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 Todays Presentation

Very different organisations, with very similar DCOps 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







Saturday, January 1, 2022 - 16:29

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

ANDREW M. - SENIOR INFRASTRUCTURE & DATA CENTER MANAGER



COMPANY:

COMPANY TYPE:

Telecommunications

OF EMPLOYEES:

10,001+ employees

Vodafone

SOFTWARE USAGE:

Less than 6 months

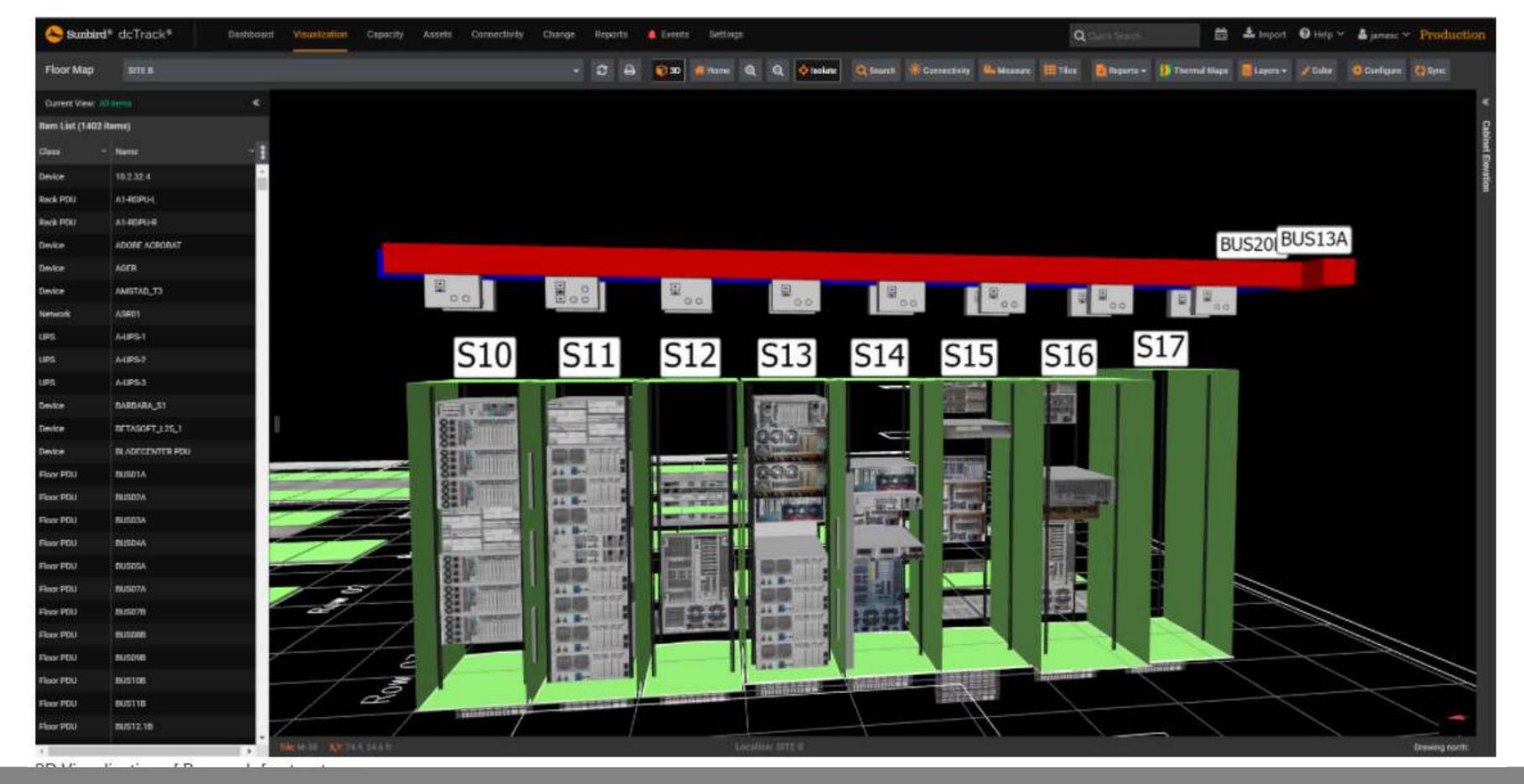
OVERALL QUALITY: ** *

LIKELIHOOD TO RECOMMEND: 10/10

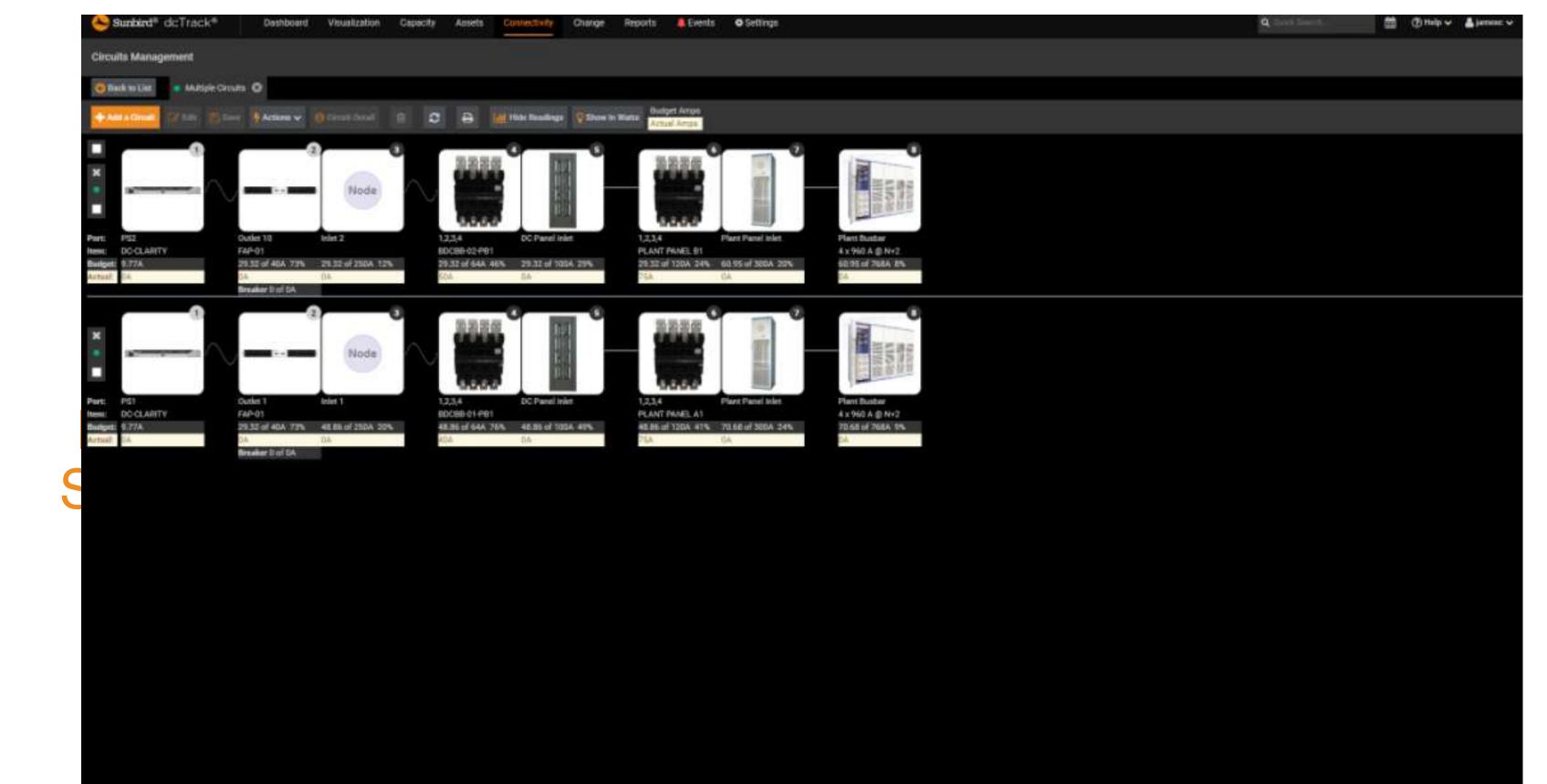
PROS: The software provides a rich end to end functional journey of creating a DC room, adding the power train, then the racks and finally the devices into those racks. In the process of doing this you get a visualization view and an asset list plus how it all logically & physically connects together.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

