# OPTIMISING THE DATA CENTRE

**DCIM is the new golden child of edge analytics. No longer just about building maintenance and IT services, the future of this innovation is big data, remote provisioning and continuous uptime**

Put DCIM into Google and you're likely to get one of two results, Digital Camera Images or Data Centre Infrastructure Management – we're concerned with the latter.

Described as a fairly new and emerging technology, DCIM is the convergence of IT and building facilities functions within a data centre. Leveraging such innovations as automation, zero-touch provisioning and big data, it has quickly found itself at the heart of edge analytics, due to its ability to ensure business continuity within a facility.

"Autonomous vehicles, smart cities, telemedicine, content delivery, and augmented and virtual reality are some of the biggest trends in edge computing that data centre managers need to support," says James Cerwinski, VP of product management and marketing at Sunbird.

"DCIM software allows data centre managers to maintain uptime and business continuity to provide these innovative services." As for the wider "analytics at the edge" conversation, this varies according to industry and vertical.

For example in manufacturing, transportation, oil and gas or utilities, there lie "great use cases for management and control as they look to modernise infrastructure by implementing predictive maintenance solutions or real-time optimisation, and we can expect more possibilities to come with 5G and cheaper bandwidth," says Rob Lamb, client principal and CTO at Dell Technologies.

Overall, however, there are a few main trends driving the transformation of the edge analytics space. The first is the huge amounts of data being migrated to the cloud every hour due to the growing number of digitisation initiatives across the industry.

"This is because of the powerful processing, analytics, and delivery capabilities cloud offers – equalling cost savings for many who traditionally relied on data centres," says Janet Liao, principle product marketing manager at Talend.

Additionally, as cloud use continues to grow, there are a growing number of use cases with strict latency, bandwidth, privacy and resiliency requirements.

"Here, edge analytics provides a more effective solution by analysing data in real-time, as if data can be processed at the edge it will minimise latency and bandwidth compared to when it is transferred to a data centre," continues Liao.

"What's more, data breaches are less controllable when data leaves the edge to a centralised cloud data store. By embracing edge analytics, businesses can have more visibility and control over the security of the data."

It appears that customers, be they enterprise, wholesale or anything else in between, are all wanting the same things from their edge providers – and that's service unification and Cerwinski. According to Daniel Yu, director of Azure Marketing, there is a specific need to consolidate the tools and services of IoT with big data.

"For this the combination of edge analytics and big data analytics in the cloud enable users to process the data locally for low latency, but also build machine learning model in the cloud, and then score them in real time for predictive maintenance, for example," Yu says.

In addition, he says that customers require a "new level of agility that enables them to quickly deal with abrupt business disruptions, all while using the freshest insights to guide their decision".

"Additionally, customers are looking to maximise their current investments and optimise their business processes by intelligently using their data. A unified analytics platform enables organisations to reduce project development time."

Things differ slightly for DCIM edge customers. Cerwinski instead points to uptime, efficiency and a saving of resources as the key needs.

"All data centre managers demand that DCIM software helps them increase uptime, improve capacity planning and utilisation, and boost people productivity. In short,
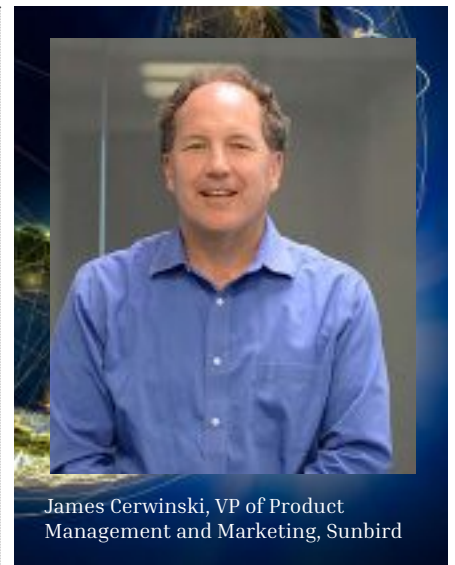

James Cerwinski, VP of Product Management and Marketing, Sunbird

> **❝ Customers want to be able to do more with less resources, and hence they need a DCIM product that is fast, easy, and complete ❞**
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