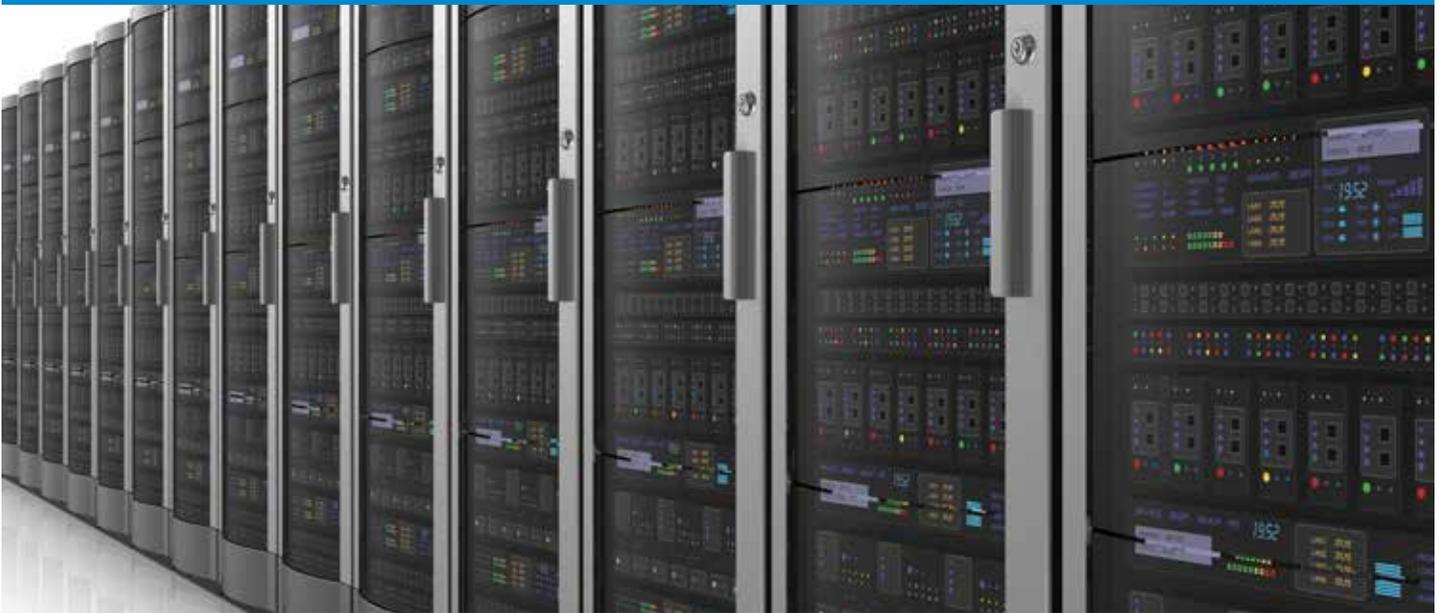


TRIDIUM



Niagara Framework for Data Centers A Case Study: GameStop

niagara

GAMESTOP: A WIN/ WIN RESULT

10 Locations

- (1) Australia
- (1) Canada
- (1) Germany
- (2) Italy
- (2) Mexico
- (1) Sweden
- (2) United States

Managed Points

- Over 12,500 points
- Over 75 devices

Purpose

To implement a centralized monitoring system that is globally accessible, seamless to integrate and easy for new users to learn.



How does the world's largest video-game retailer stay on top of its game? With more than 6,100 brick-and-mortar stores throughout 18 countries, an international website (GameStop.com) and a top ecommerce website for games (EBgames.com), GameStop faced a global challenge: How to effectively monitor the multifaceted divisions of its company without compromising security and reliability.

Like most companies today, GameStop supports its multitude of retail stores through regional head offices. Any of these offices might be responsible for as many as 300 or more retail locations. Each regional office maintains its own Information Technology (IT) infrastructure to support sales, customer service and communications within its stores. The equipment, facilities and capabilities in each office vary depending on several factors:

Location: Environmental influences are major players in data center operations. An office in Australia might face challenges to keep equipment cool, while an office in Ireland might be concerned with humidity. In addition, some locations might face greater security concerns than others.