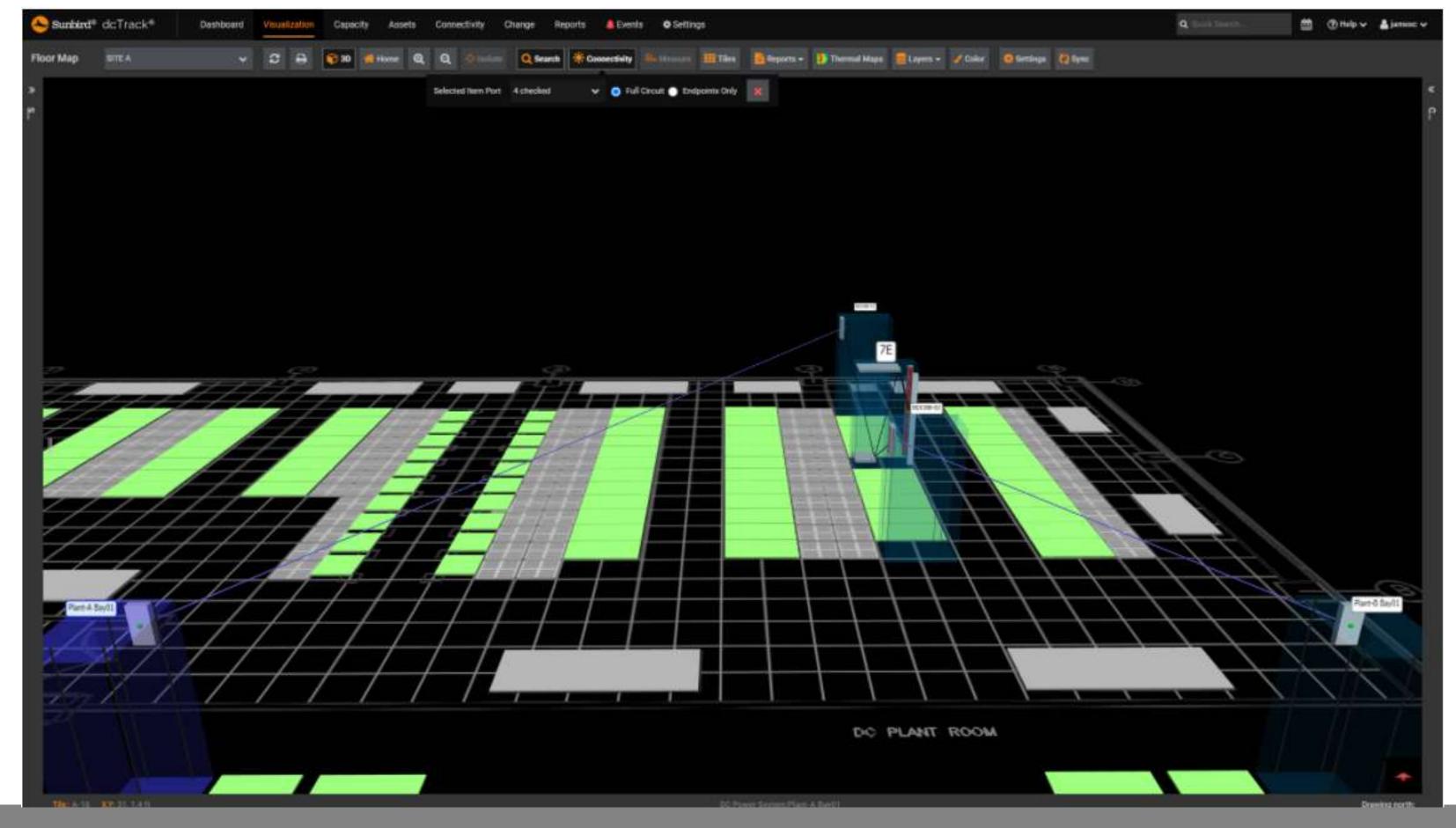














Dashboards & Reports





"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.

