Windows 11 Pro”

Universe’s engineers are always on the go, working at airports, coffee shops, or clients’ offices where public Wi-Fi is often the only option for connectivity. Jeyalakshmi points out the risks: “We sign a lot of NDAs with our customers, and we need to protect their data and our emails. So data security is the number one thing we think about.” The most secure Windows ever allows her team to work safely anywhere; layers of security are enabled by default, including hardware-backed protection like TPM 2.0, isolation technologies, and passwordless sign-in with Windows Hello for Business.

Jeyalakshmi is a fan of enhanced phishing protection with Microsoft Defender SmartScreen: “It’s built-in and it works perfectly—I don’t even have to think about it.” And as she notes, those robust security features never take a toll on employee productivity: “We can be in different places, but the workflow happens seamlessly.”

“Our Windows 11 Pro devices are fit-and-forget, like our power products”

Jeyalakshmi's focus on innovation results in high uptime for her products. As she explains, "Whenever we sell a product, we make sure it doesn't need a lot of service calls." She was delighted to find parallels in her new Windows 11 Pro devices, from zero-touch deployment to automated updates. "Migrating from Windows 10 to Windows 11 Pro was seamless with absolutely no issues," she says, adding that she benefits from 99.7% app compatibility.¹ "With this new version of Windows, everything simply works—all the applications, all the devices, any keyboard, any mouse, touch, pen. When I don't hear from my IT team, that's a good thing." And since innovation requires collaboration, Jeyalakshmi combined Windows 11 Pro with Microsoft 365. "Our productivity just went up; there were more interactions between our people," she recalls. "We're able to do a lot of things much faster, much more efficiently. Windows 11 Pro made my whole team very effective."



“We want to be the total power solutions company”

Jeyalakshmi's goal is to make her company synonymous with power solutions. "If you think about power, think Universe Power Systems," she smiles. It's an ambitious goal, considering that many of her competitors are ten times the size of her own company, with huge marketing budgets. But Jeyalakshmi relishes challenges. Trained in classical Indian dance and vocals, she says, "I'm a musical artist, which takes passion and commitment. I used that same passion when I founded this business. And I always feel that challenges are opportunities." For 26 years, her company has been the only woman-owned business partner of Vertiv (formerly Emerson), the international power giant. And during the pandemic, when many companies closed their doors, Jeyalakshmi created her own R&D team. That resulted in four new power products that she's on the verge of launching. As she says, "Power is my life."

“Windows 11 Pro added many security features, yet everything works faster”

Madhusudhana Holla is the General Manager of Universe Power Systems. A veteran of the company for 16 years, he currently oversees finance, working with government and high-level private-sector clients. While his day-to-day job involves routine financial operations like quotations, payments, and receivables, Madhu is keenly aware that success for Universe Power Systems hinges on outperforming their competitors, not just product-wise but also in the quality of their service. As he says, “Any complaint from customers, we try to resolve that immediately.” To help reduce complaints while growing their customer base, the company recently switched to Windows 11 Pro. Madhu was pleased to find that “it’s working superfast, faster than the previous versions. They have added many built-in security features, yet everything works faster than before. So it’s making my work smoother.”



“With Windows 11 Pro, I can spend less time worrying, and more time getting new customers.”

— Madhusudhana Holla
General Manager, Universe Power Systems



“My biggest fear is losing my company data”

Universe Power Systems works with government contracts that are highly confidential. As Madhu explains, when bidding on a public tender, it's crucial to keep your quotation confidential, or it could fall into the wrong hands and be misused. And if that happens, the company could get blacklisted by the government, jeopardizing any future business. On the flip side, when you're perceived as a reliable service provider, you move higher up the list of favored suppliers. Madhu appreciates the fact that Windows 11 Pro integrates hardware and software to provide layers of protection, and that those security features are enabled out of the box. “We use Windows 11 Pro, which has built-in security, so that our data will not be stolen,” he says, noting that it reduces his worries about emerging threats. “In order to work with government or influential private customers, security is a must.”

Fewer customer complaints, more customer revenue

As Madhu says, "For 25 years, our first priority has been to take care of customers. By reducing complaints, we'll increase our revenue from them. After switching to Windows 11 Pro, I can concentrate on the customer and make sure all our work gets completed within the stipulated time." And happy customers lead to more business. As he explains, "Once we complete a contract, we get an appreciation letter from that particular department. That letter helps us with other departments when we bid on their tenders." But success is also

personal for Madhu: "I want to do the best job possible. When leaving my office, I want to make sure that all my work is complete so I don't carry any burden home with me. That has been my passion for the last 16 years."

Universe Power Systems sells power solutions in a market dominated by much larger manufacturers. The company's employees rely on Windows 11 Pro devices to stay secure and productive while they focus on delivering industry-leading uptime and customer service.



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