

Improving data centre operational efficiency using DCIM, illustrated using customer reviews and case studies

Presented By: Richard May, Country Manager UKI & Nordics

Customers' Discussed In Today's Presentation

Very different organisations, with very similar DCOps and DC Management challenges & requirements.....



METRO

PADDYPOWER.

betfair



Who are Sunbird?

- Leader in 2nd Generation DCIM Software
- Large installed base of satisfied customers
- Vendor agnostic - Broad compatibility with 3rd party meters, sensors, & software
- Technology partnerships with ServiceNow, VMware, BMC, Cherwell, Legrand, Raritan, ServerTech, Chatsworth and Starline.
- 100% Insourced Development & Support
- Extreme customer focus





Saturday, January 1, 2022 - 16:29

"Sunbird - The best feature-rich DCIM product in the marketplace."

ANDREW M. - SENIOR INFRASTRUCTURE & DATA CENTER MANAGER



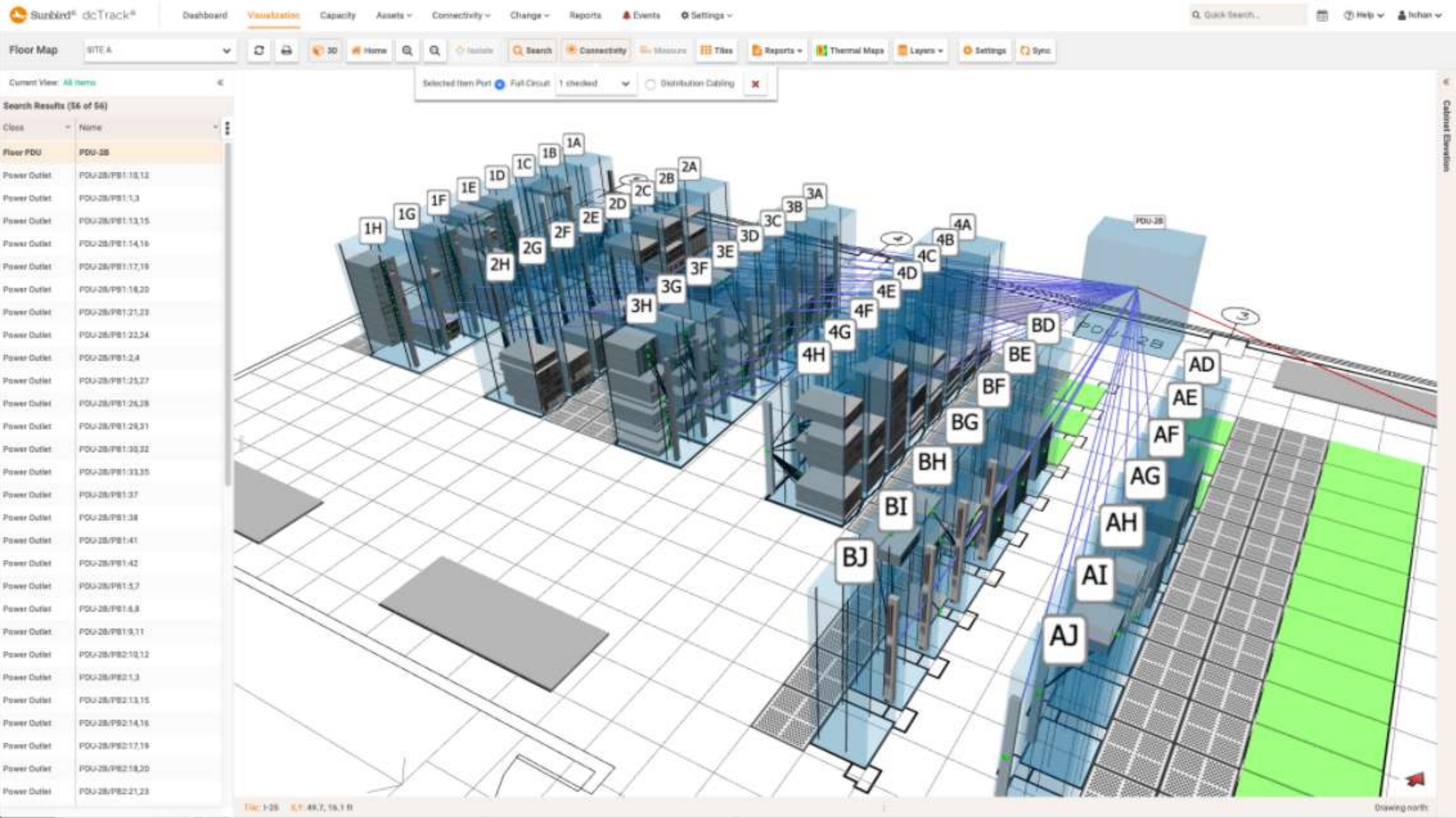
COMPANY:	Vodafone
COMPANY TYPE:	Telecommunications
# OF EMPLOYEES:	10,001+ employees
SOFTWARE USAGE:	Less than 6 months