“ It’s a phenomenal product, able to scale quickly and easily, and priced well. When we work with global projects we want to make it as easy as we can. ”

Workload: Hosting IT services for a multitude of individual branch locations requires the flexibility and scalability to handle the varied needs of those locations. While one region might add branch locations more quickly than others, another region may have to process more traffic. GameStop classifies its regional offices’ IT facilities in three categories based on the level of IT support.

Staffing: GameStop’s regional offices run lean with minimal personnel, so efficiency is mandatory. The offices aren’t open 24/7, so issues that might surface during evening or weekend hours, such as power failures, floods or security breaches, can be detrimental.

GameStop wanted to implement a centralized monitoring system, based in its global operations center, which is open around the clock. That way, GameStop could head off problems such as water damage, equipment damage or security lapses that might otherwise result from after-hours events such as flooding or power failures at a branch location. GameStop’s Senior Operations Manager Justin Newcom’s challenge was finding a way to support all of the company’s locations without disrupting individual office operations or burdening individual offices through additional IT demands.

FINDING GLOBAL SOLUTIONS

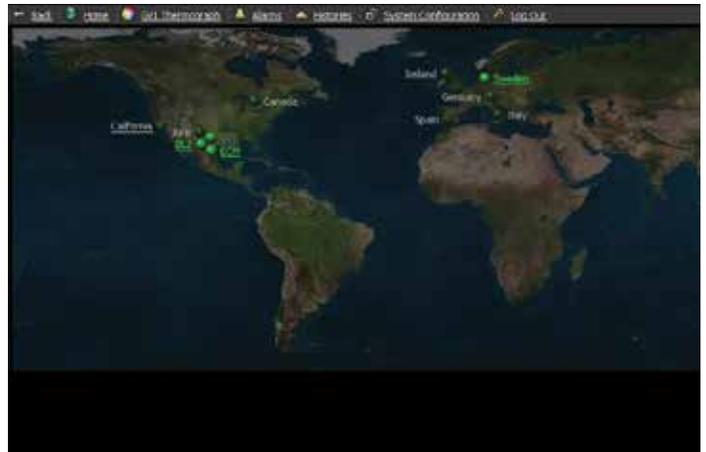
GameStop’s goal was twofold: ensure GameStop could manage its regional facilities by providing granular, robust notification and alarm systems that respond quickly; and implement a centralized monitoring system that works with existing equipment. “We don’t want to impose (on the regional offices),” Newcom explains. “We want to snap in what will help the most, which can be immensely different environmentally. Some offices already have security or cooling set up, so adaptability is important.”

Using the Niagara framework, GameStop’s corporate IT can now monitor each region’s IT facility temperature, humidity, security, battery backup and more for complete operational insight.

INCREASING EFFICIENCY

Newcom plans to use the Niagara framework to help the company become even more efficient. Additional measurements such as data center infrastructure efficiency (DCIE) and power usage effectiveness (PUE) will be added so that GameStop can calculate costs from the facility level down to the server-cabinet level. The company can then use these calculations to realistically estimate the cost of projects, such as virtualization.

Newcom is pleased with the ability to show all types of Return on Investment (ROI) and hardware costs.





Creating Possibilities

Tridium is the global leader in open platforms, application software frameworks, automation infrastructure technology, energy management and device-to-enterprise integration solutions. Our software frameworks and applications have fundamentally changed the way devices and systems connect, integrate and interoperate with each other and the enterprise.

From building control, facility management, industrial automation and energy information systems to smart homes, smart cities and smart services, Tridium's innovative platforms enable the building and management of complex monitoring, control and automation solutions, and empower manufacturers to develop products that can collaborate and communicate with the enterprise.

We are committed to leading the industry in creating smarter, safer and more efficient buildings and communities, bringing intelligence and connectivity to the network edge and back.

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