



The world's leading data center management software.

Sunbird Software Is Changing
the Way Data Centers
Are Managed.

Why Sunbird?

We've Been in Data Centers for Over 25 Years.

They were actually called "data rooms" back then...



Our Technologies Are Used All Across the World

Since 2007, Sunbird products have been used globally by 1600+ customers across hundreds of thousands of racks to manage millions of assets and monitor billions of data points every day. From colo to owner operated, medium to large, private to public and non-profit, you can find Sunbird solutions helping customers improve availability, drive efficiency, and better utilize their data center assets.



Our Team Works Hard With Your Success in Mind

We do more than create solutions tailored to each customer. We build lasting relationships by understanding customers' needs, delivering the right solutions, and providing the industry's best support before, during, and after each sale. Our employees strive to delight customers. We're humbled by our customer's willingness to become references and advocates.



We Passionately Listen to Customers

Sunbird is the product of a commitment to create superior solutions that resolve real business needs. As an early player in the DCIM market, we've grown into an international industry leader because we listen. Through user groups and deep customer interactions, Sunbird delivers software that just works. We pride ourselves on creating the highest quality products with unwavering support to the people who use them.



Our DCIM Software Is Proven

Sunbird's DCIM solution has been battle-tested in real-world environments to streamline and accelerate data center operations. Our software improves uptime and capacity utilization, drives efficiency, and boosts people productivity through monitoring and management of intelligent devices, data collection for business intelligence and visual analytics, third-party integration, and more.

Based in the United States, Sunbird Software serves over 1600 customers globally.



What Is DCIM?

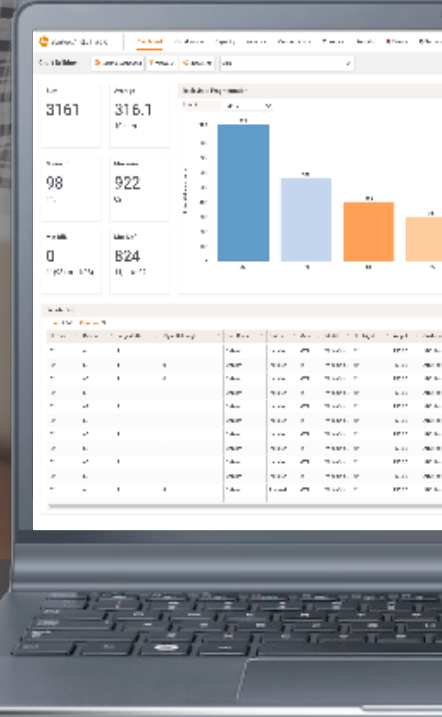
DCIM software is a new class of software that gives data center operators the ability to run efficient data center operations and improve data center infrastructure planning and design.

It typically replaces Excel®, Visio®, and home-grown databases. DCIM software can bridge information across organizational domains—Data Center Ops, Facilities, and IT—to maximize utilization of data center resources.

What Are the Benefits of DCIM?

The benefits of a DCIM solution can be found in time savings, people productivity, and cost savings. Employees no longer need to be on-site to identify what assets are in the data center and what space, power and cooling is available. Data center managers can have access to accurate data in real time at a click of a button.

- ✓ Understanding asset details and their physical power and network connections enables highly accurate capacity planning, down to the single port or 1 rack U level.
- ✓ Critical path capacity points are automatically and easily identified, reducing the risk of failure.
- ✓ Reservations, moves, adds, and changes are accomplished with ease.
- ✓ Employee productivity and morale dramatically increase as processes and workflows are implemented to ensure high quality changes in the data center.



Get a Degree in DCIM.

Visit www.sunbirddcim.com/resources to access our entire DCIM content library.

What Problems Does DCIM Solve?



Asset Management

What do I have?
How is it configured and connected?
Where is it located?
Who owns it?
What's the maintenance on it?



Capacity Management

How much do I have?
When do I run out?
How can I budget it?
Where can I put stuff?
How do I better utilize it?



Change Management

How do I manage moves, adds, deletes?
What is the impact?
Who does the work?
When is the work done?
How do I know it's done?