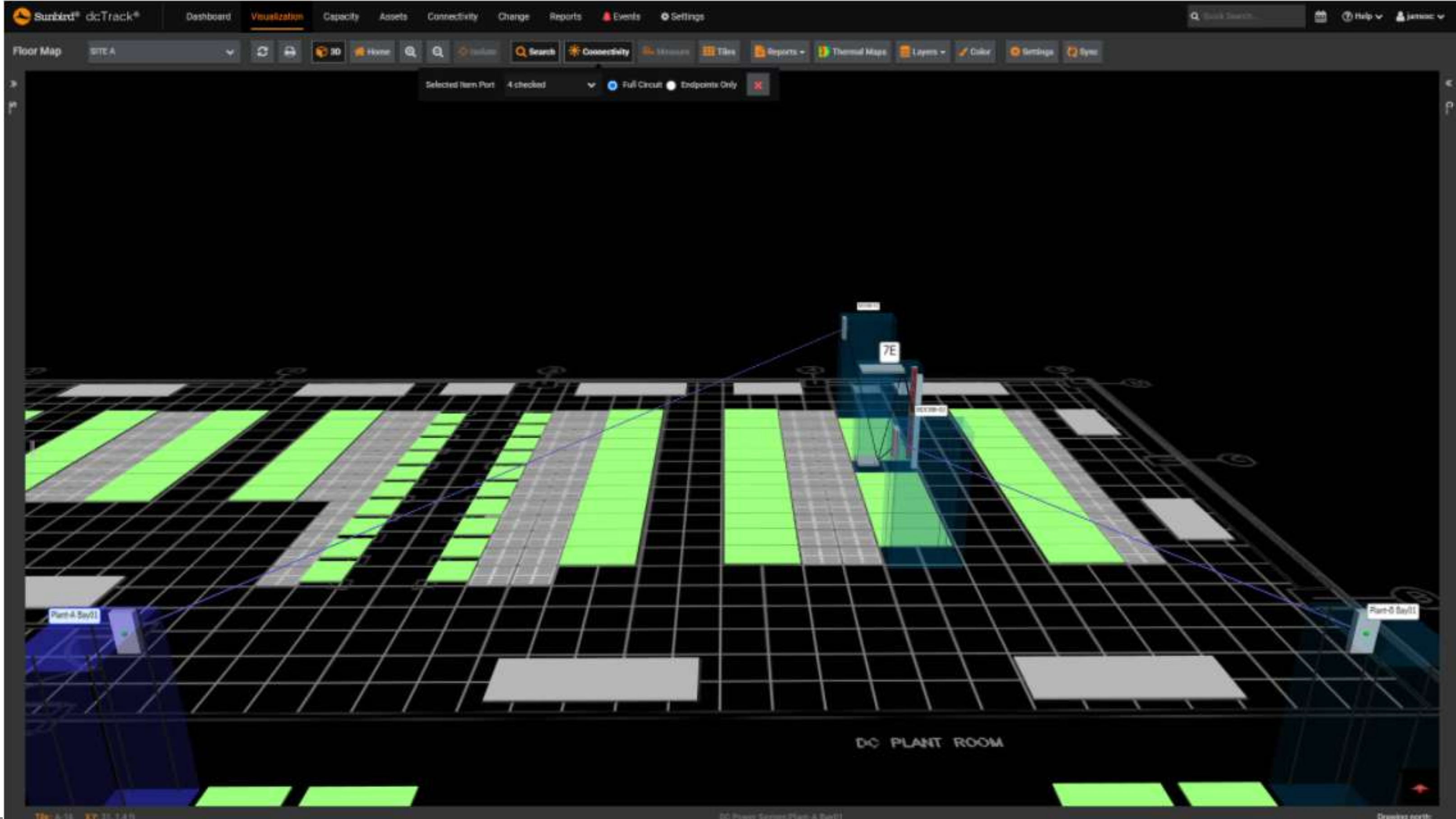
OVERALL QUALITY: ★★★★★

LIKELIHOOD TO RECOMMEND: 10/10

PROS: The software provides a rich end to end functional journey of creating a DC room, adding the power train, then the racks and finally the devices into those racks. In the process of doing this you get a visualization view and an asset list plus how it all logically & physically connects together. Plus great out of the box dashboards.

CONS: None from a product perspective, but it does require you to understand all the layers within your data centre and the equipment makes and models plus specifications.





Floor Map

SITE A



Current View: All Items

Color Code List

- Accounting
- Human Resources
- Production
- Finance
- Marketing
- Sales

Item	Value	Color
030920-TEST	Accounting	
10.34.0.101	Human Resources	
10.34.0.102	Human Resources	
10.34.0.115	Human Resources	
1A	Accounting	
1A1	Human Resources	
1B	Accounting	
1B1	Human Resources	
1C	Accounting	
1C1	Human Resources	
1D	Accounting	
1D1	Human Resources	
1E	Accounting	
1E1	Human Resources	
1F	Accounting	
1F1	Human Resources	
1G	Accounting	
1G1	Human Resources	
1G3	Human Resources	
1H	Accounting	
1H1	Human Resources	
2A	Production	
2A1	Human Resources	
2B	Production	
2B1	Human Resources	
2C	Production	
2C1	Human Resources	
2D	Production	



Item Field

Customer

Field Picks

6 checked

Apply

X

Cabinet Elevation

Title: FF-40 X,Y: 79.3, 62.9 ft

Drawing north:



Sunbird®

DCIM that's easy, fast, and complete

Dashboards & Reports



“Sunbird simplifies and manages where everything is located and how it connects with the data center environment across the enterprise. It gives you a very good overview of everything going on within your data center in one single application.”