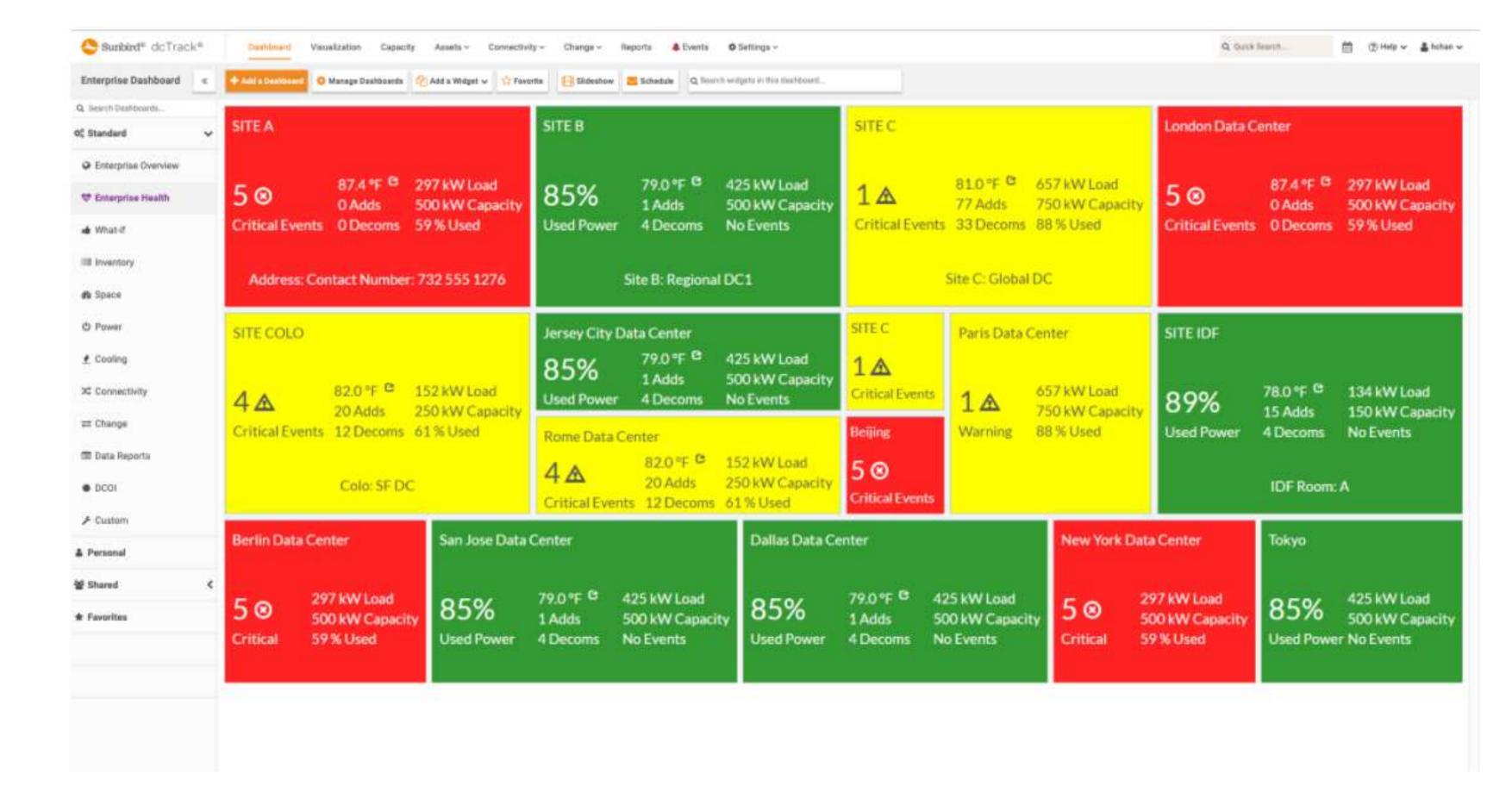
Situation

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

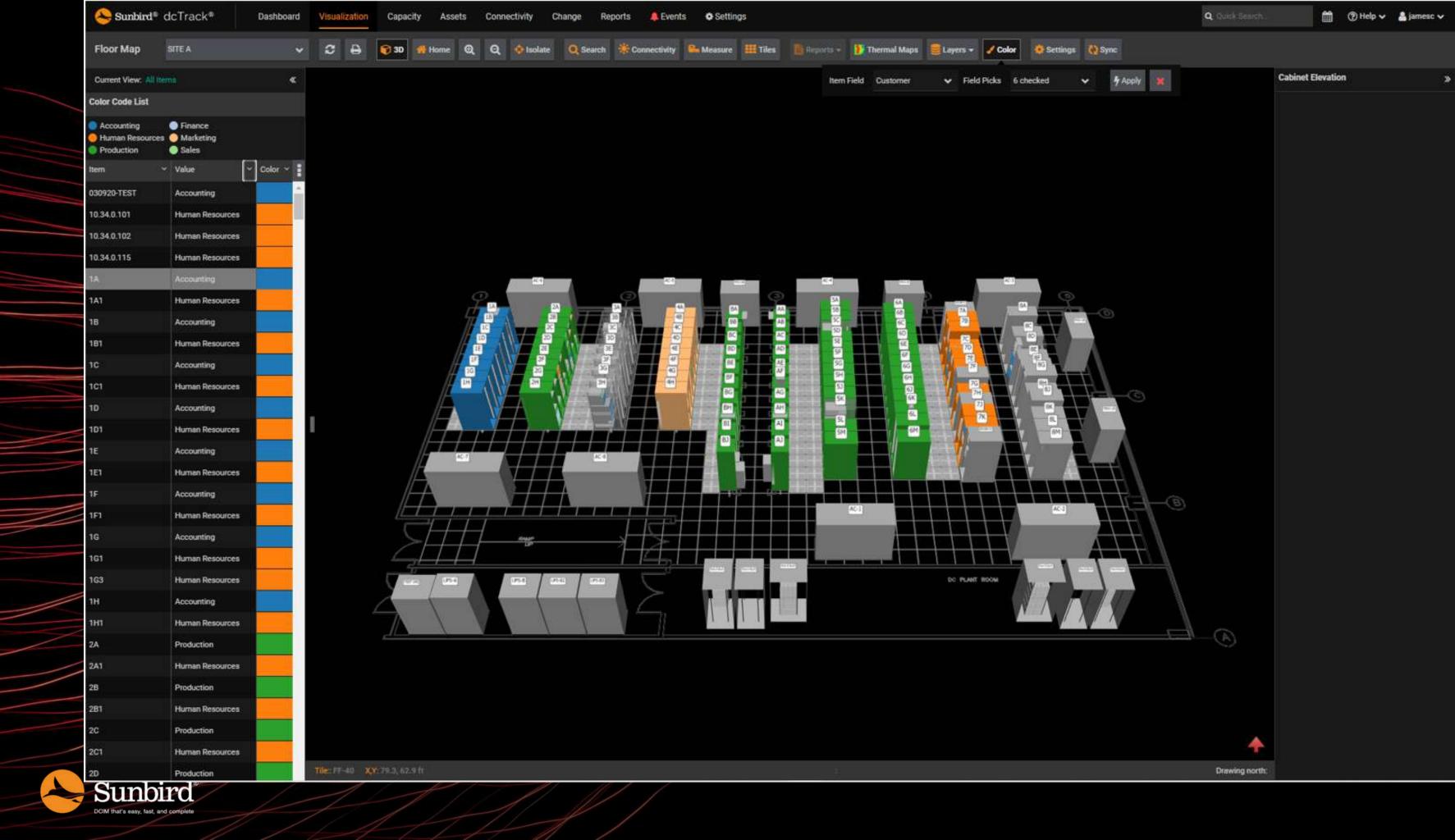
Solution

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.

