DCIM in the real world – reducing risk and increasing efficiency, illustrated using customer reviews

Presented By: Richard May, Country Manager UKI & Nordics



Customers' Discussed In Todays Presentation







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







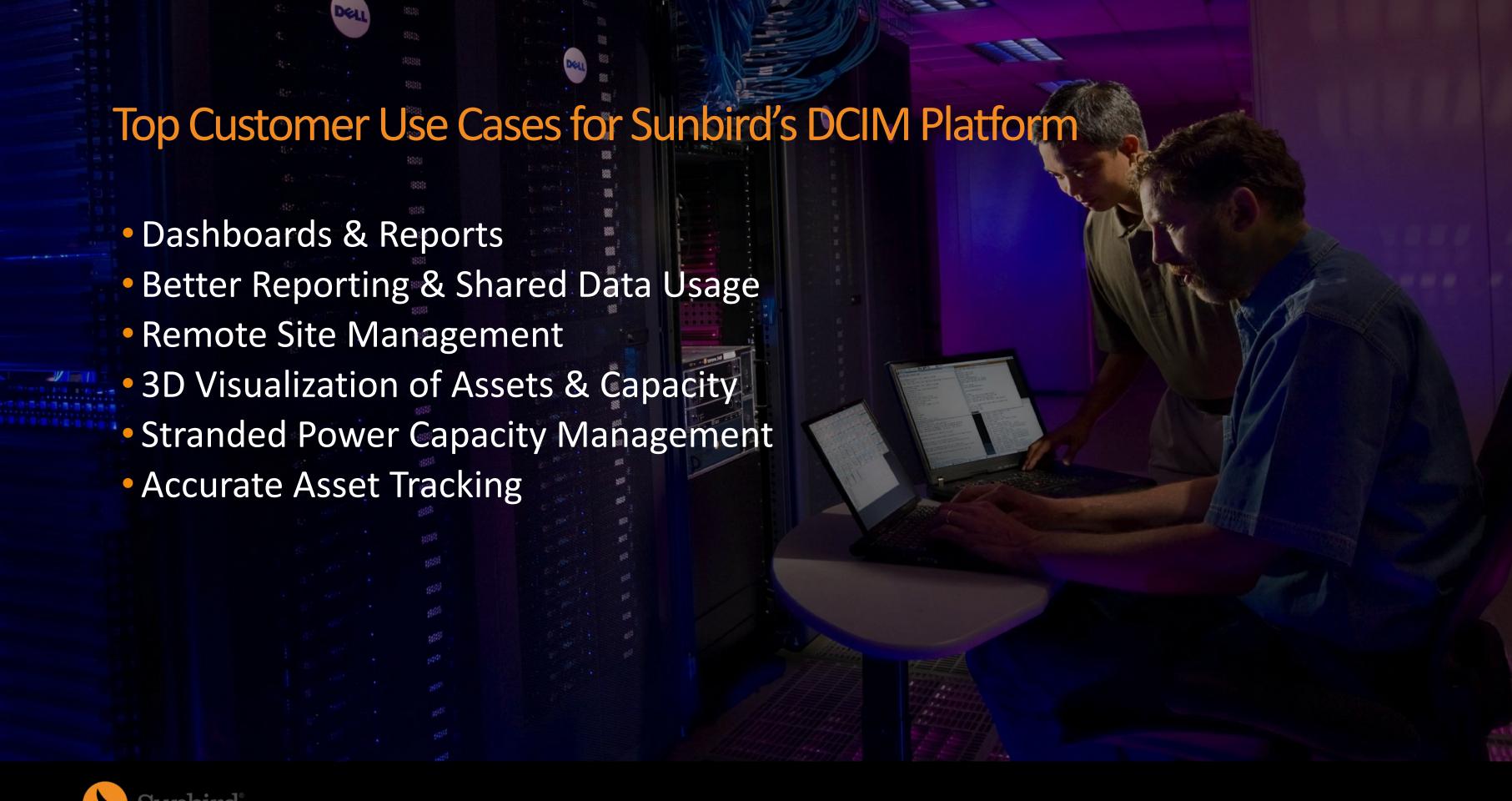


Who are Sunbird?

- 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









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.