Kyle Kohne | Data Center Technician
& DCIM Application Technical Services Manager
Emerson

Customer

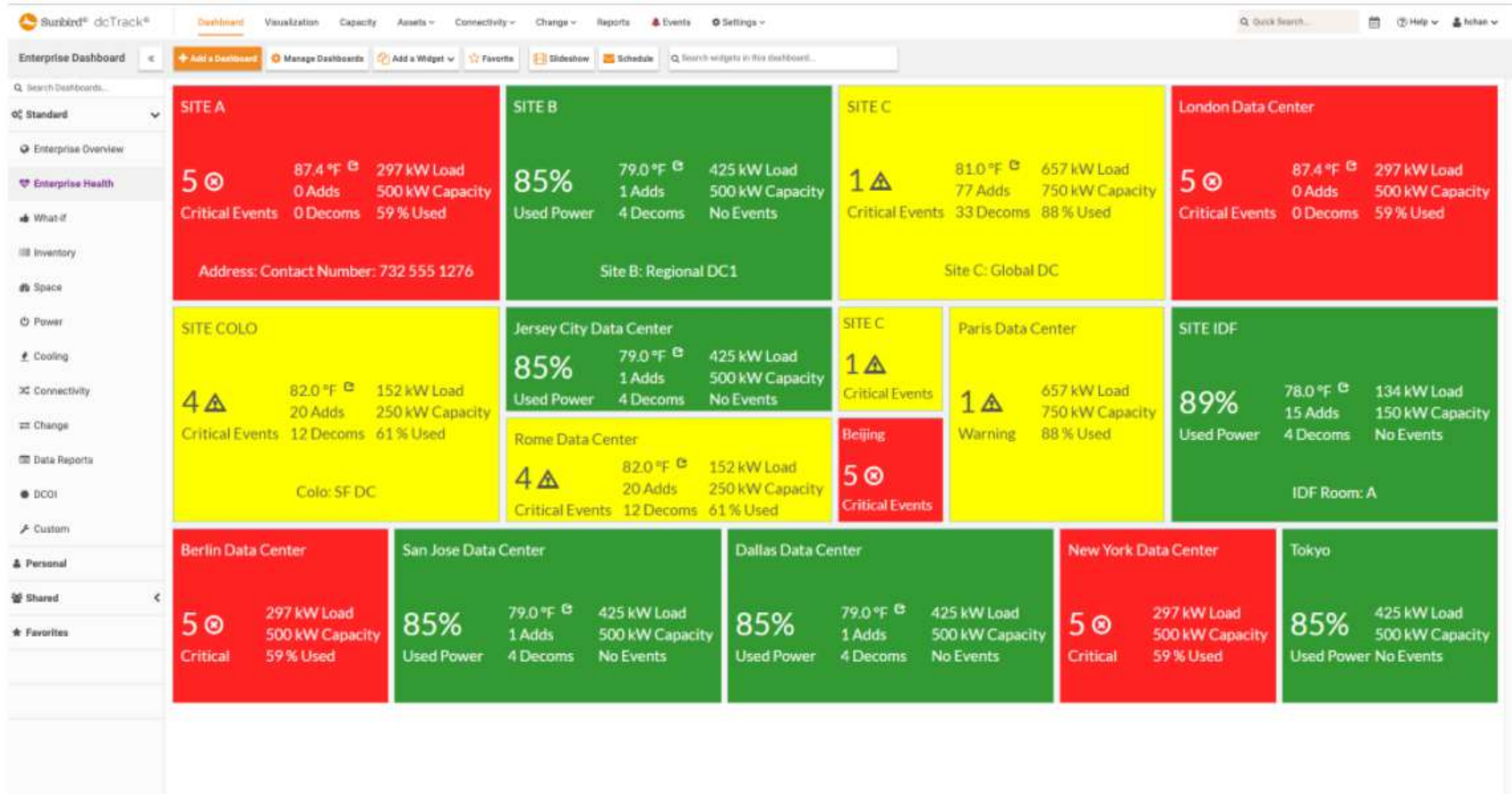
Emerson is a global manufacturer of automation solutions, and commercial and residential solutions. They pride themselves on tackling the most complex challenges faced by the industrial, commercial, and residential markets.

Situation

Emerson wanted to optimize performance with a solution that provided better reporting on their existing data center assets.

Solution

Sunbird's technology provides Emerson with an easy-to-use DCIM software, giving them complete visibility, monitoring, business intelligence, and analytics on their power and data management.



Better Reporting & Shared Data Usage



“From the very first conversation, Sunbird bought into Paddy Power Betfair, and we saw that they weren’t just pitching a sale here—they actually had a product that was fit for purpose.”