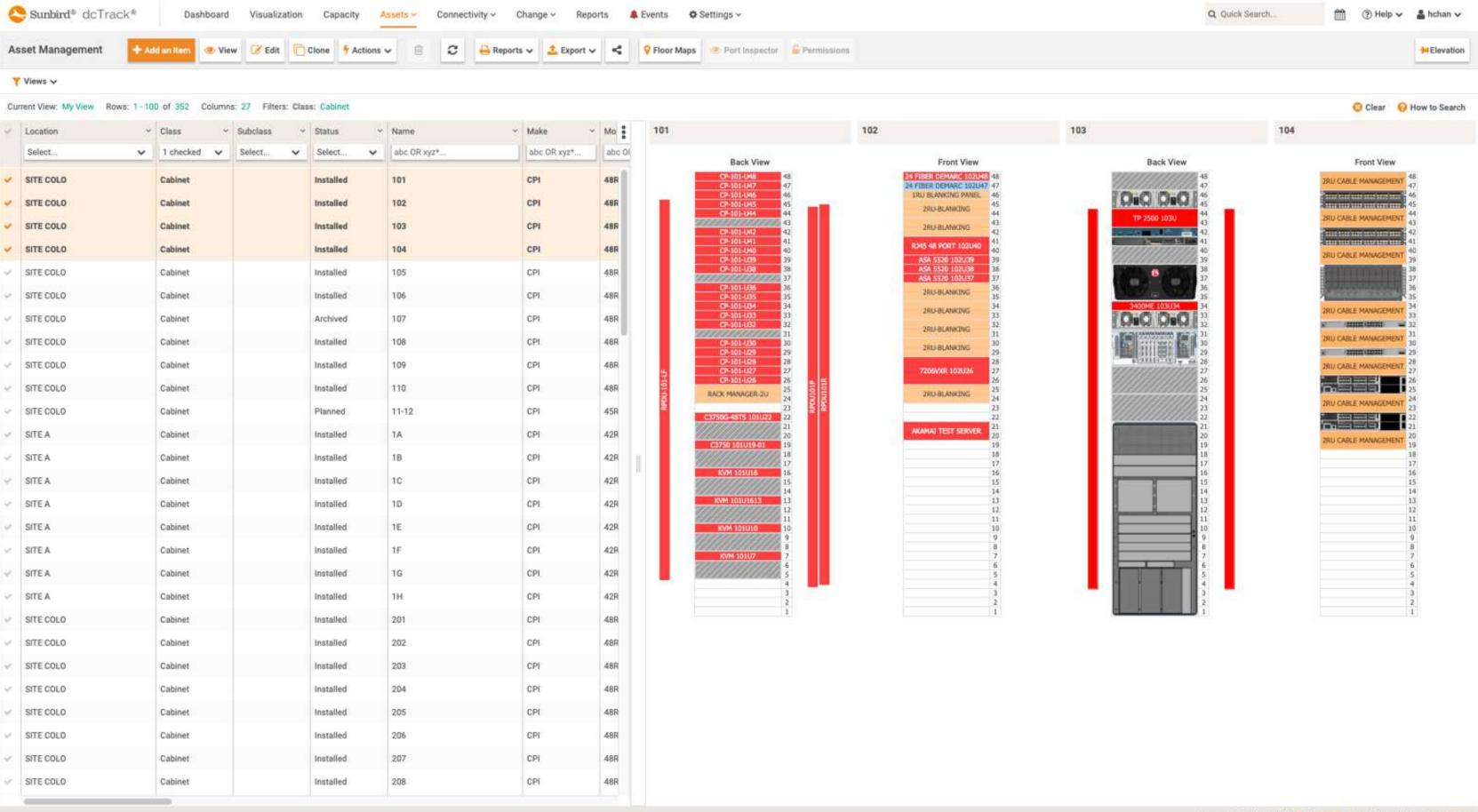
Situation

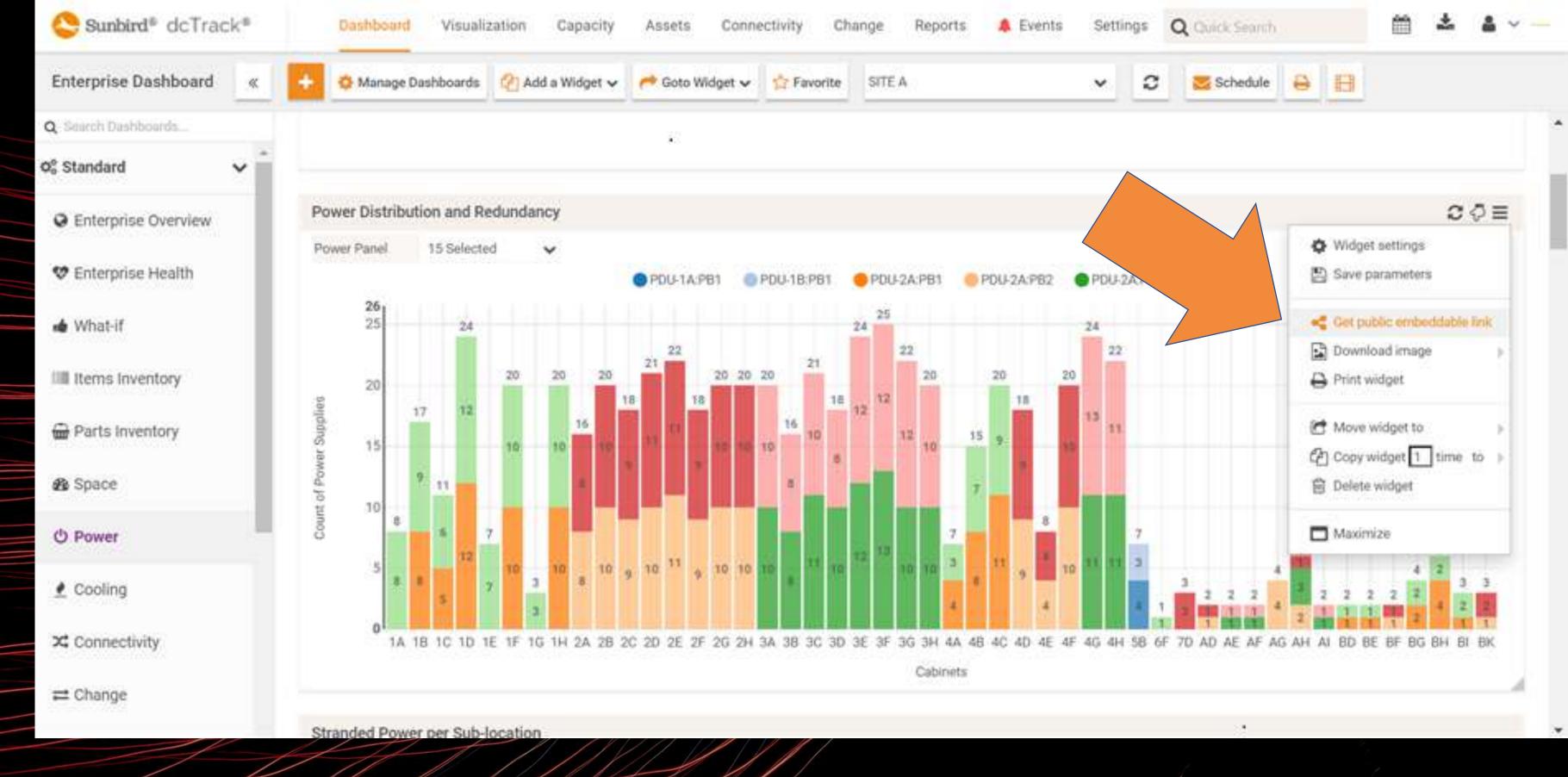
PPB wanted to better understand their existing capacity levels, trends, and future needs, in order to optimize and plan for use of data center resources.

