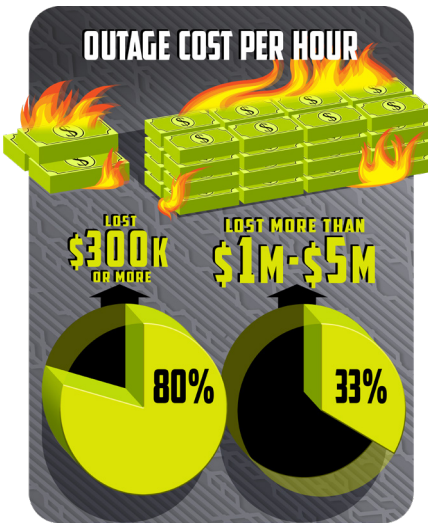


UPS RELIABILITY DOSSIER



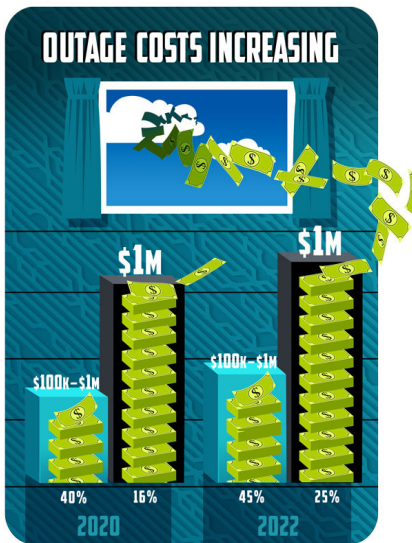
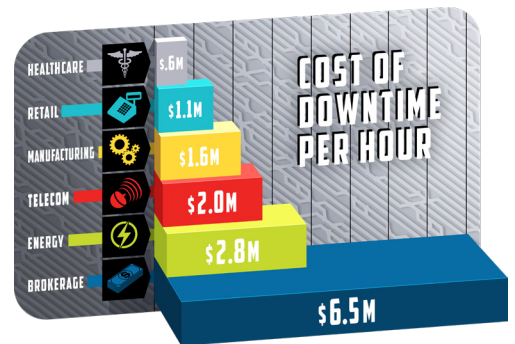
THE COST OF DOWNTIME



The cost of downtime can be detrimental to a business, with a one-hour outage costing an average of \$700,000 in 2019¹. However, the total cost of an unplanned server or data center outage can be closer to \$500K-\$1M when accounting for lost revenues, wages, inventory, labor, other direct/indirect costs, and opportunity costs. Some businesses by their nature, size, and utilization of IT will incur significantly higher costs during the time of a typical outage. For these, the cost of downtime can reach as high as \$5 million per hour.

IMPACT BY INDUSTRY

Energy and Brokerage Firms for example, are estimated to lose \$2.8M and \$6.5M respectively from 1 hour as a result of downtime. British Airways and Delta Airlines estimate that losses they incurred from outages due to critical power infrastructure failures were staggering at \$130M and \$150M respectively¹.

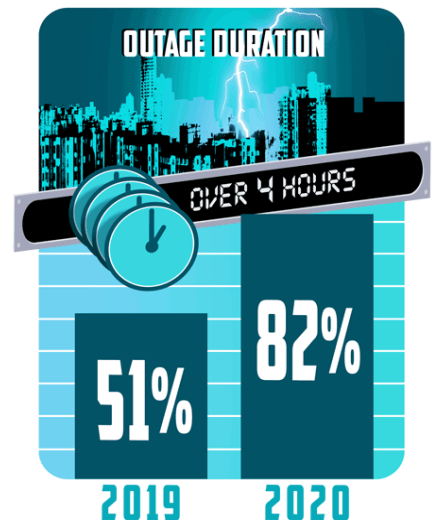


POWER LOSS LEADS TO PROFIT LOSS

Reliable backup power for your business can reduce downtime and prevent an outage from turning into a disaster. But what happens when the uninterruptible power supply for your business fails? UPS failure is the number one cause of prolonged data center outages², and can be driven by inferior technology, weak product quality, improper maintenance, battery failure and poor service. The risk of UPS failure and its implications for business downtime makes choosing the correct UPS for your power backup system essential.