Energy Management

How can I save energy?
What is the cost of it?
Who's using it?
Who is meeting their saving goals?
What can I bill back?



Environmental Monitoring

How can I better manage hot spots?
Am I overcooling my data center?
How can I better manage free cooling?
How do I maintain a safe environment for IT equipment?



Power Monitoring

How much is being consumed?
How much is available?
How do I ensure uptime and reliability?
How can I accommodate high density?



Visualization

Can I navigate my data center in 3D as if I'm there?
Can rack elevations be automatically updated so I no longer need to update Visio?
How can I visualize power, temperature, and humidity sensor readings across my data center floor at a glance?



Security

How can I secure my data center against physical threats?
How can we control who has access to cabinets and cages?
How can we track and audit who was in a cabinet?
How can I restrict access to users or tenants through role-based permissions?



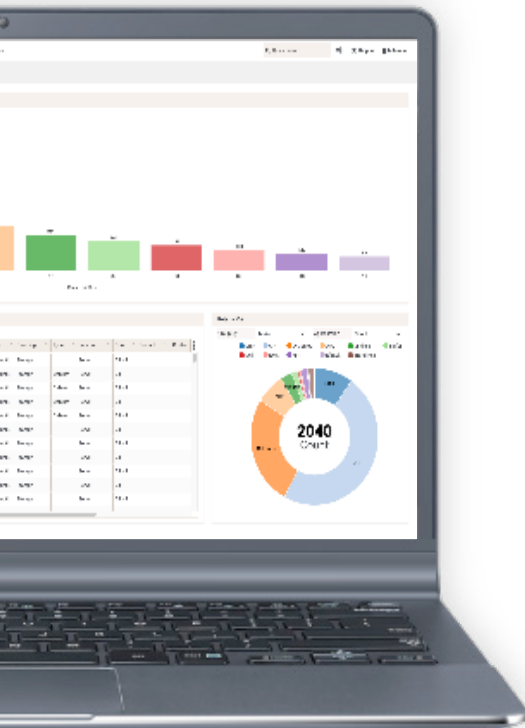
BI & Analytics

How can I easily analyze the information needed to make data-driven decisions?
How can I track KPIs most important to my organization?
How can I share my dashboards and reports with my management and team?



Connectivity

How are my assets connected to network, power, and storage?
How can I easily know physical port capacity?
How can I easily document structured cabling?
How can I visualize copper and fiber cabling and cable trays across my entire data center floor?



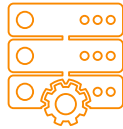
See Everything with Sunbird's One-Stop DCIM Operations Solution



All of the Features That You Need to Manage Your Data Center With Ease



One Searchable
Database



Manage Data
Center Assets



Custom
Dashboards



Intelligent
Monitoring



DCIM Made
Easy

Sunbird's Product Offering.



Asset Management

Accurately track all assets across all global data centers



Power Management

Reduce downtime and find stranded capacity with complete power monitoring



Capacity Management

Quickly see space, power, network connectivity, and cooling capacity



Visualization

See 3D views that display everything from a bird's-eye view of the data center floor



Change Management

Manage, validate, and report on change requests and work orders



Security

Secure cabinets with electronic door locks, auditing, surveillance, and role-based permissions



Energy Management

Boost energy efficiency, reduce costs, and drive energy-saving initiatives



Data Center BI & Analytics

Explore zero-configuration dashboards and visual analytics that work right out of the box



Environment Management

Maintain uptime, avoid overcooling, and ensure a safe environment for IT assets



Connectivity Management

Manage power and network connectivity with visual trace routes, cable measurements, and port connectivity

Welcome to Second-Generation DCIM

Second-generation Data Center Infrastructure Management (also known as DCIM G2) refers to the class of software emerging from traditional DCIM products to dramatically simplify data center management.

This next generation of DCIM addresses many of the pain points experienced with legacy DCIM tools and provides specific capabilities and features designed to help data center managers make smarter operational decisions.

What Is Driving Second-Generation DCIM?