Peter Giles | Senior Data Center Manager
Paddy Power Betfair

Customer

Paddy Power Betfair is a subsidiary of Flutter Entertainment. One of the world’s largest sports betting companies, Flutter now facilitates online and retail betting through brands such as FanDuel, PokerStars, Full Tilt Poker, FOX Bet, and Sportsbet after merging with the Stars Group in 2020.

Situation

PPB wanted to better understand their existing capacity levels, trends, and future needs, in order to optimize and plan for use of data center resources.

Solution

PPB engaged in a proof-of-concept arrangement with Sunbird and provided a highly detailed scope of work that described all the features and reporting capabilities they needed.

Enterprise Dashboard



Manage Dashboards



Add a Widget



Goto Widget



Favorite

SITE A



Schedule



Search Dashboards...

Standard



Enterprise Overview

Enterprise Health

What-if

Items Inventory

Parts Inventory

Space

Power

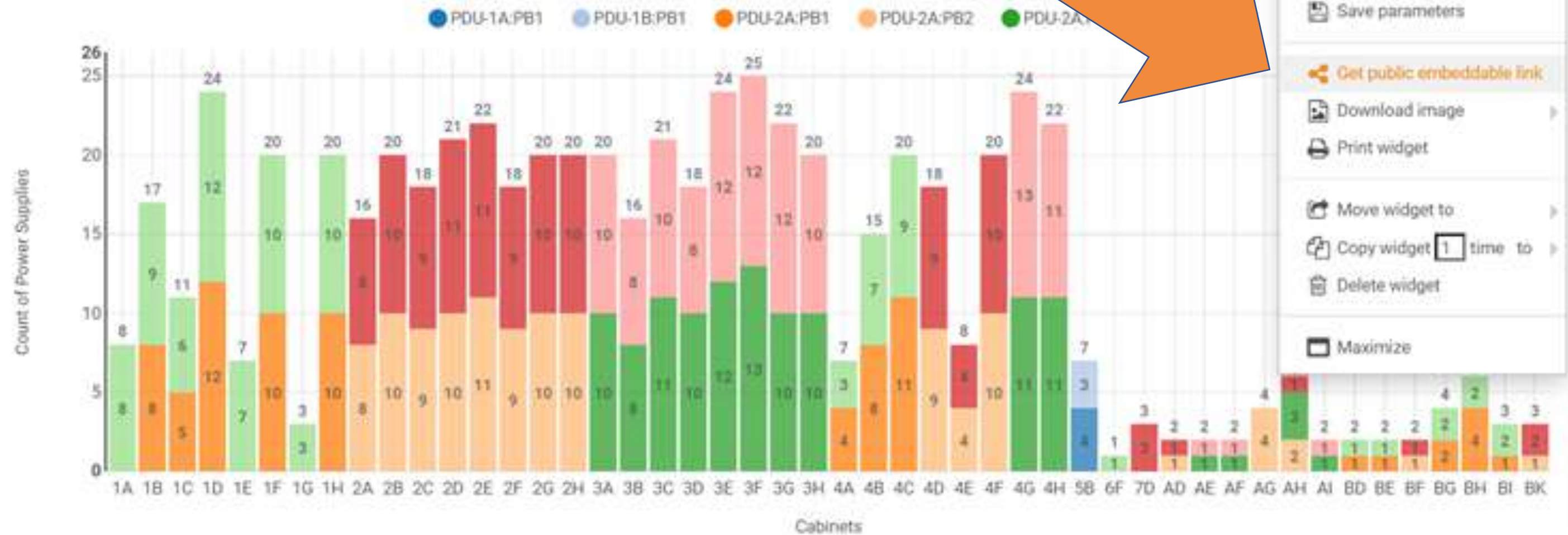
Cooling

Connectivity

Change