SERVER AND DATA CENTER OUTAGES ARE RISING

As data centers are relied upon more heavily in corporate IT, reports of outages are becoming more frequent and preventing or reducing downtime is becoming more essential. In 2019, 51% of all outages lasted longer than 4-hours. With server and data center outages on the rise, again in 2020, 82% of all outages lasted longer than 4-hours³. Unfortunately, such outages are common and costly. Uninterruptible power supplies for businesses can help reduce downtime by providing the backup power you need to limit or prevent outages.



Sources:

¹ Information Technology Intelligence Consulting (ITIC) 2019 Survey

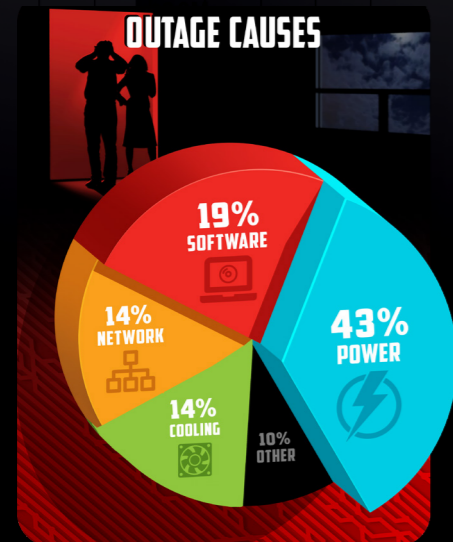
² According to a report published by the Ponemon Institute in January 2016, UPS failure is the number one cause of unplanned data center outages, accounting for 25% of all such events.

³ Uptime Institute-Annual Outage Analysis 2021

AVOID UPS FAILURE WITH MITSUBISHI RELIABILITY

Mitsubishi reliability and efficiency reduces UPS failures, cutting the cost of downtime caused by server or data center outages. Mitsubishi Electric is the only major brand of uninterruptible power supplies that designs and manufactures its own power electronics that achieve the "U" in "UPS." The power backup technology, namely Insulated Gate Bipolar Transistors (IGBTs) and Metal Oxide Semiconductor Field-Effect Transistors (MOSFETs) provide a steady, uninterruptible power supply for your business to reduce downtime and its costs. Plus, our products are fully backed by our knowledgeable and responsive Service team.

Brokerage
Energy
Telecom



$$R = 1 - \frac{(e \times d)}{\sum_{n=1}^u t_n}$$

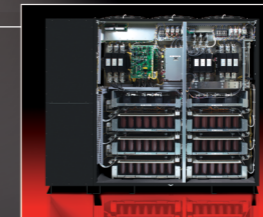
Mitsubishi Electric achieves the highest levels of reliability among backup power electronic suppliers. Our reliability is measured as the % of time our uninterruptible power supplies* have sustained their load carrying capability.

R = Mitsubishi Electric's measure of reliability
 e = Number of reported customer load loss events due to a Mitsubishi Electric UPS failure
 d = Assumed maximum duration of load loss events
 u = Number of Mitsubishi Electric uninterruptible power supplies shipped
 t_n = Assumed total available operational hours of UPS n since shipment

* For Mitsubishi Electric 9900, 1100, and Summit Series® uninterruptible power supplies shipped by Mitsubishi Electric Power Products, Inc. since 2010

DON'T LET YOUR BUSINESS GO DARK®

DESIGN



- Powered by high quality semiconductors designed and selected by Mitsubishi Electric to provide world-class control
- Static switch with wrap around contactor for increased reliability

QUALITY



- Legendary workmanship
- Every unit shipped is fully tested
- Utilize long life components, including 15 year capacitors and industrial grade fans



SERVICE



- Over 200+ certified service technicians providing 24x7 tech support with 4 hour on-site response times
- Large inventory of parts on hand
- Industry-leading extended warranty terms

VALUE



- Functionality & performance designed for 15+ year lifetime
- Generate less heat and require less cooling
- Lowest TCO over the lifetime of the UPS

MITSUBISHI ELECTRIC UPS RELIABILITY

99.9995%



Re·li·a·bil·i·ty

1. the quality of performing consistently well.
2. the degree to which a measurement, calculation, or specification can be depended on to be accurate.

DON'T LET YOUR BUSINESS GO DARK[®]

- Three Phase Uninterruptible Power Supplies
- Peripheral Equipment for Mission Critical Applications:
 - Batteries
 - Maintenance Bypasses
 - Critical Load Cabinets/Switchgear
- Preventive Maintenance and Service
- Technical Support and Training



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