

# MacStadium easily monitors and manages global data centers with Sunbird's robust DCIM software.



MacStadium is a leading provider of enterprise-class solutions for cloud-based Mac and iOS app development. The company's core business is creating virtual private clouds to support development and testing at scale for workloads that require macOS. MacStadium's cloud solutions are trusted by iOS developers, quality assurance testers, and DevOps engineers from thousands of companies all over the world.

The onset of the COVID-19 pandemic had a profound impact on mobile phone users' habits; app usage and demand significantly increased. As a result, MacStadium's solutions and services experienced dramatic growth during this period, and the company had to adapt quickly and expand operations in each of their locations.

There were unique factors that influenced MacStadium's expansion. Instead of traditional data center and networking equipment, MacStadium works with a large volume of Apple products that are built to be used by consumers, not racked in data centers. Not only do these products come in vastly different shapes and sizes, but new versions are released and need to be incorporated far more frequently than typical data center equipment would. This complexity is only compounded by wider variance in the durations of equipment usage by MacStadium's clients.

"A customer might use a Mac server for a few weeks or have it for many years," said Robert Perkins, Manager of Networks and Infrastructure Engineering at MacStadium.

In order to manage its growing operations and sufficiently support the deployment of new equipment in its locations, MacStadium needed a solution that could fulfill all of the following requirements:



- 1. Enable the sharing of information across teams to leverage resources, wherever they may be**
- 2. Provide automation via integration with other tools to maximize the team's efforts to achieve corporate objectives**
- 3. Allow the team to remotely visualize in 3D the physical attributes of the unique assets in the data centers**

"A major issue was that the C-suite couldn't visualize how much rack space was being used at each data center," said Robert. Deployment decisions relied on local employees at international facilities physically checking and reporting back on available resources and specifications. "We knew we needed a solution that would provide us with greater visibility." (continued)

## Customer

MacStadium is an IaaS 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.

## Results

MacStadium enjoys greater visibility, time savings, and unparalleled support.

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While searching for a solution, MacStadium found Sunbird and its Data Center Infrastructure Management (DCIM) solution.

"After going through demos of several products, we decided to go with the Sunbird team because they provided an API that allowed us to tie it into our existing control system," said Robert.

## The Solution

Sunbird's DCIM software empowered MacStadium to remotely monitor and manage its international data centers. The software replaced MacStadium's manual, built-in rack management system that was unable to centralize information from different data centers or allow for remote monitoring and visualization of its unique array of equipment.

MacStadium uses Sunbird's dcTrack solution with 3D visualization to evaluate rack space and equipment across its facilities in real-time. Users can instantly identify rack elevations and dimensions, as well as every device's precise location, technical specifications, and connections to other physical assets. Deployment decisions no longer require local employees physically entering and searching through MacStadium's data centers to gather actionable information.

In addition to dcTrack, MacStadium has begun to leverage Sunbird's PowerIQ to measure and track power usage in real-time throughout all of its assets and facilities. When fully implemented, users will be able to see power utilization trends and capacity levels across the facilities' power chains, including building meters, uninterruptible power supply systems, remote power panels, busways, and both floor and intelligent rack power distribution units.

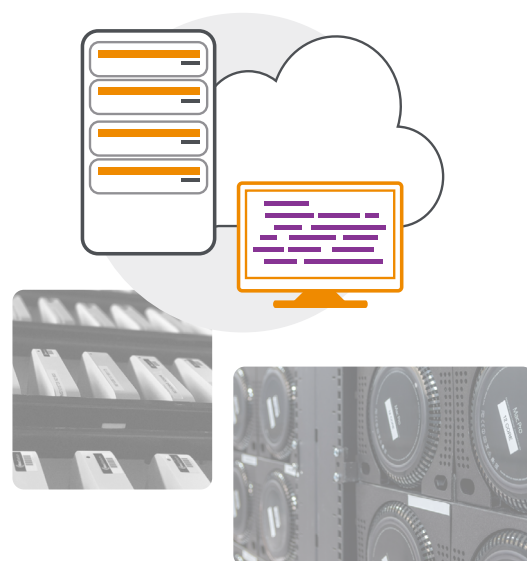
The MacStadium team was particularly impressed by the implementation of Sunbird's DCIM solution, which had to be tailored to MacStadium's unique technical and business needs.

"We were especially pleased with how the Sunbird team handled our custom-built racks that aren't typically seen in a data center," said Robert. "To accommodate us, they had to construct custom models inside of the system. That was fantastic. They managed to make it nice and easy to get the product up and running."



***"The Sunbird team's customer service is exceptional. They help build their product around your needs and desires."***

Robert Perkins | Manager of Networks and Infrastructure Engineering  
**MacStadium**



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## The Results



### Greater Visibility

MacStadium gained the visibility it needed and more. "Now that we can see our floorspace in 3D, we can easily maximize that space," said Robert. "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."



### Time Savings

MacStadium saves time with real-time 3D visualization of the rack space and physical assets in any and all of its data centers across the globe. "We save a lot of time because we don't have to bring together people in different time zones for off-hour meetings to make a decision," said Robert. "If we want to figure out where to build our next set of racks or our next cold aisle, we can just look at the floor space right in dcTrack and make a decision at a higher level. Sunbird has definitely sped up the decision-making process."



### Powerful Support

The Sunbird team focuses on providing unparalleled support for their clients by understanding and accommodating each company's needs. "We're not the typical Sunbird customer due to our unique needs," said Robert, "but their support team has been there to help us and hold our hand the whole time."

Call 732.993.4476 or visit [SunbirdDCIM.com](https://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 efficient 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 Piscataway, NJ, Sunbird serves over 1,850 DCIM customers worldwide. For more information, please visit [SunbirdDCIM.com](https://SunbirdDCIM.com).

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