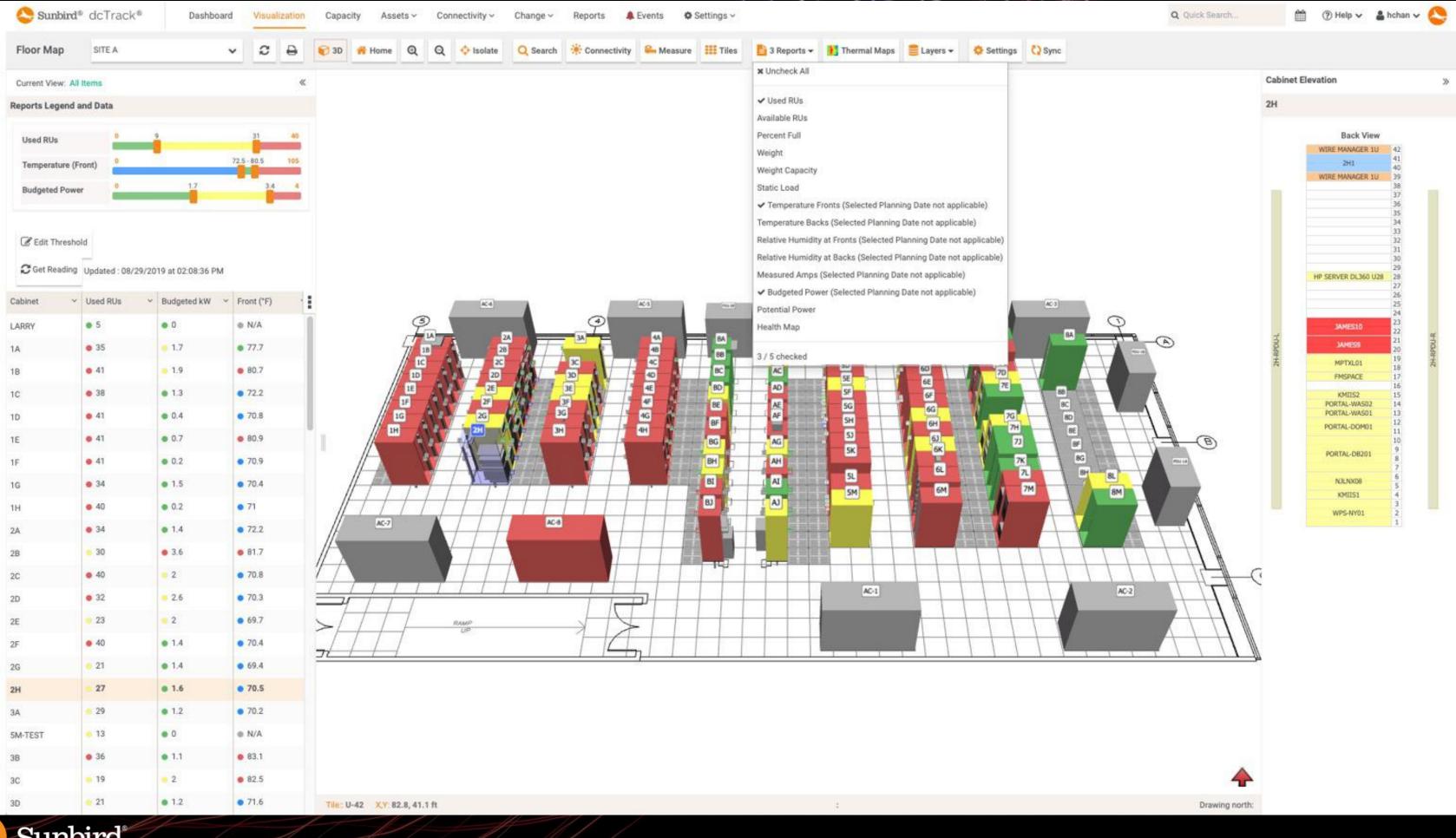
Situation

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

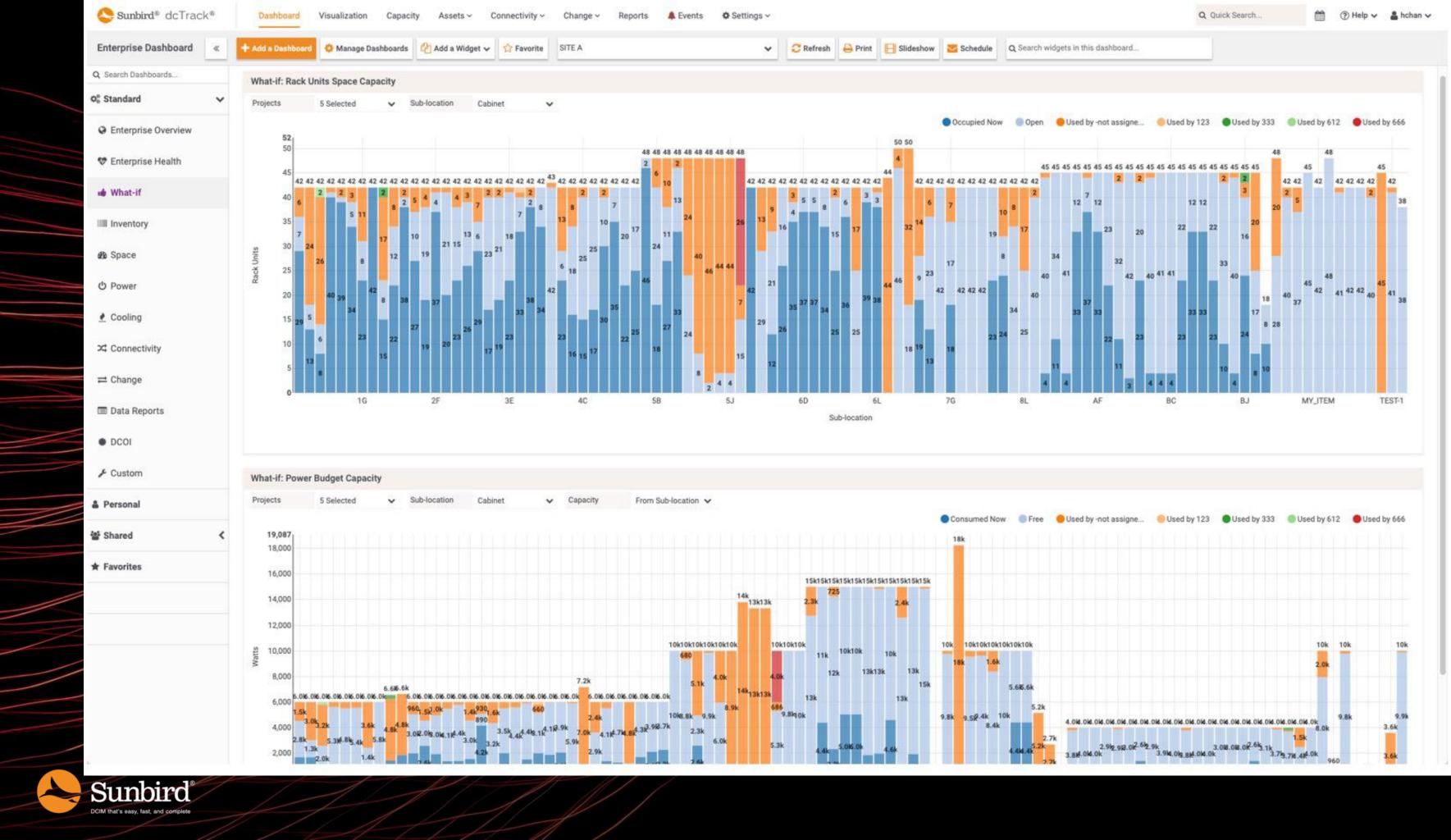
Solution

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.

