



Sunbird

## DCIM Press Kit

Version: March, 2016



# What is DCIM?

DCIM is a new class of software that helps data center operators manage tasks and processes faster and more efficiently than ever before, while saving costs and improving availability.

Sunbird DCIM software eliminates the complexity they have been forced to accept from point tools (Excel and Visio) and homegrown applications, removing the dependency on emails and spreadsheets to transform the delivery of data center services. DCIM software can bridge information across organizational domains – Data Center Ops, Facilities, and IT to maximize utilization of the data center.

## The Market:

The DCIM market is expected to grow to \$1.8 billion by the end of 2016.



# Sunbird's DCIM Solutions

DCIM Operations, including:



**Asset** Management



**Capacity** Management



**Change** Management

DCIM Monitoring, including:



**Environment** Management



**Energy** Management



**Power** Management

# Target Customers

In production since 2008, Sunbird's DCIM solutions are deployed globally in some of the largest and state-of-the-art data centers, colocation facilities, and IT labs across North America, Europe, Australia, and Asia Pacific. Our 1,000+ customer base spans across more than 17 industries including: Healthcare, Financial, Hosting, Industrial, Technology and Utilities, etc.

Sunbird customers include: eBay, Chevron, Cisco, JR Simplot, University of Florida Shands HealthCare, British Airways, AOL, Accenture, ADP, ADT, American Express, AT&T, AXA, Bank of Canada, Banque De France, Bank of NY Mellon, Baylor Health, Comcast, Citrix, Cleveland Clinic, Commvault, Daimler, Deutsche Bank, DirectTV, Disney, Dow Jones, Equifax, Ericsson, F5 Networks, GoDaddy, IBM, Intel, Intuit, Invesco, Kaspersky Lab, Kering, Lawrence Berkeley National Lab, LinkedIn, Marina Bay Sands, Microsoft, Morgan Keegan, NPR, Orange, Penn State, Prudential, Royal Caribbean, SAIC, Silicon Graphics, Soros, Stifel Nicolaus, Stryker, Sydney Water, Hong Kong Electric, TripAdvisor, T-Systems, Turkcell, Unilever, University of Michigan, Verizon Wireless, Vodafone, Walgreens, and Wipro.



# How to Buy

Sunbird sells direct as well as through a global reseller partner network. Additionally, Sunbird partners with technology leaders and data center providers, including colocation and cloud providers.

Through its global partners, Sunbird has an extensive worldwide presence, including the United States, Canada, United Kingdom, France, Germany, Italy, Denmark, Finland, Norway, Austria, Switzerland, Spain, Turkey, Middle East, South Africa, India, China, Japan, Singapore, Indonesia, and Australia.



*“Radically simplify data center management with elegant software”*



# Awards

- Channel Company's CRN Data Center 100 list
- Stevie® Award in the "Software - Asset Management Solution" category
- "People's Choice Stevie Award"
- Network Computing's New Product of the Year Award
- Uptime Institute Green Enterprise IT Awards
- American Technology Terman Award
- Green I.T. Award, Innovation Distinction Award
- China Green ICT industry Technology Innovation Award
- INTEROP Tokyo Award
- Data Center Solutions Industry Award
- TechTarget/SearchDataCenter's Product of the Year Silver Award
- Frost & Sullivan's New Product Innovation Award



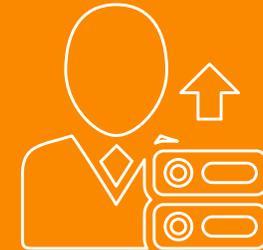
# Industry Analyst Coverage

Sunbird was named:

- Top pure-play DCIM software vendor Gartner Magic Quadrant (only 15 were featured)
- "Cool DCIM Vendor" by Gartner
- "Major DCIM player worldwide" by IDC
- "Strong Value DCIM Vendor" by EMA

# DCIM Benefits

- Understand data center utilization, capacity, and power/network connectivity for improved service delivery.
- Automation of manual tasks for faster and more efficient change management.
- Save operationing costs and improve availability of space and power capacity.
- Elimination of complexity and dependency on point tools for daily operational tasks – moves, adds, changes.
- Drive energy efficiency initiatives.
- Improve uptime through smart monitoring of rack power and environment.



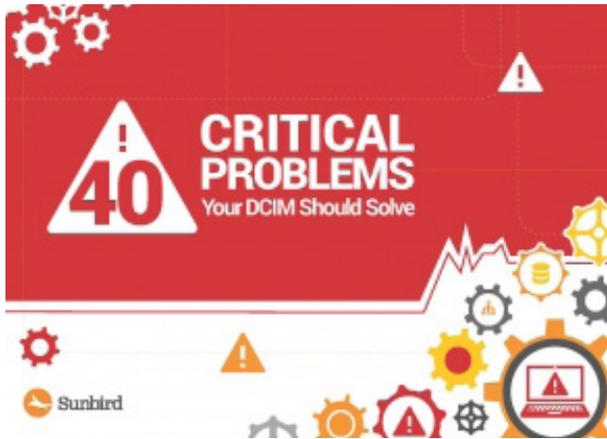
# Website

<http://www.sunbirdcim.com>

VISIT FULL WEBSITE



# Related eBooks



## 40 Critical Problems Your DCIM Should Solve

Learn how DCIM solves common IT and facilities management challenges. Improve data center management with real-time views of your environment. Easily manage power, space, and cooling.