Power Distribution and Redundancy

Power Panel 15 Selected



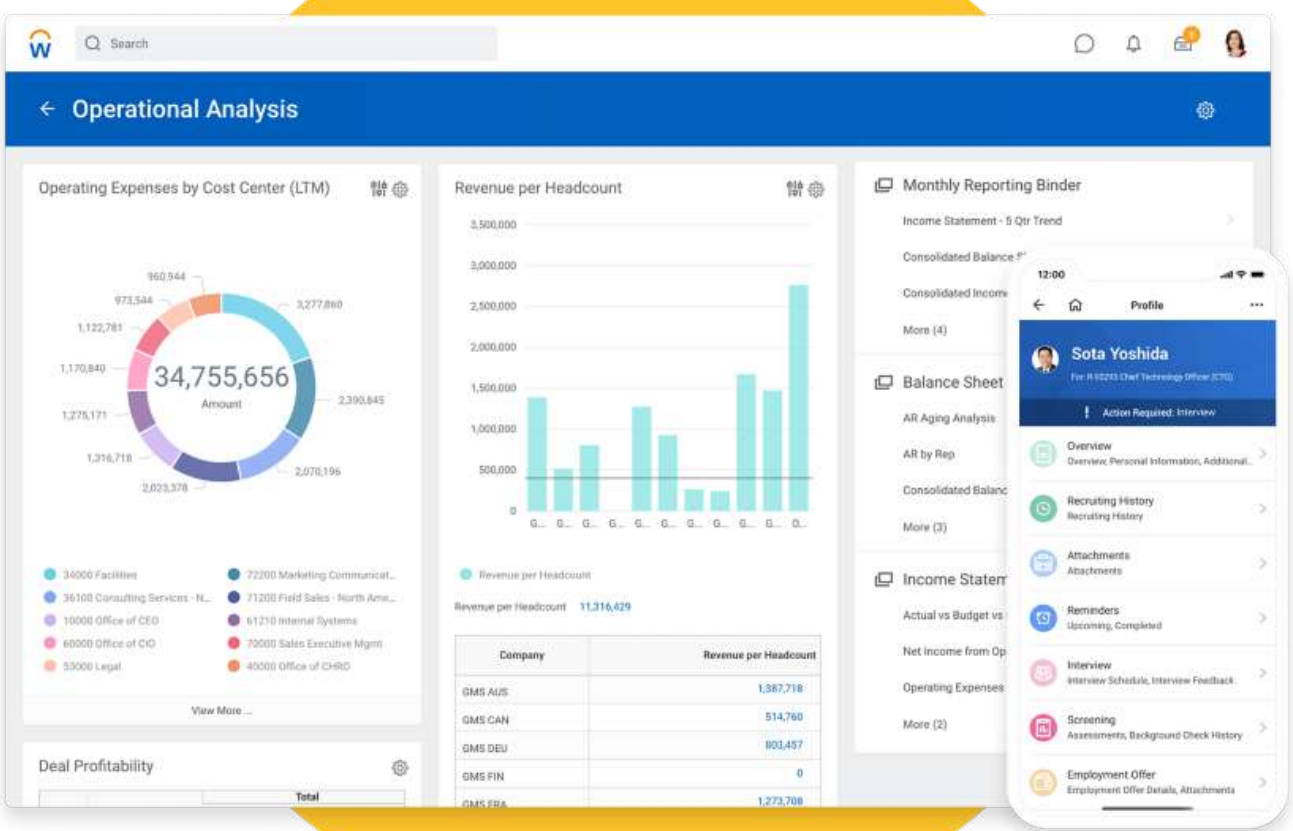
Stranded Power per Sub-location


- Widget settings
- Save parameters
- Get public embeddable link**
- Download image
- Print widget
- Move widget to
- Copy widget 1 time to
- Delete widget
- Maximize

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"One pane of glass for ALL datacenter assets and information."

COLM R. - DATACENTER OPERATIONS





COMPANY: Workday

COMPANY TYPE: Computer Hardware

OF EMPLOYEES: 10,001+ employees

SOFTWARE USAGE: 2+ years

OVERALL QUALITY: ★★★★★ LIKELIHOOD TO RECOMMEND: 8/10

COMMENTS: Overall, pleasant communications and openness to discuss moving the product forward

PROS: One pane of glass for ALL datacenter assets and information.

CONS: Disconnect between new Parts Tracker feature and main Assets feature

Enterprise Dashboard

+ Add a Dashboard

Manage Dashboards

Add a Widget

Favorite

SITE A

Refresh

Print

Slideshow

Schedule

Search widgets in this dashboard...

Search Dashboards...