Solution

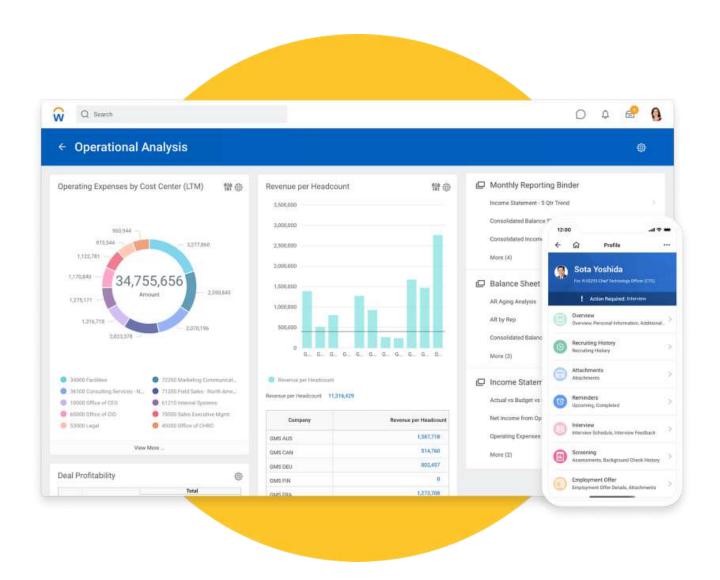
PPB engaged in a proofof-concept arrangement with Sunbird and provided a highly detailed scope of work that described all the features and reporting capabilities they needed.