Massive volume and variety of data requiring significant compute and transactional data center resources



Increased affordability of IPDUs and other smart devices, with more sensors collecting more data



Increased competitiveness in the colocation market



Data center consolidation, virtualization, edge and cloud computing



Data center management software market consolidation



Integration of new technologies into DCIM solutions to replace aging or outdated tech



Increased consumer education based on previous experience with DCIM tools



What Sets Second-Generation DCIM Apart?

Today's data center managers have moved beyond Excel, Visio, and traditional data center management tools. They expect solutions that meet the requirements of modern data center environments and leverage new technology to maintain uptime, drive efficiency, and boost productivity. They need second-generation DCIM that is fast, easy, and complete.



Super-Fast Deployment Time



Complete Suite of Features and Capabilities



Zero-Configuration Analytics



Automation Through Integration



Compatibility with What You Have



Extreme Scalability



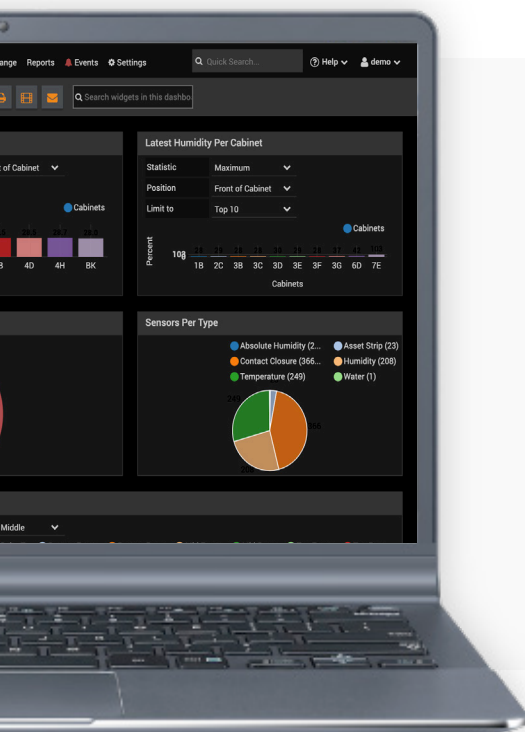
Ease of Use



Data-Driven Collaboration



AI and Machine Learning Innovation



Sunbird: A Leader in Second-Generation DCIM

Sunbird is ahead of the curve when it comes to second-generation DCIM. While other DCIM software providers are charging for every module, our focus on real customer problems has enabled us to overcome the pain points of legacy DCIM tools in our elegant, modern software. We refine our features and build our roadmap based on feedback from our users, so there's no bloatware, no additional modules to purchase—simply fast, easy, and complete DCIM software that just works.

Why partner with Sunbird?

Sunbird prides itself in ensuring utmost customer satisfaction. High integrity, quality assurance, and trustworthy transactions are built into every relationship. It's in our DNA.

We only work with the best partners to reinforce and expand our capabilities to enable us to provide complete solutions with exceptional service.

It's a great time to sell DCIM

DCIM Growth Rate*

26%

Improve Margins

50 - 100%

Satisfied Customers



5 STAR RATED

*Mordor Intelligence estimates that the DCIM suite marketing will grow at a compound annual growth rate of 25.8% through 2025

Data Center Infrastructure Management (DCIM) Market – Growth, Trends, and Forecast (2020 – 2025)

Are you missing out on the DCIM opportunity?

If you're currently selling any of these data center products you could be selling DCIM software to leverage cost of sales, increase margins, gain account control, and get annual residual revenue and additional service revenue.

- Intelligent rack PDUs, floor PDUs, UPSs, RPPs, CRACs, RTSSs, and other hardware
- Servers and network equipment
- Intelligent racks/cabinets
- Micro data centers
- Environmental sensors
- Cooling solutions
- Cabling solutions, including structured cabling



Don't know how to sell DCIM? We're here to help.