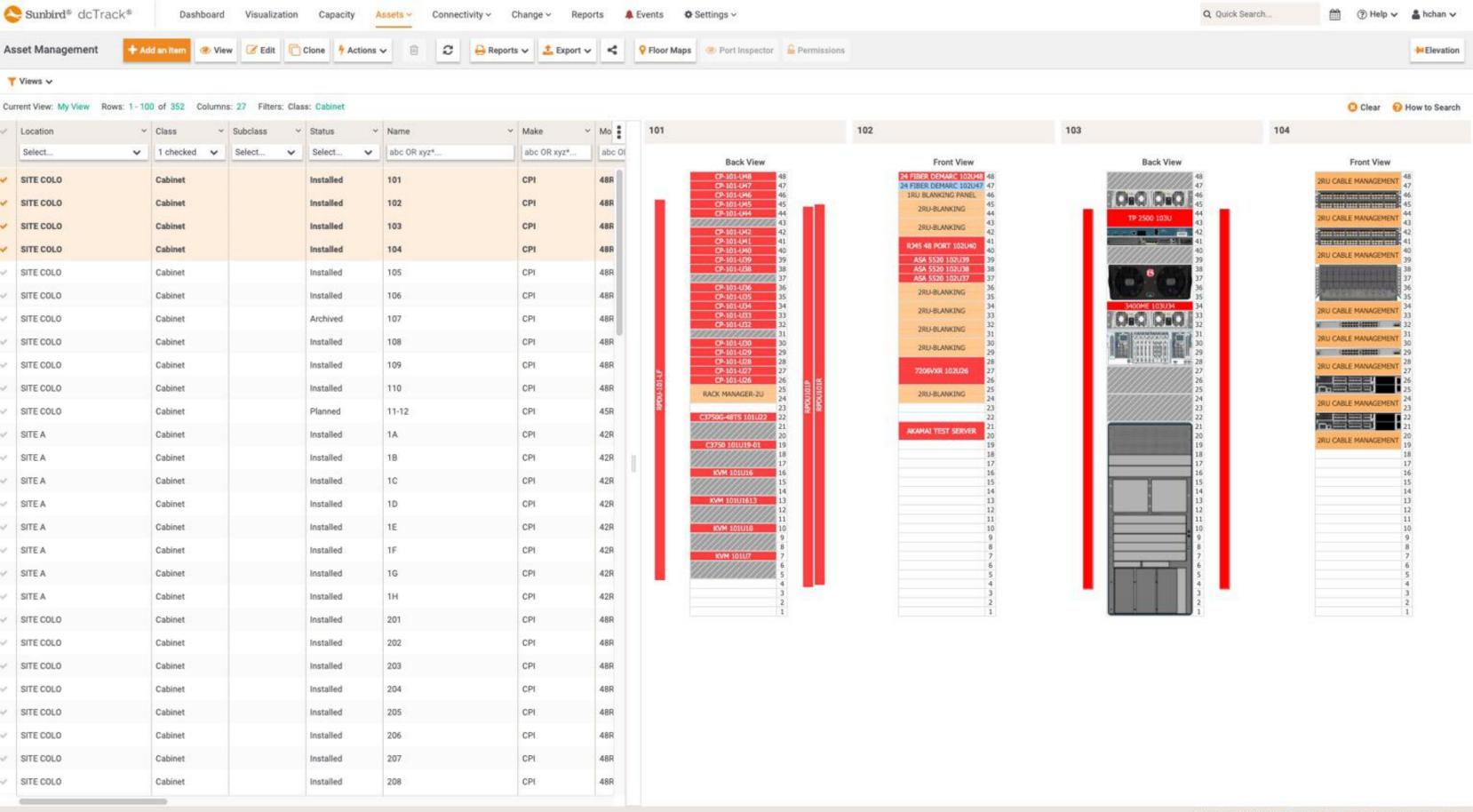
Situation

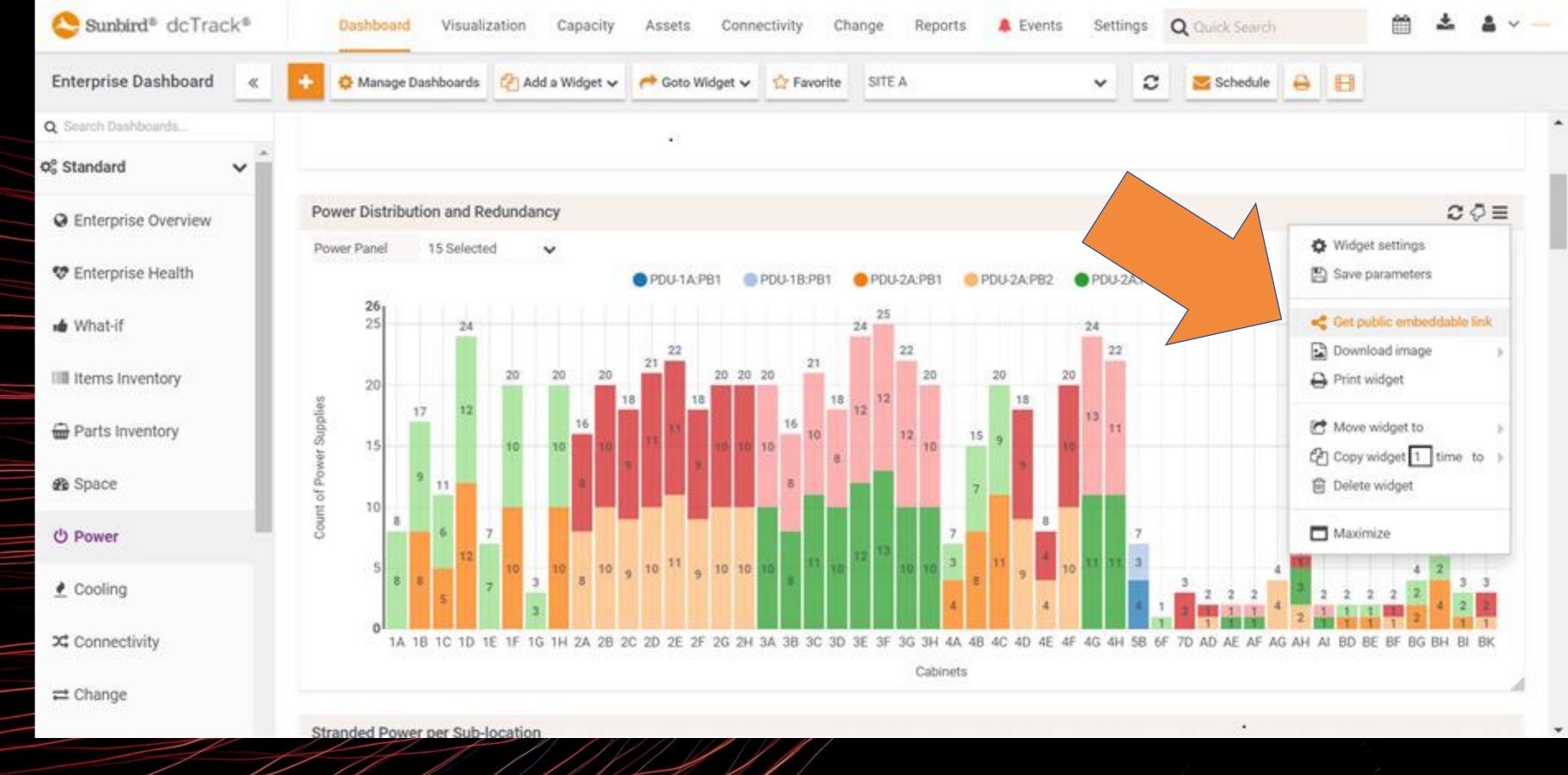
PPB wanted to better understand their existing capacity levels, trends, and future needs, in order to optimize and plan for use of data center resources.