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

COLM R. - DATACENTER OPERATIONS



OVERALL QUALITY: ** ** ** ** **

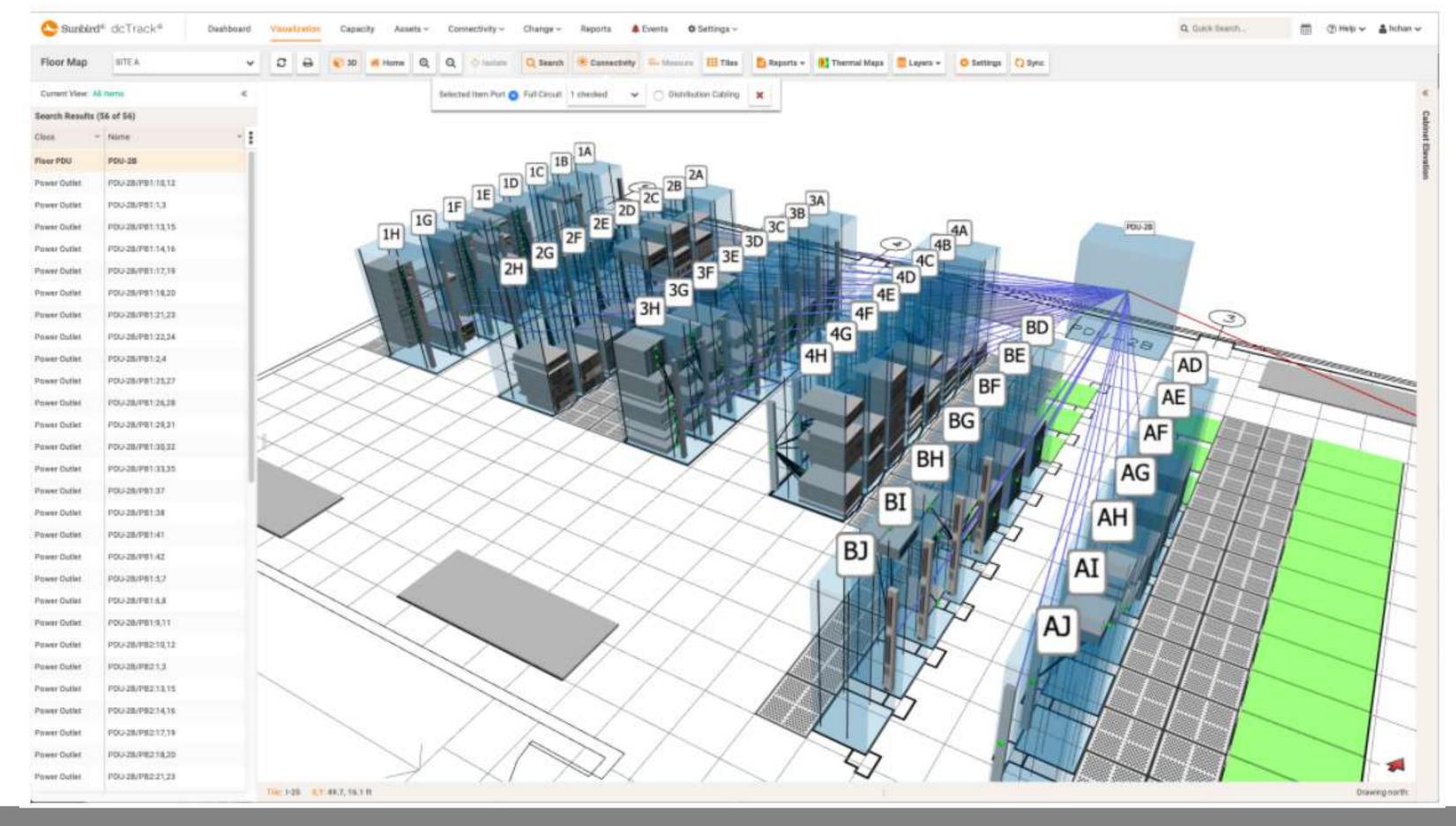
LIKELIHOOD TO RECOMMEND: 8/10

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

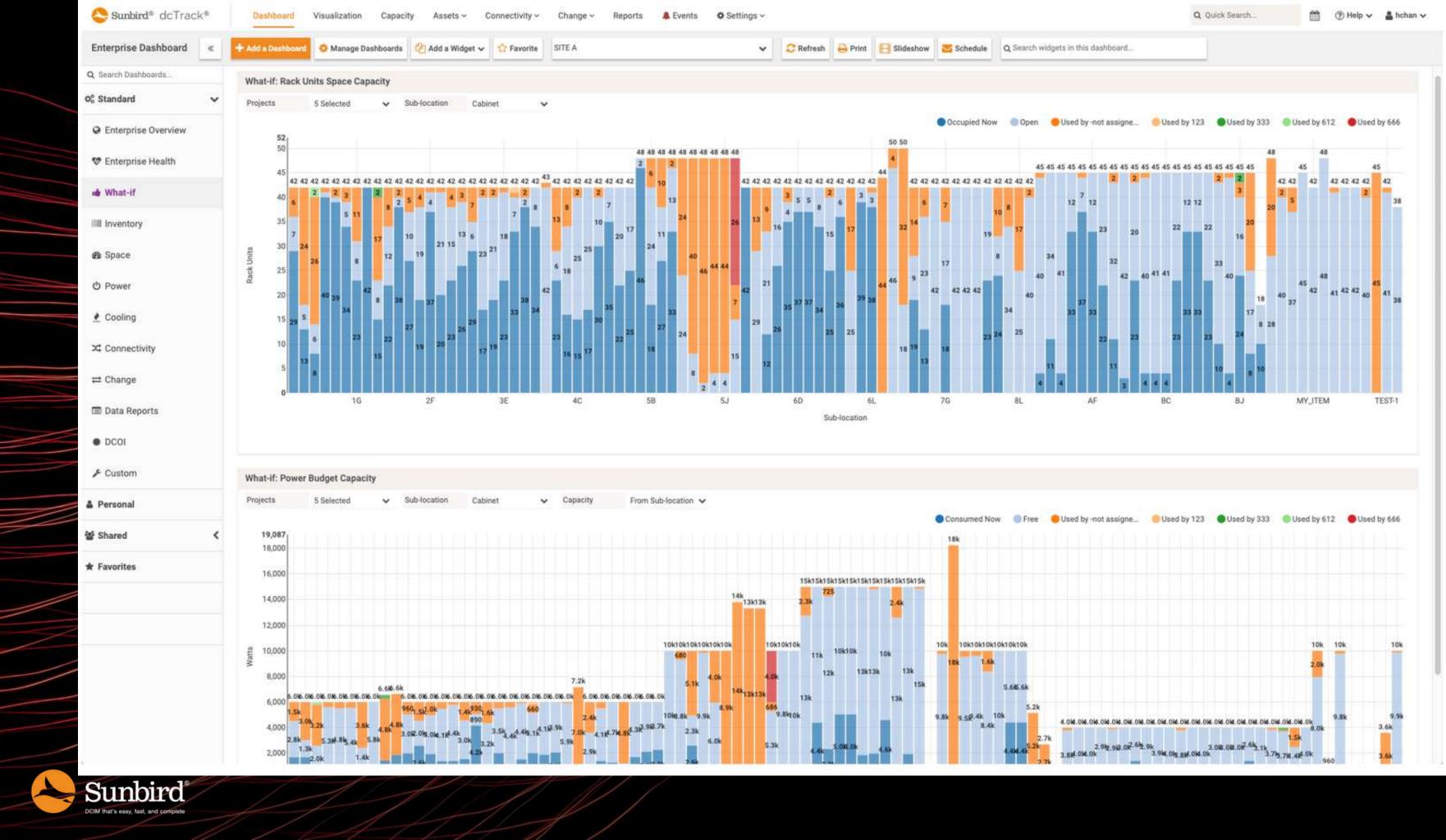
PROS: One pane of glass for ALL datacenter assets and information.

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









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.