Standard

Enterprise Overview

Enterprise Health

What-if

Inventory

Space

Power

Cooling

Connectivity

Change

Data Reports

DCOI

Custom

Personal

Shared

Favorites

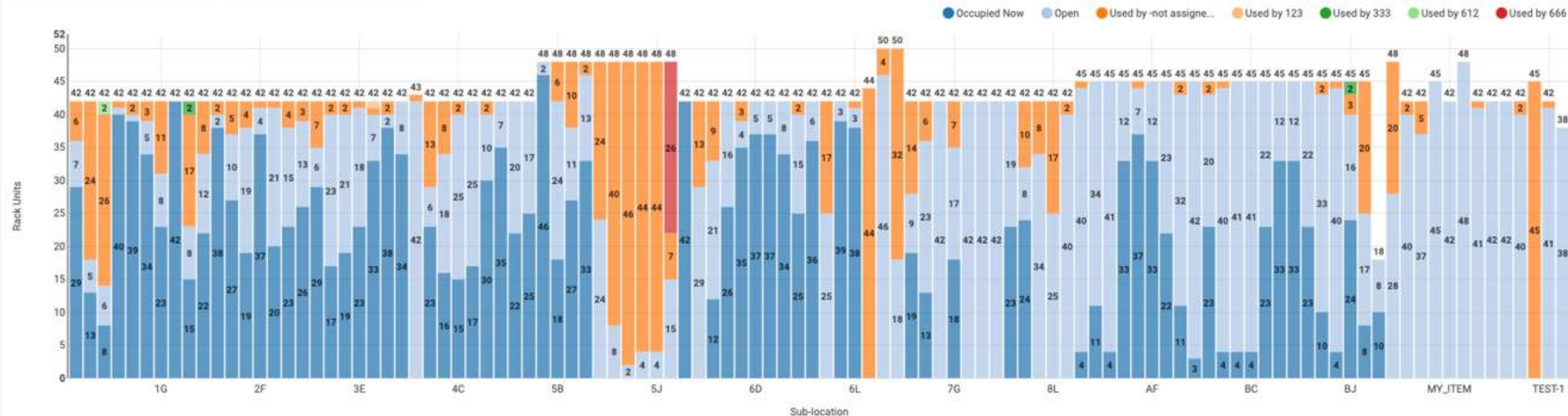
What-if: Rack Units Space Capacity

Projects

5 Selected

Sub-location

Cabinet



What-if: Power Budget Capacity

Projects

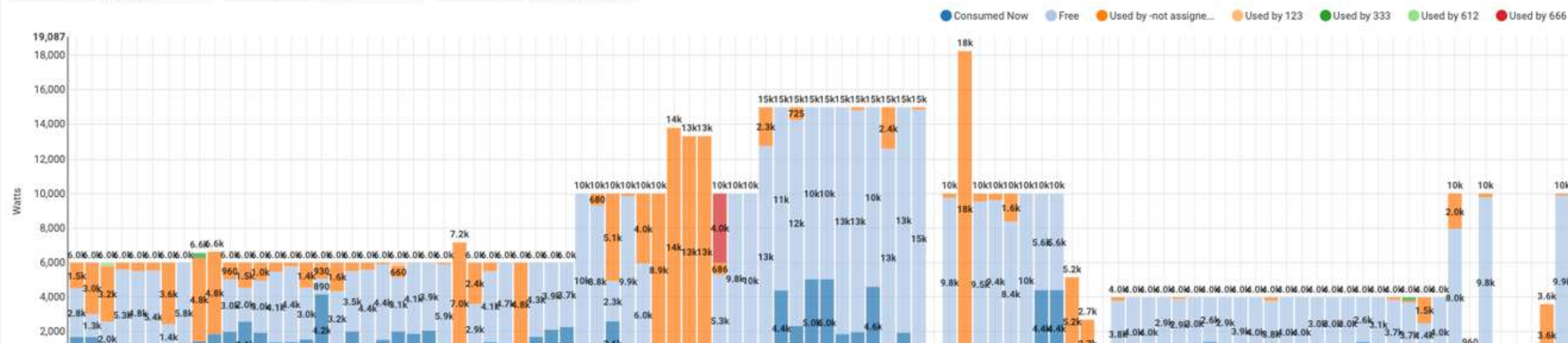
5 Selected

Sub-location

Cabinet

Capacity

From Sub-location



Remote Site Management

The METRO logo consists of the word "METRO" in a bold, yellow, sans-serif font, centered within a dark blue rectangular background.

*“Now that we have been working with dcTrack,
I don’t know what we would do without it.
It’s our virtual eye on each data center.”*

Markus Hergesell | System Administrator

METRO AG

Customer

METRO AG is the central management holding company for METRO, a leading international specialist in food wholesale. METRO AG manages 800 racks in 600 data centers across Europe and APAC from their headquarters in Germany.

Situation

Metronom wanted easy-to-use DCIM software that would allow them to remotely monitor and manage data centers worldwide.

Solution

Sunbird’s comprehensive DCIM software gives Metronom end-to-end visibility and advanced insights for all of their data centers’ assets and performance.