Solution

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









Remote Site Management





"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 easyto-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.



Problems Covid introduced

- Increased and unprecedented demand on infrastructure
- Less people on-site at facilities, all employees remote
- Increased risk of infrastructure failure and potential for outages
- More challenging environment for collaboration & teaming
- Challenges planning and rolling out new infrastructure & services
- Delays on Mean Time To Repair
- Strained IT human resource capacity from digitization of everything



Remote Management Checklist

Remote console management

- KVM over IP Switches
- Serial Console Servers

Remote power control

Intelligent rack PDUs with outlet control (relays)

Remote power monitoring

- Intelligent rack PDUS with inlet metering / outlet metering
- Branch Circuit Metering
- Busway Metering
- Inline meters
- SNMP management cards for UPS

Remote environmental monitoring

- Sensor gateways
- Sensors: temp, humidity, pressure, airflow, contact closure

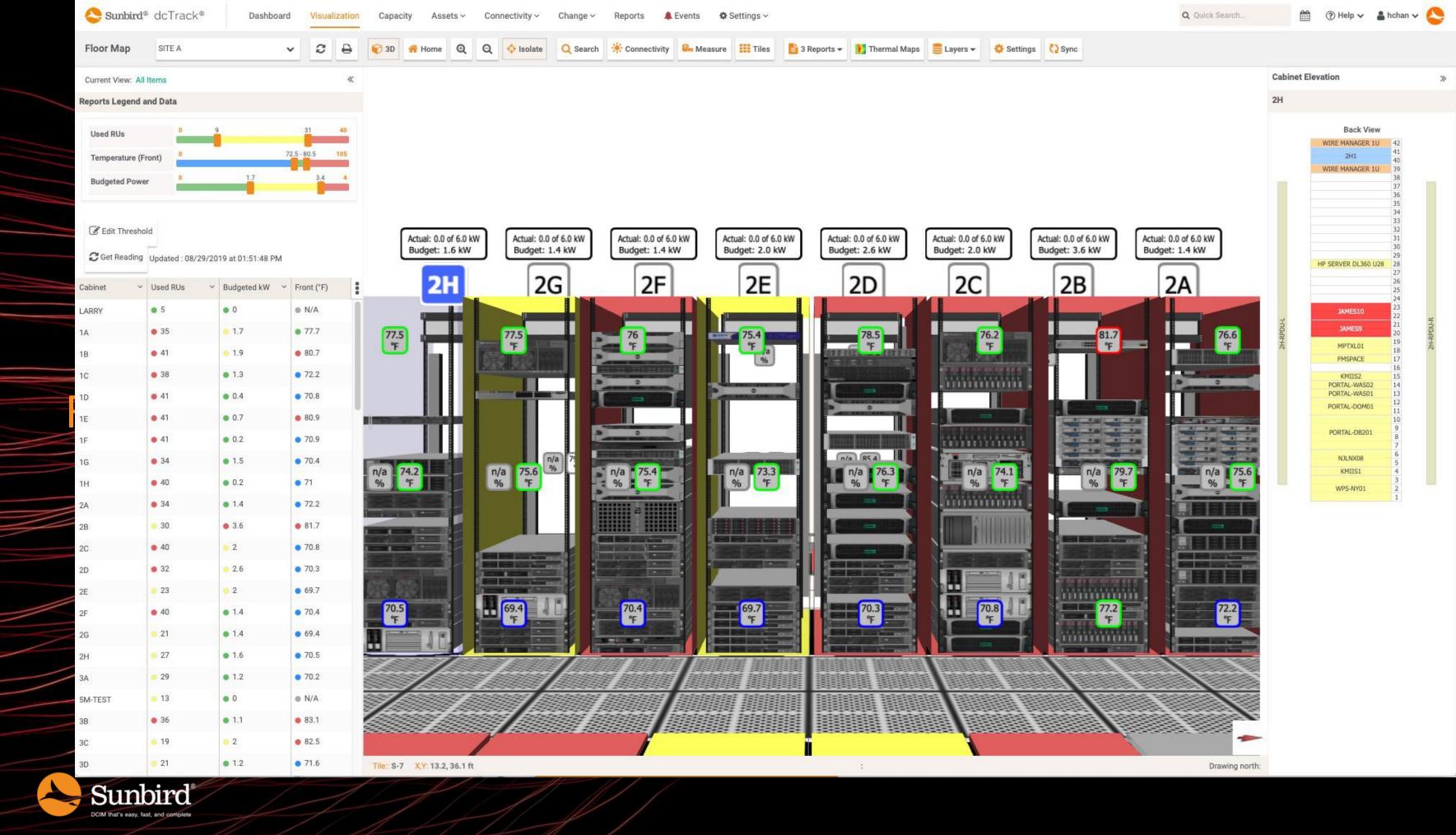
Remote security

- Cabinet door lock control & audits
- IP cameras

Remote monitoring S/W

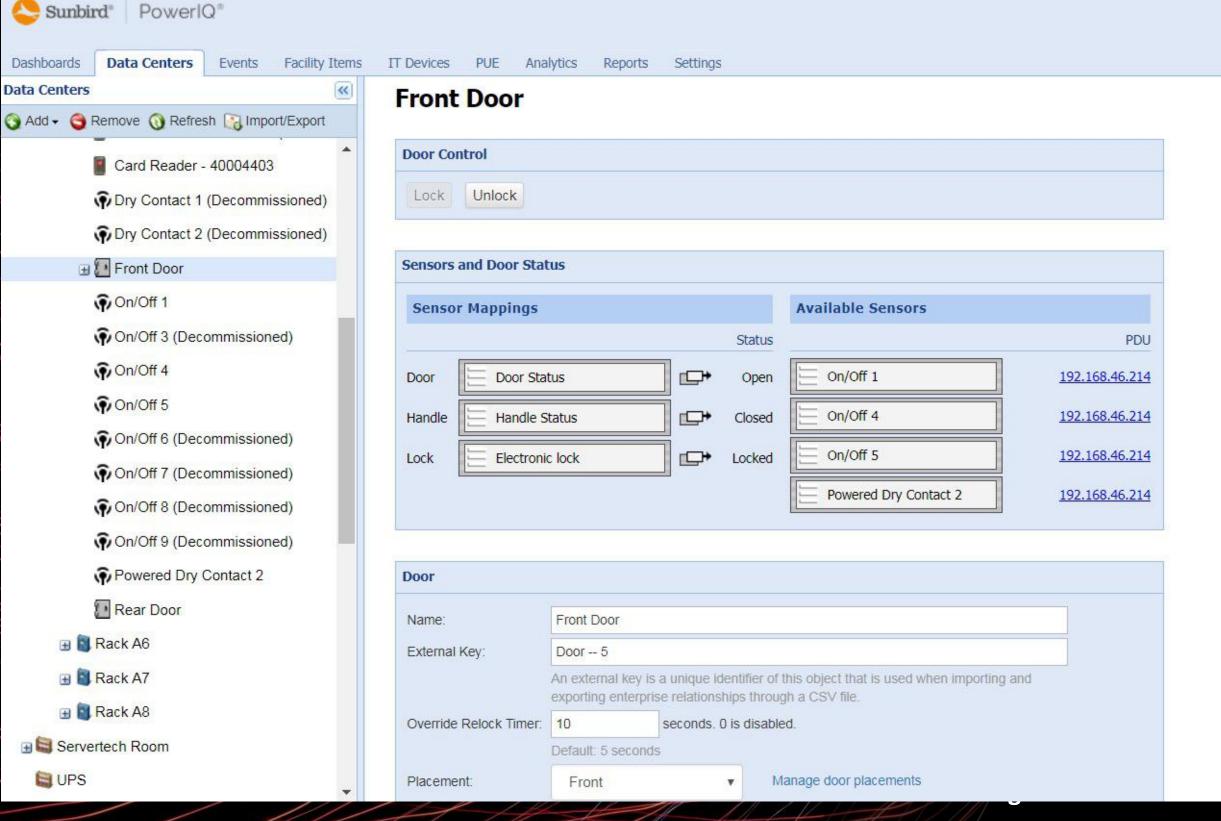
- DCIM, EPMS, BMS Software
- Remote operations management S/W
 - DCIM Software
- Integration strategy
 - CMDB, Rest APIs, SNMP, BACnet, Modbus



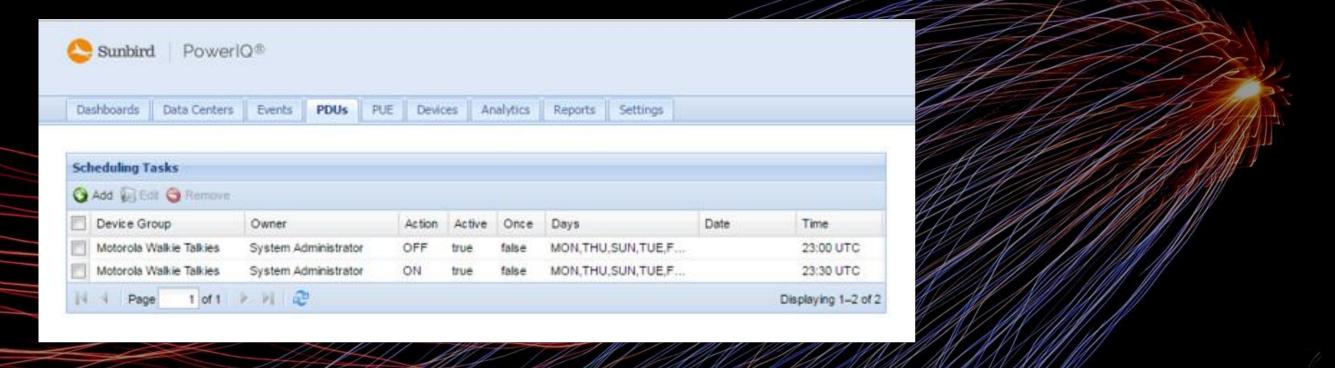


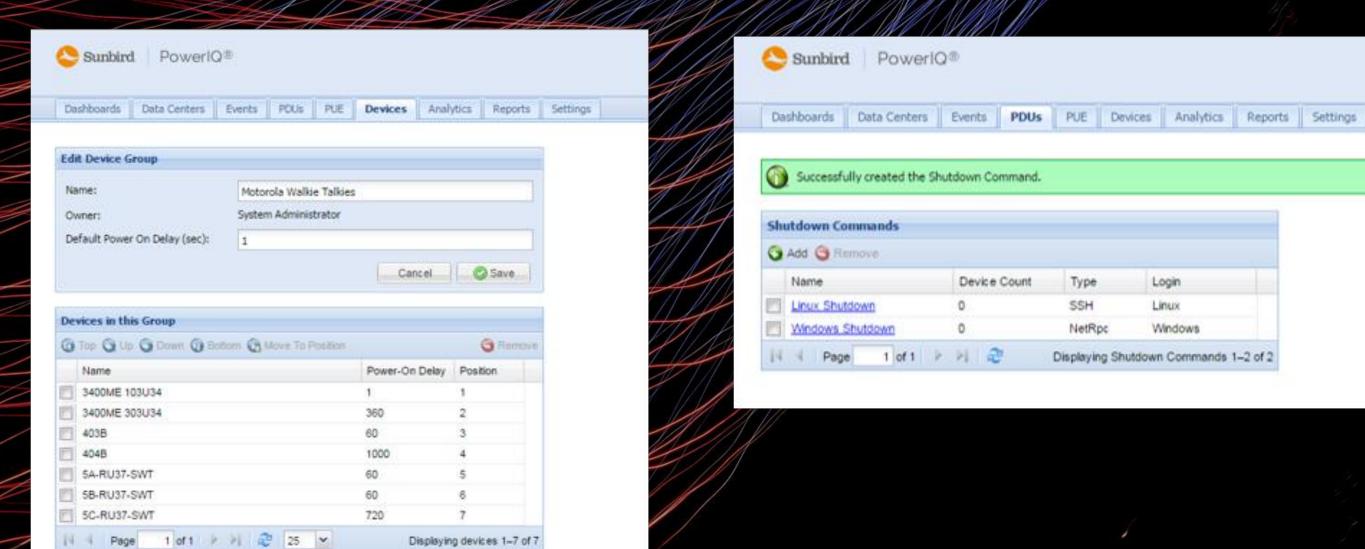
Actions ▼













3D Visualization of Assets & Capacity





"Now that we can see our floorspace in 3D, we can easily maximize that space. Our old system didn't keep track of all the network devices, switches, firewalls, cable managers, and things like that. With Sunbird, we see it all."

Robert Perkins | Manager of Networks and Infrastructure Engineering

MacStadium

Customer

MacStadium is an laaS company that is trusted by Apple and iOS developers, mobile testing teams, and DevOps engineers at thousands of companies around the world.