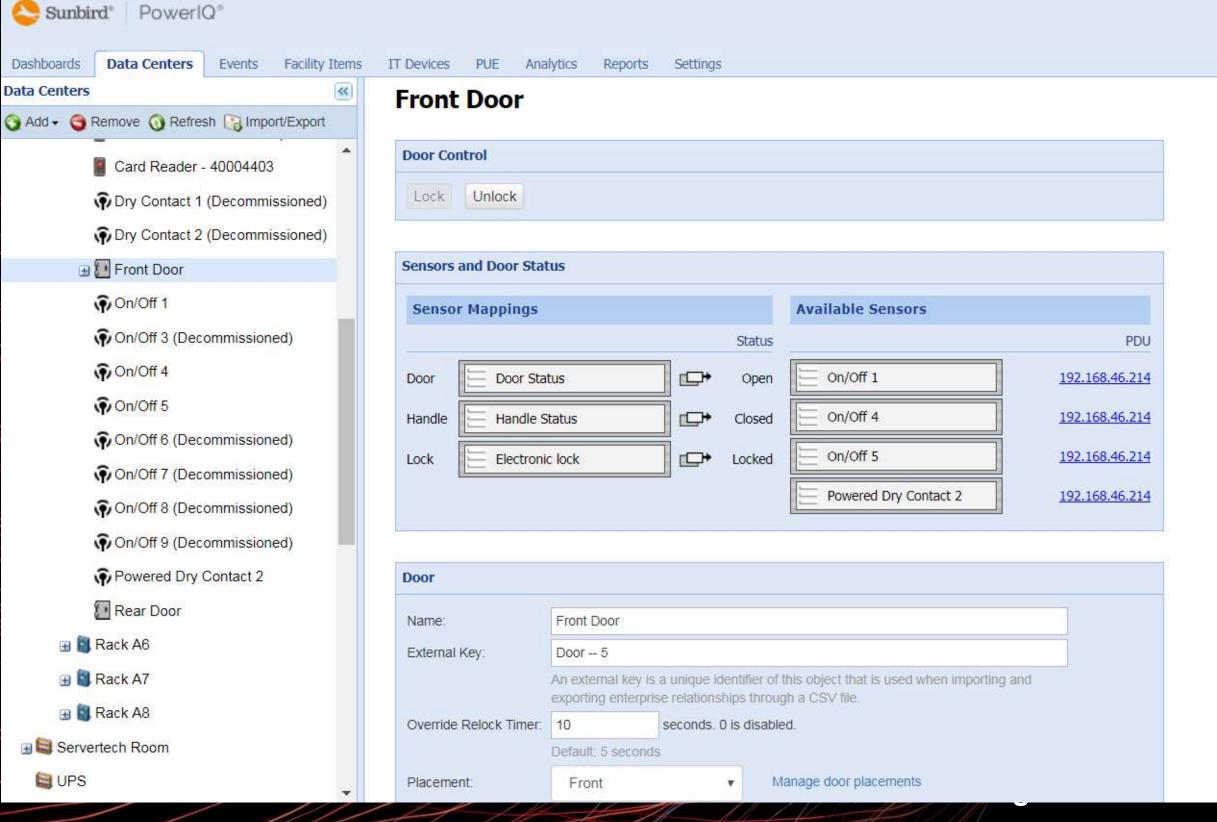




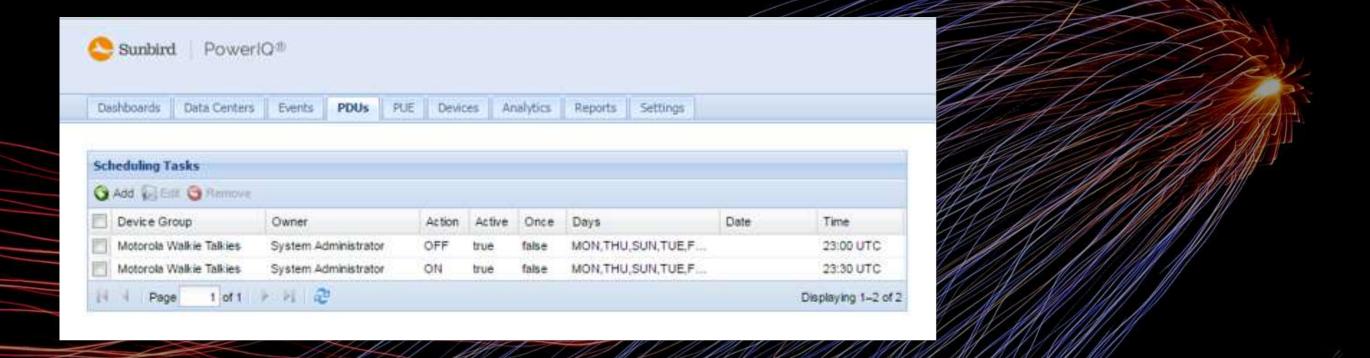


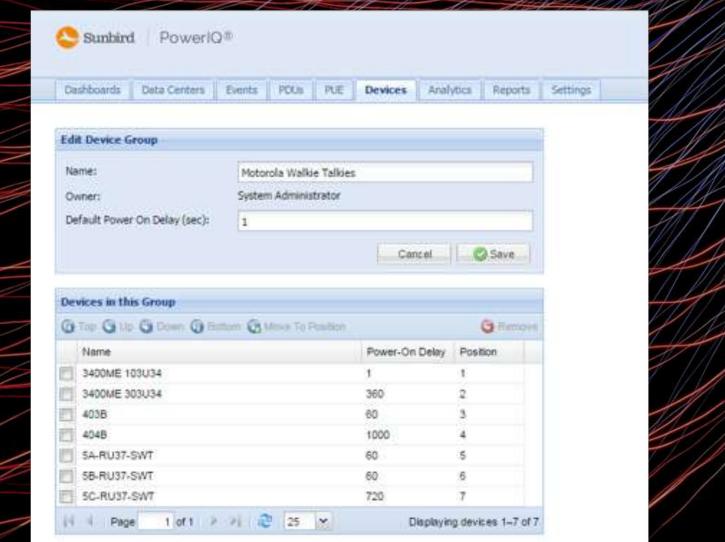
Actions ▼















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) ~	Utilization v	Power Supplies v	Effective Power ~	Make v	Model v	RU Height .	Weight v
> 5 AND <= 10	> 5 AND <= 10	> 5 AND <= 10	abe OR abe*	> 5 AND <= 10	abc OI	abc OR abc*	> 5 AND <= 1	> 5 AND
11	1200	0.92	2(g/N+1	11.00	HP	Prolant 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	Prolient DL350 G7	3	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	D\$460C	4	247.00
0	600	0.00	2gN+1	0.00	NetApp	DS460C	4	247.00
15	1200	1.25	2@N+1	15.00	HP	Prolant DL360 G7	1	40.00
14	1200	1.17	Z@N+1	14.00	HP	Prolant DL360 G7	1	40.00
11	1200	0.92	2gN+1	11.00	HP	Prolient DL360 G7	1	40.00





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.

