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IGSA Power Leverages Experience to Solve Generator Supply Challenge



The iMasons Legacy Podcast

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Photo courtesy of IGSA Power



Just as a years-long delay in the delivery of emergency backup power generators began to disrupt the boom in new data center construction across the United States, Mexico-based IGSA Power entered the market with guaranteed delivery of generators within 20 weeks.

“Perfect timing,” [Santiago Paredes](#), President and Chief Executive Officer of [IGSA Power](#), recalled.

Emergency backup generators and the related equipment that IGSA Power supplies such as uninterruptible power supply (UPS) systems, switch gear, switchboards and power controls are critical to continuous data center operations during disruptions to the electric power grid.

Most data centers require emergency backup power systems to guarantee clients the data center will be running 99.999% of the time, a service level agreement that exceeds the capability of the electric power grid. Emergency backup generators fill the gaps.

The challenge Paredes faced was raising awareness in the United States of IGSA Power, which was founded in 1970 and serves 17 countries in Latin America in addition to Mexico. The market ready generators have Baudoin engines, which were also unfamiliar to many U.S. customers.

IGSA Power’s first U.S. orders came from data center developers who needed fast delivery and were willing to take a risk on an unknown, according to [Rafael Salgado](#), Global Sales Manager of IGSA Power.

“Now, we have delivered a lot of projects with that engine and people are starting to buy it because the performance of the engine is really competitive,” he said.

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Supply Chain Solutions

IGSA Power's ability to leverage its 54 years of experience to successfully introduce an unfamiliar generator brand and engine to the U.S. market is a welcome development in the digital infrastructure industry, noted [Santiago Suinaga](#), Chief Executive Officer of [Infrastructure Masons](#) (iMasons).

Supply chain constraints around power equipment are one of the biggest challenges to the sustainable growth of the digital infrastructure industry, he explained.

"If you're starting a data center project from scratch, most of the brands will tell you that you need to wait two years or more to get your generators," Suinaga said. "IGSA brings additional capacity to the supply chain with a proven track record in Latin America and now the U.S."

Today, IGSA Power is supplying backup generators and related equipment to one of the largest U.S. data center deployments that will train artificial intelligence (AI) systems, he noted.



Photo courtesy of IGSA Power



Flexibility and Customization



Photo courtesy of IGSA Power

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— Santiago Paredes,
President and CEO of IGSA Power.



In addition, Paredes is adjusting IGSA Power’s supply chain to navigate business disruptions and uncertainty from shifting global trade policies.

For example, he has identified regional parts manufacturers for items such as alternators to bring U.S.-bound generators into compliance for 0% tariffs under the United States Mexico Canada Agreement (USMCA).

“We’re going to be almost completely regionalized,” he said. “That means there will be no tariffs for us selling to the United States.”

IGSA Power also has a team of engineers on staff to customize generator enclosures,

fuel tanks and related power equipment to client specifications, all of which the company manufactures onsite in Mexico.

This complete solution with in-house expertise further eases supply chain constraints in an industry that is facing high demand from continuous growth of cloud computing and now AI training and inference, noted Suinaga.

“One of the major challenges iMasons has identified is the supply chain constraints on long-lead items. Many platforms are stocking components for their deployments,” he said. “IGSA Power aligns with iMasons innovation initiatives by bringing alternate, integrated and agile solutions that allow the industry to continue its high-growth path.”



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