Situation

The rapid expansion of MacStadium's international operations drove the need for a robust DCIM software that would allow the company to remotely monitor all of the physical assets and floor and rack space in its data centers.

Solution

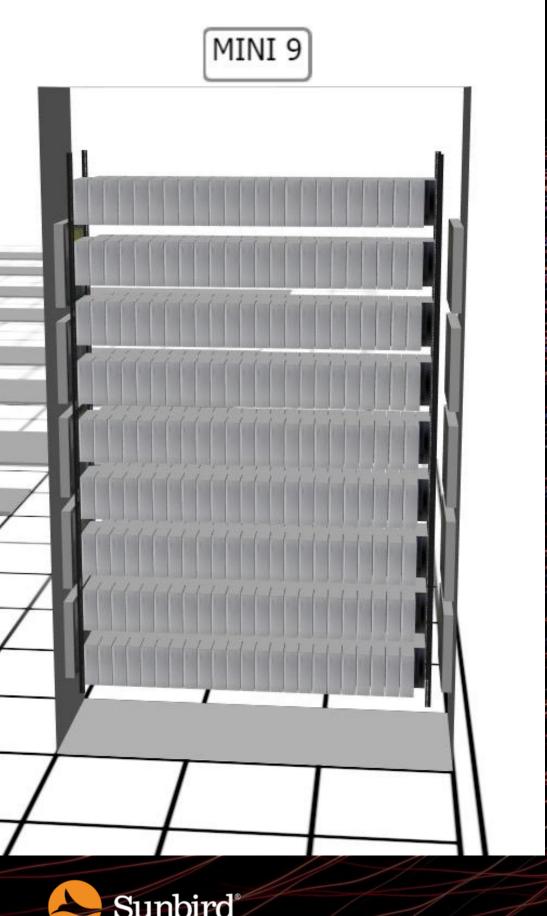
Sunbird's well-rounded and easy-to-use DCIM software provides MacStadium with end-to-end visibility and insight into all of its data centers' physical layout, equipment, and performance in real-time.