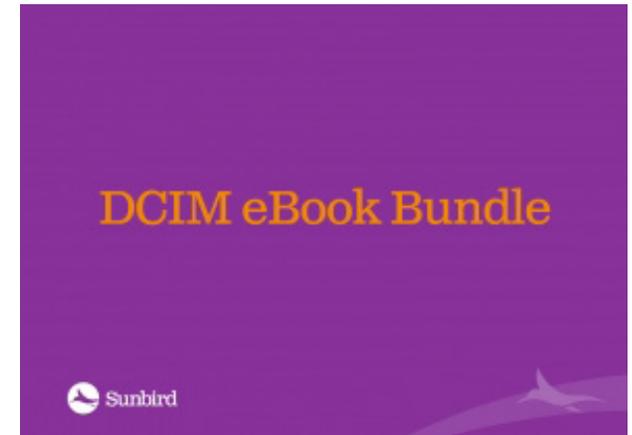
[DOWNLOAD NOW](#)



## DCIM Demystified

Learn exactly what data center infrastructure management (DCIM) is, and find out how it can completely change the way you handle challenges in your data center.

[DOWNLOAD NOW](#)



## DCIM eBook Bundle

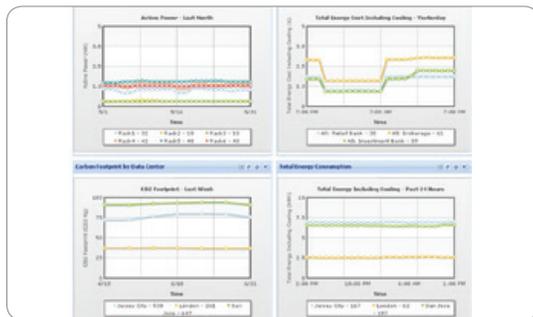
Three powerful eBooks that will help you see why spreadsheets are no longer enough when it comes to managing a data center. Make DCIM the heart of your data center operations.

[DOWNLOAD NOW](#)

# Screenshots

## Power and Energy Analytics

Intuitively create charts to visualize active power by rack, carbon footprint by building, customer billback, total energy consumption, and any other metric you can think of.



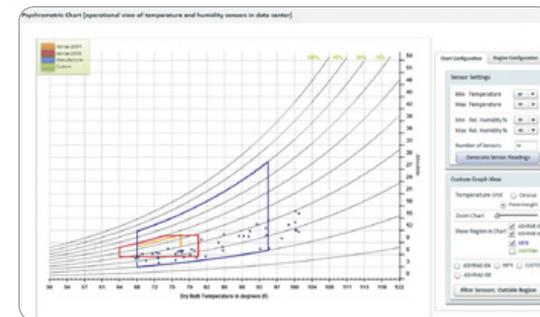
## Smart Rack View Page

The smart rack view page provides one-click access to rack power, cooling, airflow, and events, and makes three-phase load balancing easy.



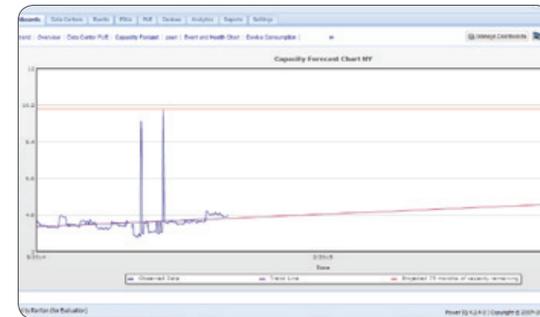
## Cooling Chart

Ensure compliance with manufacturers' and industry accepted recommendations and project cost savings achieved by increasing temperature set point.



## Power Capacity "Days of Supply" Forecast

Determine your real-time power load, rate of change, and forecasted at all levels of your infrastructure with capacity forecast charts.



# Screenshots

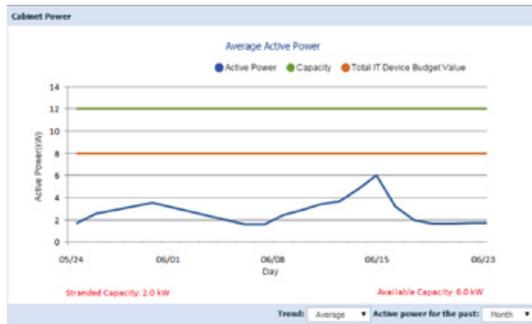
## Enterprise Dashboard

Provide an at a glance view of the health and capacity of you global footprint with the ability to click to drill down to obtain details at a floor, room, pod, row, cabinet and device level.