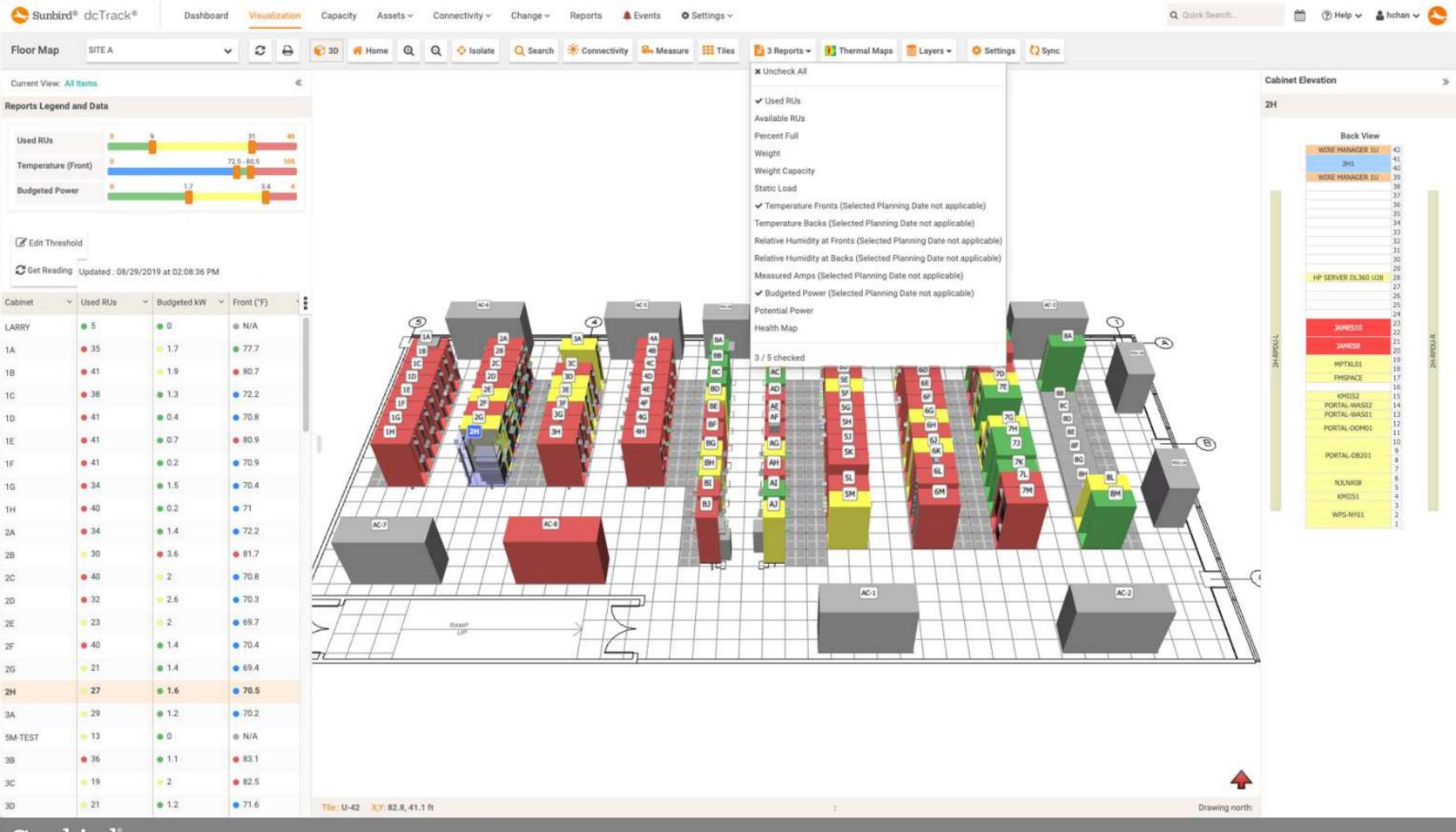
Situation

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.



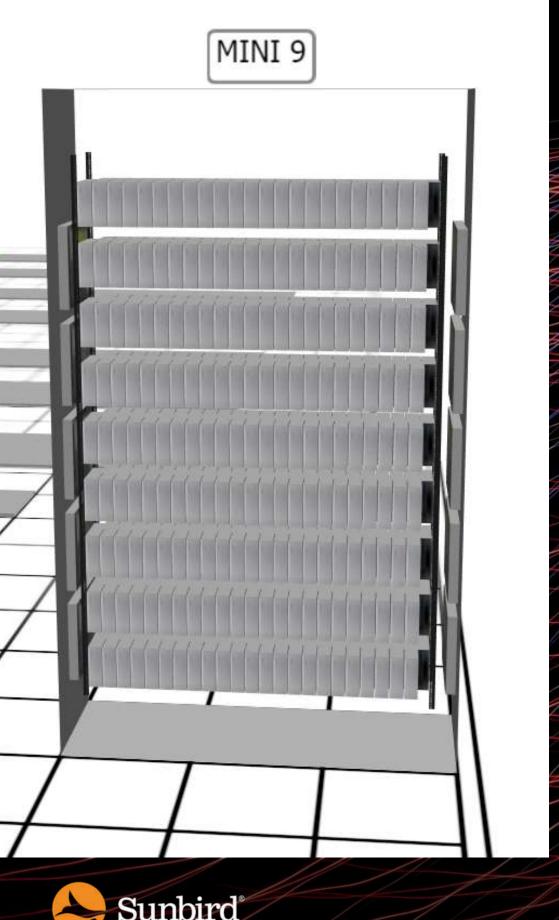


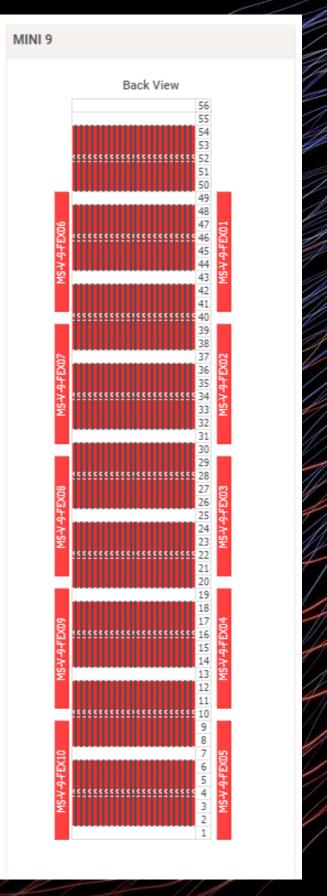


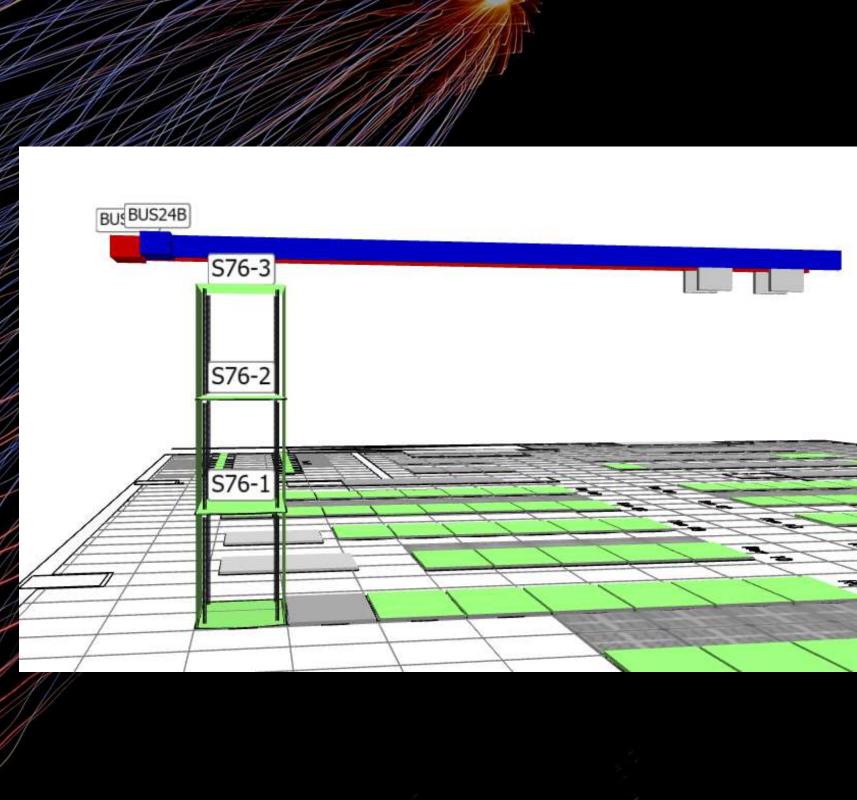


MacStadium's infrastructure includes: 6ft-wide racks with 24 Mac Minis per shelf













Thank You!