It's easy to sell DCIM with Sunbird. Sunbird partners receive the following benefits:

- ✓ Deal registration
- ✓ Discounts and rebates
- ✓ Sales guides and tools
- ✓ Leads
- ✓ Service business model development
- ✓ Product training, such as Lunch and Learns
- ✓ Monthly Sunbird partner newsletter
- ✓ Local account manager
- ✓ Co-branded marketing collateral, including eBooks, emails, datasheets, and landing pages
- ✓ Co-marketing campaigns, including local events, seminars, and webinars
- ✓ Access to Sunbird DCIM experts

Broad Compatibility with Third Party Vendors

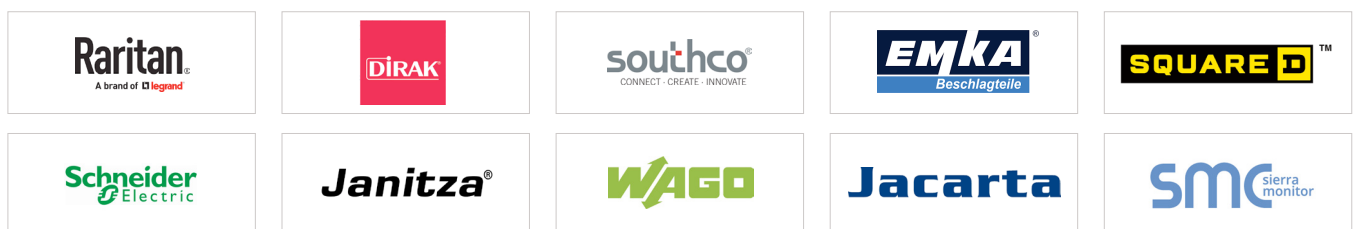
IPDU Vendors



UPS, Busways, PDUs, Sensors



Meters, Locks



3rd Party Software



See what our customers are saying

"We have found a true partner with the team at Sunbird. They are there to listen, investigate, and offer advice and solutions to any questions we have."

Joseph Keena, Data Center Manager, UF Health

"We've grown and developed our business processes and procedures while implementing the tool - moving away from manual data entry and management via multiple spreadsheets is the thing of the past we'd never go back to."

Greg Rybak, Data Center Senior Analyst, Wiley

"The Sunbird products work as advertised. Both dcTrack and PowerIQ products work well and are easy to use."

John Foiles, Principal Engineer, United Airlines

"In many implementations with software and other DCIM providers this has by far been the best experience we have had. After demonstrations and comparisons to 6 other competitors, Sunbird products stood out well above the rest."

Greg Brown, Project Manager, Delta Dental of Michigan

"This tool definitely helps us understand where we are and where we are going."

Michael Piers, Sr Manager DCIM/Tools, Comcast

"Going from Excel spreadsheet using Sunbird is awesome. We are now able to produce the required reports in minutes as opposed to hours."

Scott Walter, Manager, IT Operations, Lord Abbett

Much better than our former product, Nlyte - don't buy that."

John Robinson, Engineer 1, Promedica Health Systems

"Easy to set up. Sunbird listens to the end users and implements our ideas into future releases, provides ongoing training, and is very responsive to questions and issues."

Bill Rinker, Tech Facilities Manager, Disney Streaming

"Having all this data readily available and being able to track it over periods of time allows us to plan not just the day-to-day operations but also start to get into long-term planning...and we can allocate resources accordingly."

Michael Garito, Sr Data Center Program Manager, Akamai

"We felt this was the best tool on the market for the price with what our needs were. Sunbird has been great to deal with. From sales to their help desk they are the best in the business with communicating with their customers."

Todd Lightner, Sr Analyst Comp/Hosting Ops, The Hershey Company

"I'm excited to get to work everyday because I know I'm going to be working with dcTrack. The support from Sunbird is beyond excellent. They're very quick to respond to inquiries and are always willing to provide whatever help we need."

Dennis Hayslip, Project Manager, Lockheed Martin

"dcTrack and PowerIQ are amazing tools to help you keep track of what's going on. The support is great and you always get help and solutions for problems. The possibilities with these tools are almost limitless."

Markus Hergesell, Infrastructure Engineer, MetroNOM

Ready to sell DCIM with Sunbird? Let's partner and make it happen.

We're ready to put in the teamwork needed to make you successful along with us.



Headquarters

Sunbird Software, Inc.
200 Cottontail Lane, Suite B106E
Somerset, NJ 08873
Phone: (732) 993-4476
Fax: (732) 960-5417

www.sunbirddcim.com | sales@sunbirddcim.com