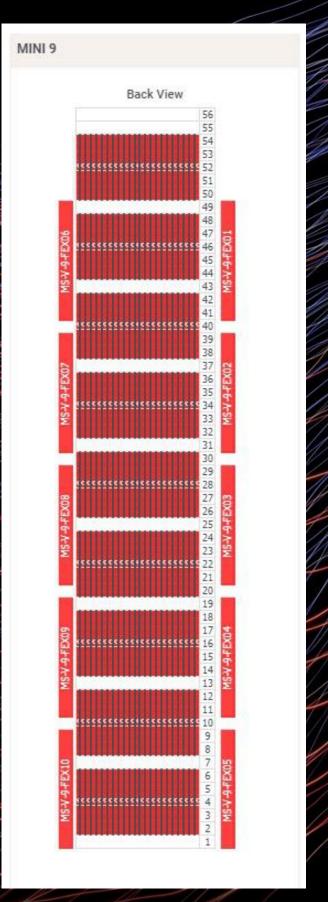


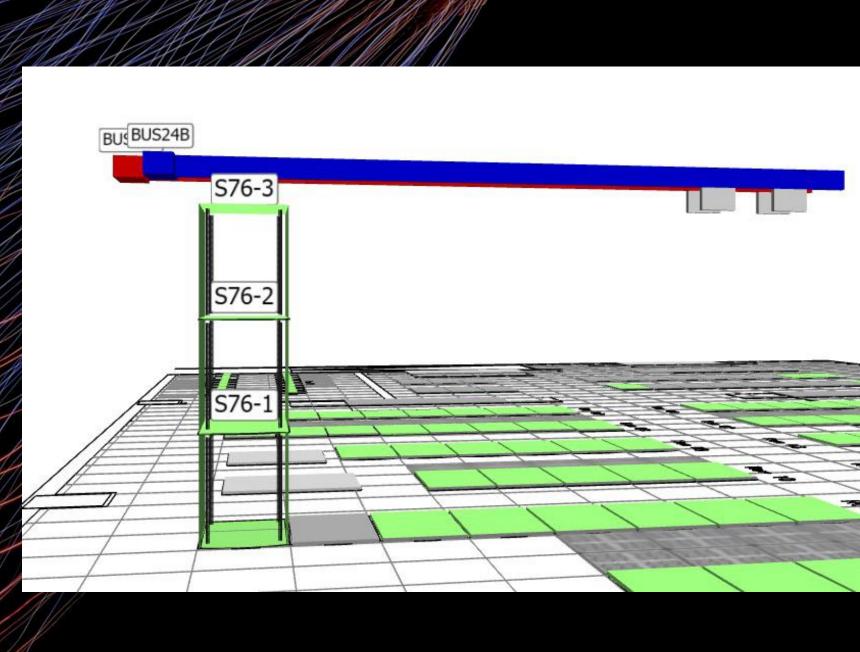


MacStadium's infrastructure includes: 6ft-wide racks with 24 Mac Minis per shelf

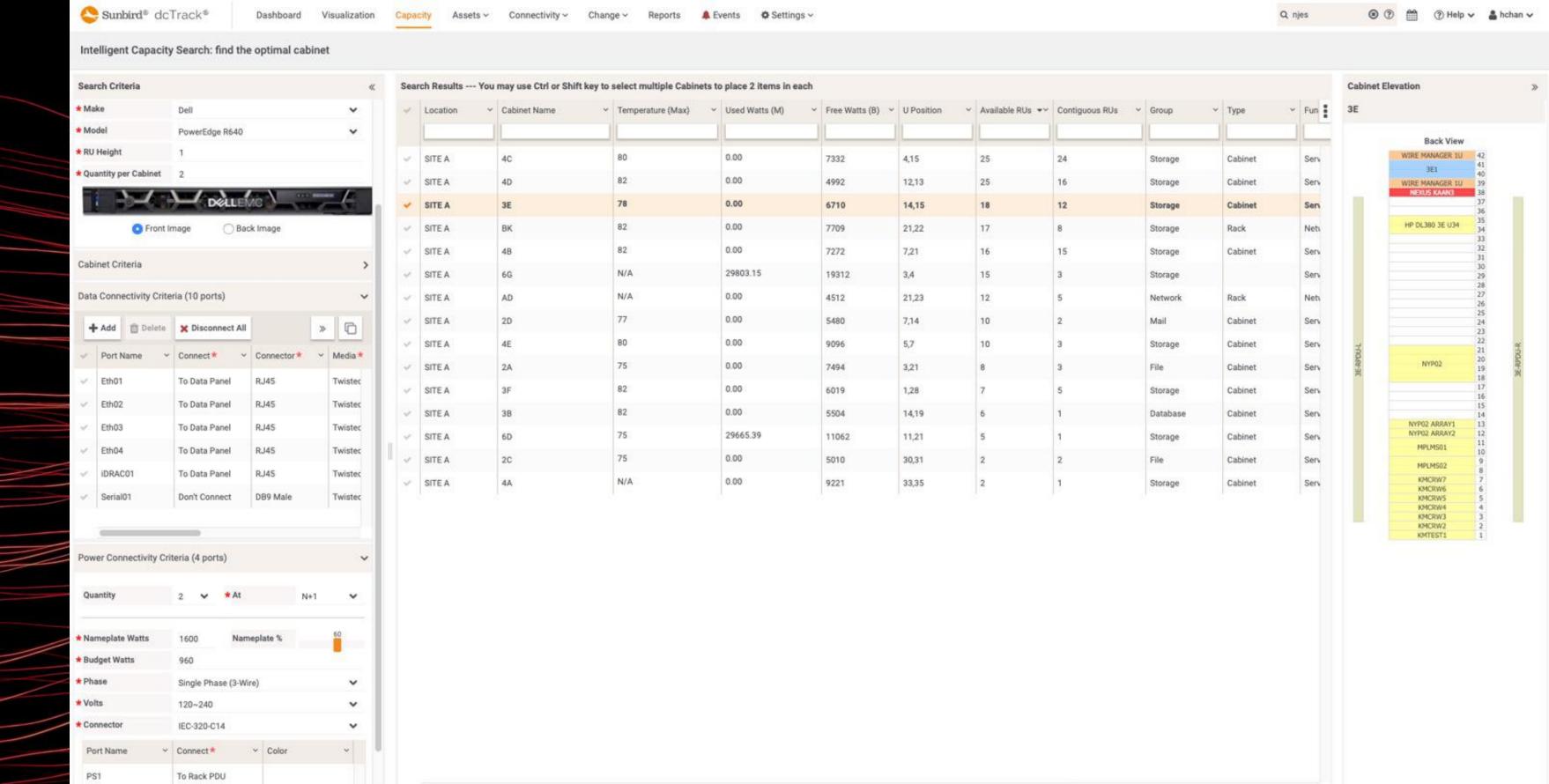












Found 15 of 106 potential cabinets



") Reset

Reserve All Place All

Q Search for Cabine

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%







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) v	Utilization v	Power Supplies v	Effective Power ~	Make ~	Model v	RU Height \	Weight v
> 5 AND <= 10	> 5 AND <= 10.	> 5 AND <= 10	abo OR abo*	> 5 AND <= 10	abc OI	abc OR abc*	> 5 AND <= 1	>5 AND
11	1200	0.92	2(8/N+1	11.00	HP	Proliant DL360 G7	1	40.00
0	400	0.00	2(g/N+1	0.00	Cisco S	N9K-C92348GC-X	1	17.50
10	1200	0.83	2gN+1	10.00	HP	Prolient DL350 G7	1	40.00
34	1200	2.83	2gN+1	34.00	HP	Prolient DL360 07	1	40.00
32	1200	2.67	2gN+1	32.00	HP	Prolient DL360 07	1	40.00
14	1200	1.17	2gN+1	14.00	HP	Prolient DL360 G7	1	40.00
0	600	0.00	2gN+1	0.00	NetApp,	DS460C	4	247.00
0	600	0.00	2gN+1	0.00	NetApp	D\$460C	4	247.00
15	1200	1.25	2@N+1	15.00	HP	Proliant DL360 G7	1	40.00
14	1200	1.17	2(8N+1	14.00	HP	Proliant DL350 G7	1	40.00
11	1200	0.92	2/g/N+1	11.00	HP	Prolient DL360 G7	1	40.00
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Accurate Asset Tracking





66 With DCIM software we now have an up-to-minute picture of capacities in all our data centers in terms of power, space, networking and cooling. 99

Joseph Keena | Manager of Data Center Operations
UF Health Shands

Customer

UF Health Shands, affiliated with the University of Florida Health Science Center, is a premier health system that serves communities in the Southeast United States and employs 10,000-plus employees. UF Health Shands includes major teaching hospitals, specialty hospitals, a network of outpatient rehabilitation centers, home health agencies and emergency rooms (ER) — including one of the first pediatric ERs.

Also under the UF Health Shands umbrella are statedesignated Level I Trauma Centers and emergency air and ground transport programs.

Challenges

The UF Health Shands IT team not only wanted to deliver optimal services to users, it also wanted to efficiently use IT resources.

When the UF Health Shands IT team in Gainesville, Fla., became responsible for three additional data centers, the team began looking for new tools that would help answer what equipment was in each data center and exactly where every server, UPS, and device was located — and what was connected to what.