Current View: All Items

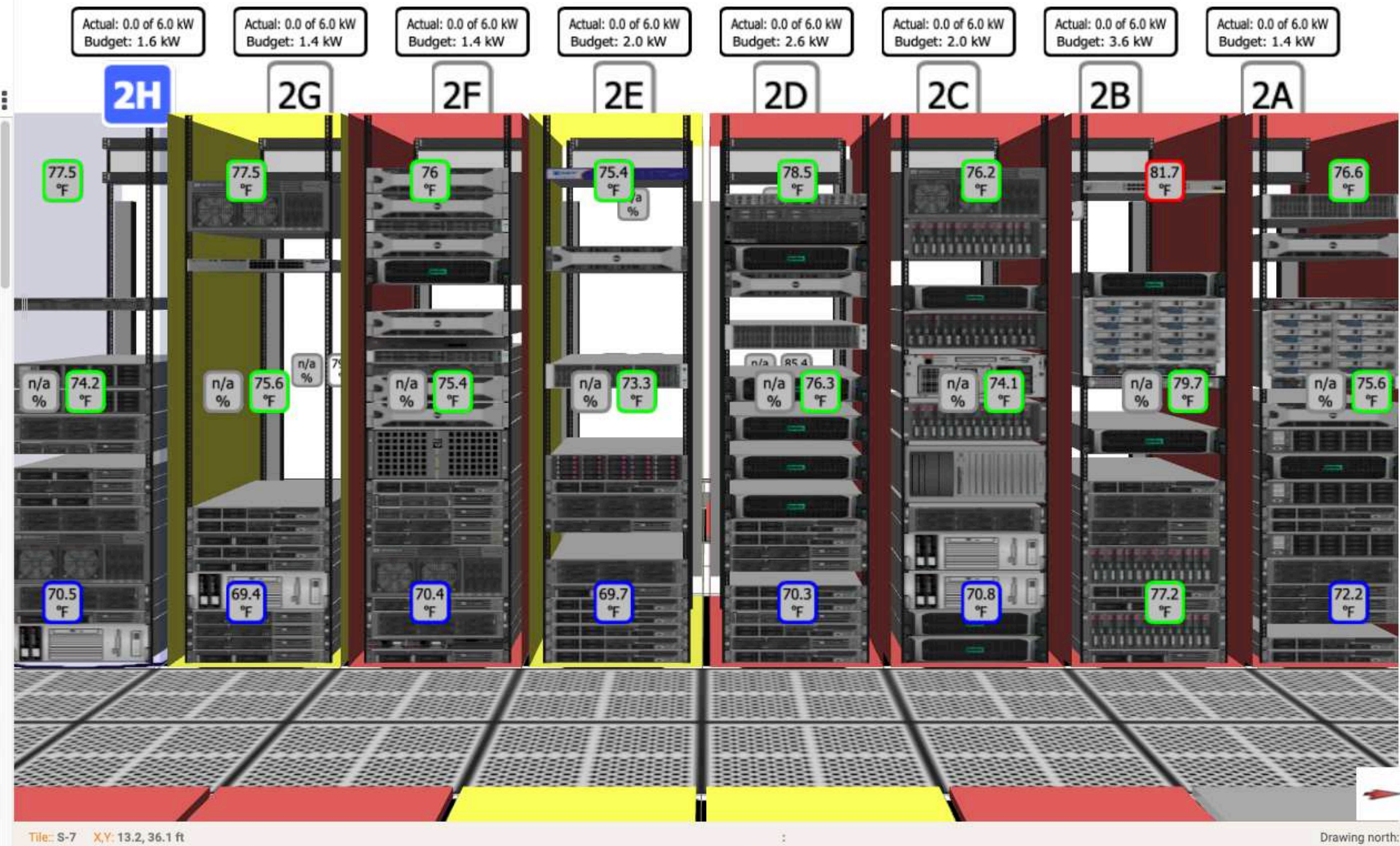
Reports Legend and Data



Edit Threshold

Get Reading Updated : 08/29/2019 at 01:51:48 PM

Cabinet	Used RUs	Budgeted kW	Front (°F)
LARRY	5	0	N/A
1A	35	1.7	77.7
1B	41	1.9	80.7
1C	38	1.3	72.2
1D	41	0.4	70.8
1E	41	0.7	80.9
1F	41	0.2	70.9
1G	34	1.5	70.4
1H	40	0.2	71
2A	34	1.4	72.2
2B	30	3.6	81.7
2C	40	2	70.8
2D	32	2.6	70.3
2E	23	2	69.7
2F	40	1.4	70.4
2G	21	1.4	69.4
2H	27	1.6	70.5
3A	29	1.2	70.2
5M-TEST	13	0	N/A
3B	36	1.1	83.1
3C	19	2	82.5
3D	21	1.2	71.6



Cabinet Elevation

2H

Back View	
WIRE MANAGER 1U	42
2H1	41
WIRE MANAGER 1U	40
	39
	38
	37
	36
	35
	34
	33
	32
	31
	30
	29
HP SERVER DL360 U28	28
	27
	26
	25
	24
JAMES10	23
JAMES9	22
	21
	20
MPTXL01	19
FMSPACE	18
	17
	16
KMIIS2	15
PORTAL-WAS02	14
PORTAL-WAS01	13
PORTAL-DOM01	12
	11
	10
PORTAL-DB201	9
	8
	7
	6
NLNK08	5
KMIIS1	4
	3
	2
WPS-NY01	1

Stranded Power Capacity Management



“From an ROI perspective, it’s massive for us. We’re getting 40% more usage out of our facilities and power sources.”

Michael Piers | Senior Manager DCIM/Tools
Comcast

Customer	Comcast creates incredible technology and entertainment that connects millions of people to the moments and experiences that matter most. Comcast brands include Xfinity, NBCUniversal, Sky, Comcast Business, and more.
Situation	Comcast wanted to identify space and power resources that were not being leveraged to their full potential.
Solution	Sunbird’s comprehensive, easy-to-use DCIM software gives Comcast complete visibility into their data centers.

Auto Power Budget

- Patent Pending
- Collect and Store Massive Amount of iPDU Outlet Data
- Models Library Correlates Compute Devices to Outlet Data
- Provides Highly Accurate Power Budgets for Each Compute Device



Comcast Realizes 40% Increase in Power Capacity With APB

- Blade System
- Name Plate = 1,000 Watts
- Derated at 60% = 600 Watts
- Auto Power Budget = 360 Watts
- Increased Power Capacity = 40%