## Smart Power Capacity Chart

Easily find your available and stranded power capacity by correlating real-time measured load and planning information. Save on capital expenditures by using stranded power capacity which will enable you to confidentially defer new cabinet build outs.



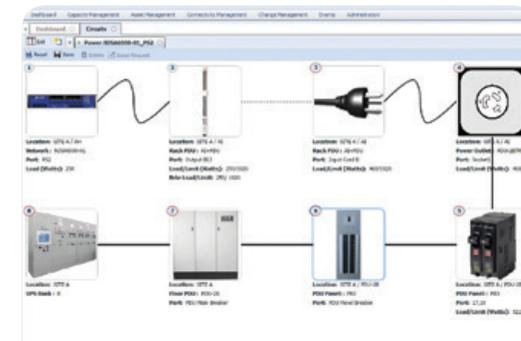
## Capacity Management Dashboard

Provides real-time resource utilization data for better electrical, cooling, floor, cabinet, cable and network capacity planning. Quickly see how much capacity you're using and, more importantly, how much is available.



## Full Power Chain Management

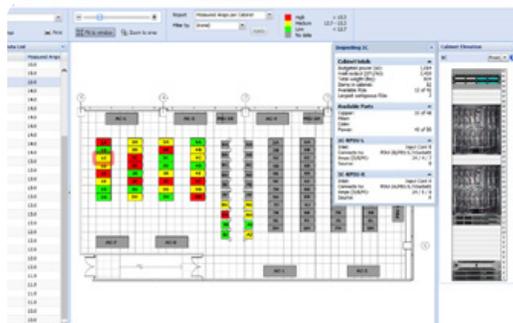
Ability to budget power at every connection point in the power chain from the UPS to the device power supply with (N) or (N+1) redundancy. Budgets power the same way electrical engineers reserve power and will not let you blow a breaker.



# Screenshots

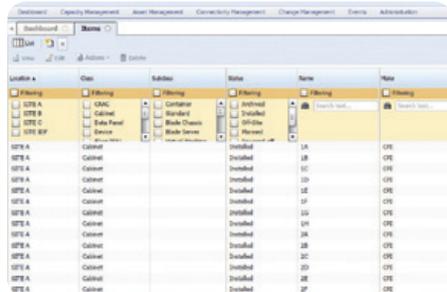
## Smart Floor Map

Provides a complete view of your data center power, space and cooling capacities making it easy to spot problem areas with the ability to drill down for more details and the ability to generate reports by customer, function or group.



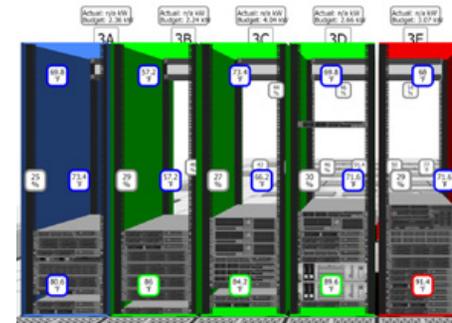
## Asset Search

All items maintained are organized in one database and easily searchable by a web browser. Asset information is comprehensive and includes: item type, function, administrator, port location, etc. as well as any custom fields unique to a particular device.



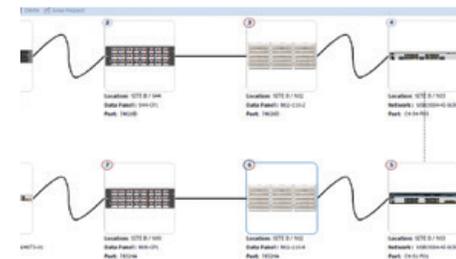
## Visualize Cabinet and Row Elevations

Visualize a group of cabinet elevations. Cabinets can be grouped by data center rows or logical groupings. With another click, the elevation views can be changed to front, rear or descriptive text views.



## Network Connectivity and Data Cabling Items

Support for all known cable types, connectors and topologies. Users can manage real-world cable infrastructure and labeling scenarios, with support for various design architectures.



Call 732.993.4476 or visit **SunbirdDCIM.com**

Sunbird Software is changing the way data centers are being managed. With a focus on real user scenarios for real customer problems, we help data center operators manage tasks and processes faster and more efficiently than ever before, while saving costs and improving availability. We strive to eliminate the complexity they have been forced to accept from point tools and home grown applications, removing the dependency on emails and spreadsheets to transform the delivery of data center services. Sunbird delivers on this commitment with unexpected simplicity through products that are easy to find, buy, deploy, use, and maintain. Our solutions are rooted in our deep connections with our customers who share best practices and participate in our user groups and product development process.

Based in Somerset, NJ, Sunbird serves nearly 1,000 DCIM customers worldwide. For more information, please visit [SunbirdDCIM.com](http://SunbirdDCIM.com).

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