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## SUMMARY

### Customer

*Insomniac Games is an independent game developer employing over 190 people at its studios in Burbank, CA and Durham, NC. From 1994-2009, they sold more than 32 million console video games worldwide.*

### Goal

- *Protect core network equipment and over 190 work stations from power-related downtime, damage and data loss*

### Solution

*SmartOnline™ Modular 3-Phase UPS System*

- [SU40K](#)

*Power Distribution Units*

- [PDUMV30HV](#)

### Results

- *Successful installation*
- *UPS protection for mission-critical equipment*
- *No power-related interruption of services*

# Tripp Lite Protects Insomniac Games



### Customer

Insomniac Games is an independent game developer employing over 190 people at its studios in Burbank, CA. and Durham, NC. From 1994-2009, they sold more than 32 million console video games worldwide. Their titles have been developed exclusively for PS® One, the PlayStation® 2, and the PlayStation 3, where they've developed more games and sold more copies collectively than any of their competitors. They have produced three of PlayStation's most recognizable franchises: Resistance™, Ratchet and Clank® and the first three Spyro the Dragon® games. To build upon their award-winning accomplishments, Insomniac Games relies on one EMC Storage Area Network, 35 Dell Servers, three Cisco Routers and 12 Cisco and HP Switches.

### Goal

Rodney Imai, Insomniac Games' Director of Information Technology, recently found that the single-phase UPS systems he was using to protect the server room were aging. At the time, he was in the process of purchasing a Storage Area Network (SAN), which required more power than was available with the company's existing backup solution. To correct both of these high-risk problems, he chose to invest in a 3-phase UPS system.

Noting the urgency of the situation, Imai said, "Being a video game studio, we need our systems to run reliably. Power issues that cause data loss, hardware failures or damage to our equipment would mean complete work stoppage and a loss of \$160,000 or more per day. Especially when we are on deadline, neither is acceptable."

Imai considered purchasing from APC, but found that Tripp Lite's products offered as many or more features, at prices that were more aligned with his budget. Accompanied by Tripp Lite Sales Representative Mike Ricca and 3-Phase Product Sales Manager Paul Wampach, he met multiple times with Insomniac Games' building management to discuss the options and details involved in moving to a 3-phase backup system.



Powering and Connecting  
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## Solution

### [SU40K SmartOnline™ E3 Modular 3-Phase UPS System](#)

#### *Ideal Output Power Protects Critical Systems*

- True on-line, double conversion operation delivers precision-regulated, pure sine wave output, isolating critical systems from power problems. Zero transfer time to battery ensures that critical loads will not be dropped during power failures.

#### *Modular Architecture Eliminates Downtime*

- Internal N+1 power module redundancy and fault-tolerant bypass features keep critical systems productive around the clock.

#### *1:1 Generator Sizing Lowers Installation Costs*

- Advanced IGBT rectifier produces best-in-class 3% THDi (input Total Harmonic Distortion), eliminating costly over-sizing requirements for generators.

#### *Extreme Efficiency Lowers Operating Costs*

- Efficiency up to 96% significantly lowers power and cooling costs compared to multiple smaller units or legacy high-capacity units.

### [PDUMV30HV Power Distribution Units](#)

#### *Dual Ammeters Help Prevent Overloads*

- Current meters offer the ability to monitor network power consumption levels to prevent mains, generator, UPS or PDU overloads and to ensure proper load balance in complex redundant power applications.

#### *LED Displays Enable Ongoing Monitoring*

- Easy-to-read, two-character LED displays offer continuous PDU current monitoring data in one-amp increments for each metered load bank.

#### *Unfiltered Electrical Pass-Through Keeps Networks Powered*

- Switch-free unfiltered electrical pass-through reliably distributes UPS or generator power to critical networking equipment.

## Results

The studios at Insomniac Games are now fully protected by Tripp Lite. With the new 3-phase UPS system and nine PDUs successfully installed, Rodney Imai sent this update: "The entire process went very smoothly, from our initial consultation through installation and activation," he said. "We have had no power-related problems with our hardware or data since installing the Tripp Lite equipment." He reflected positively on his overall experience with Tripp Lite, "I would certainly recommend Tripp Lite for their quality products, reasonable prices and attentive customer service!"



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