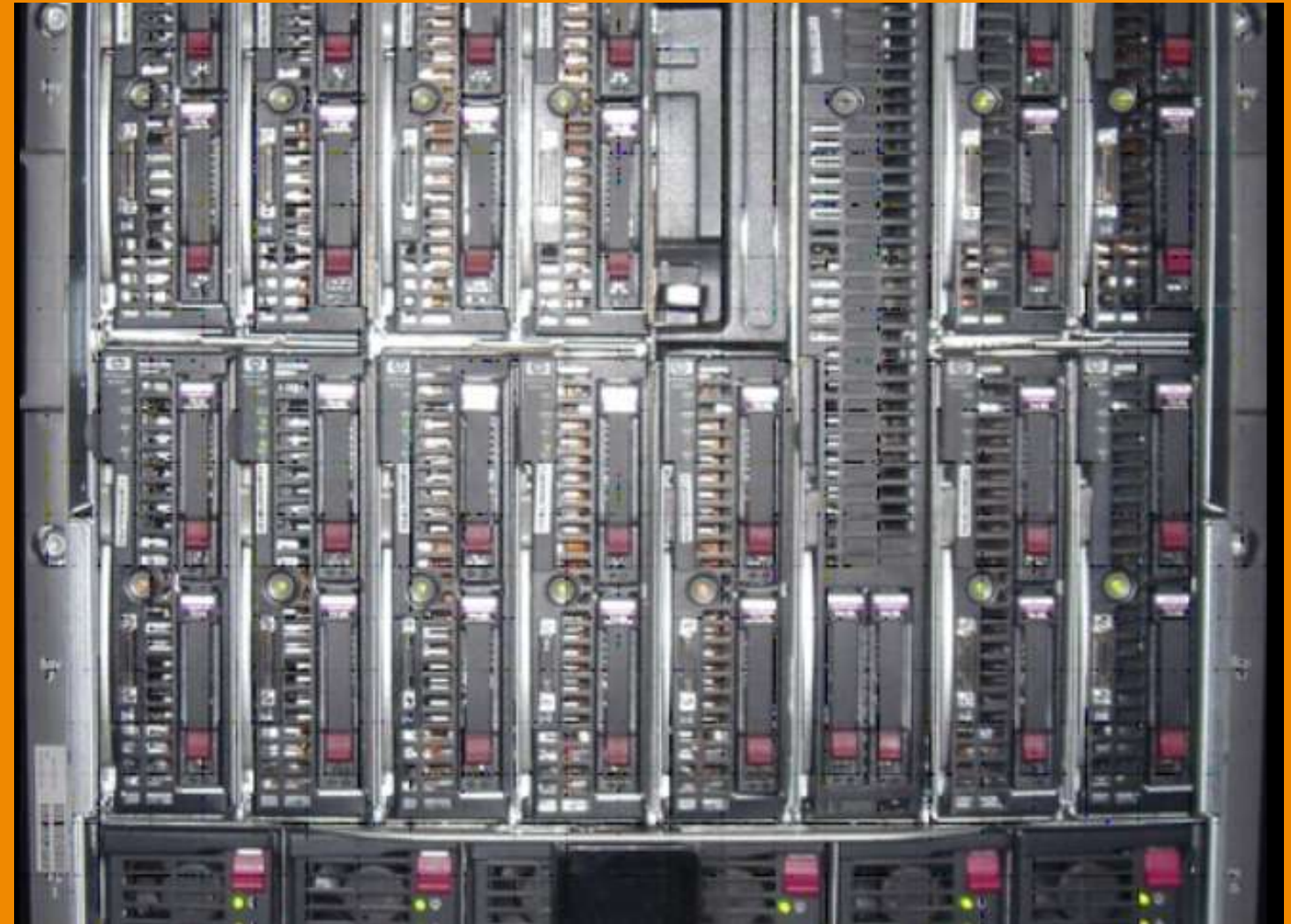
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Comcast Plans to Use APB to Find & Remove Zombie Servers

- Blade System
- Name Plate = 1,000 Watts
- Derated at 60% = 600 Watts
- Auto Power Budget = 45 Watts
- Auto Power Budget – 4.5% of Name Plate
- 5% or less of Name Plate = Zombie

Zombie Servers Waste Space and Power



New Zombie Widget – Found 100 Zombie Devices in One Room

Adjusted Budget(W) ▾	Nameplate (W) ▾	Utilization ▾	Power Supplies ▾	Effective Power ▾	Make ▾	Model ▾	RU Height ▾	Weight ▾
> 5 AND <= 10...	> 5 AND <= 10...	> 5 AND <= 10...	abc OR abc*	> 5 AND <= 10...	abc CI	abc OR abc*	> 5 AND <= 1	> 5 AND
11	1200	0.92	2@N+1	11.00	HP	Proliant DL360 G7	1	40.00
0	400	0.00	2@N+1	0.00	Cisco S...	N9K-C92348GC-X	1	17.50
10	1200	0.83	2@N+1	10.00	HP	Proliant DL360 G7	1	40.00
34	1200	2.83	2@N+1	34.00	HP	Proliant DL360 G7	1	40.00
32	1200	2.67	2@N+1	32.00	HP	Proliant DL360 G7	1	40.00
14	1200	1.17	2@N+1	14.00	HP	Proliant DL360 G7	1	40.00
0	600	0.00	2@N+1	0.00	NetApp...	DS460C	4	247.00
0	600	0.00	2@N+1	0.00	NetApp...	DS460C	4	247.00
15	1200	1.25	2@N+1	15.00	HP	Proliant DL360 G7	1	40.00
14	1200	1.17	2@N+1	14.00	HP	Proliant DL360 G7	1	40.00
11	1200	0.92	2@N+1	11.00	HP	Proliant DL360 G7	1	40.00





Thank You!