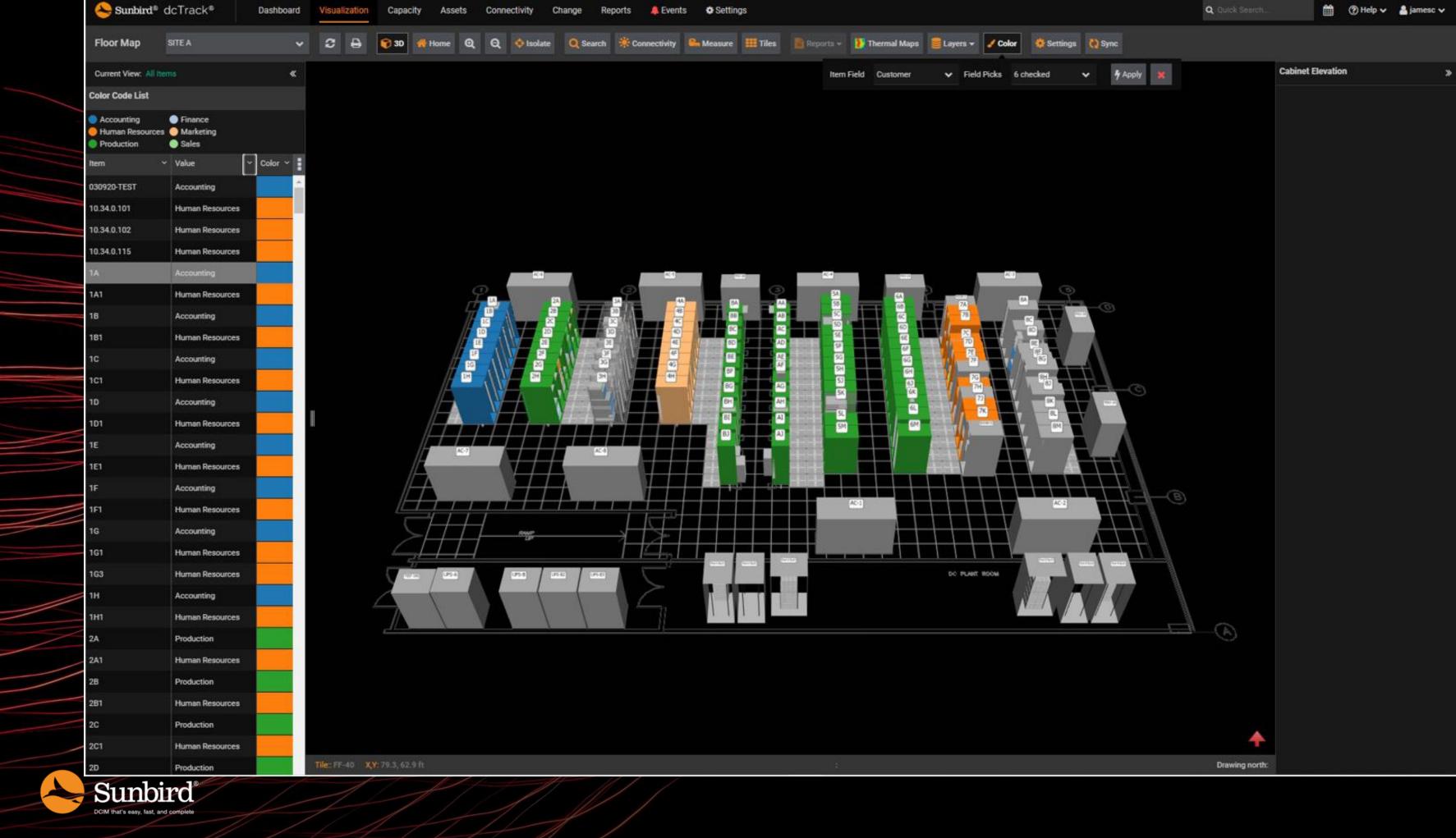
The old way of tracking IT assets, Excel spreadsheets and Visio floor plans, was not going to be flexible enough to support the added scope of multiple remote data centers — nor the ever-increasing demands on IT to support changes for a growing business. The IT team wanted a better and efficient way to track assets and capacity.

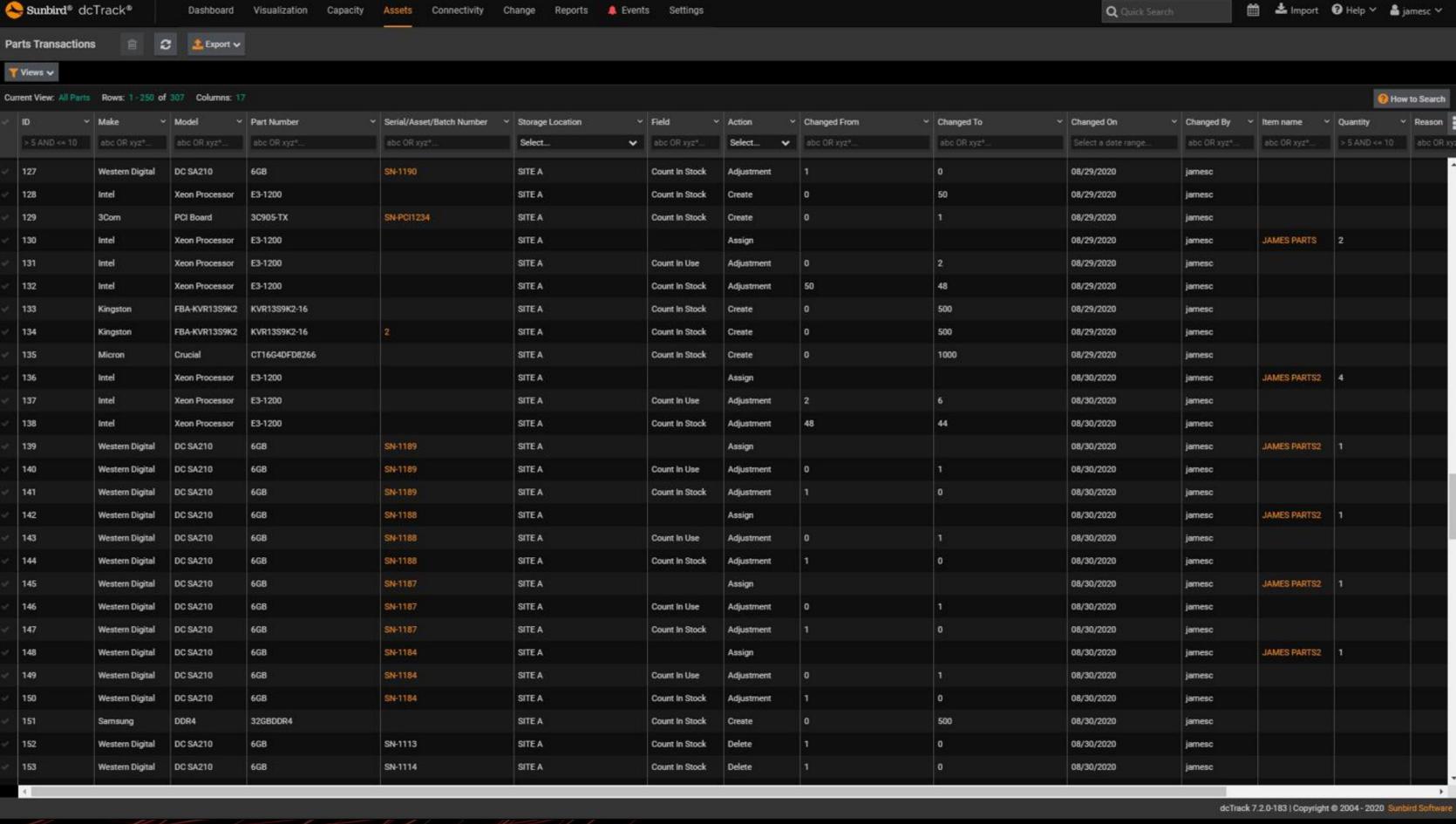
The IT team also was looking for solutions to help improve overall energy efficiency in the data centers. Sunbird's dcTrack DCIM software for managing data center resources — IT assets, rack space, and energy used to power servers and cool the environment.

Solutions

Sunbird's dcTrack DCIM software for managing data center resources — IT assets, rack space, and energy used to power servers and cool the environment.











Thank You!

