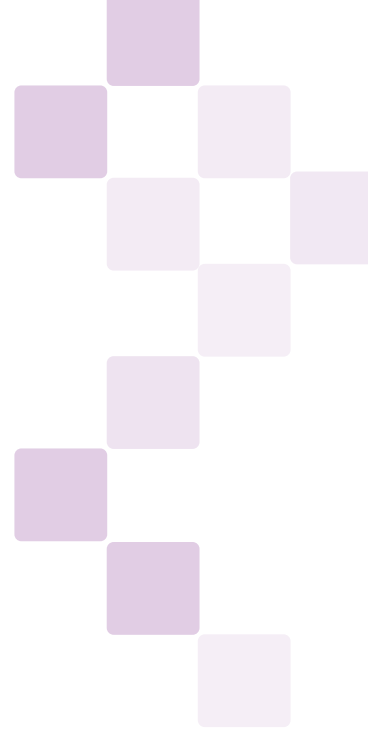


EBOOK

# 7 Ways to Quantify

## the ROI of DCIM Software



**Sunbird®**  
DCIM that's easy, fast, and complete

# Introduction

As a global leader in second-generation Data Center Infrastructure Management (DCIM) software, we have the opportunity to speak with a lot of data center professionals. One of the most common stories we hear is that they are still using Excel, Visio, open-source software, and homegrown tools to manage their data centers and that these tools are causing them a lot of pain. They're manually intensive, inaccurate, hard to use, and not integrated.

Today's data center professionals understand that modern DCIM software can dramatically simplify how they manage their data centers. We hear time and again that they are desperate to deploy it to realize dramatic improvements in ease of use and completeness of functionality for data center asset and capacity management. With built-in dashboards and reports, the benefits of better uptime, efficiency, and productivity can be realized quickly.

We've learned that the best way to obtain a budget for the DCIM tool of your dreams is to clearly demonstrate to your management and stakeholders the return-on-investment that the solution provides to your organization. The cost savings and speed to ROI are often so dramatic that it's a no-brainer to fund the project.

In this eBook, you'll learn seven different ways to quantify the ROI of DCIM software. By calculating how these benefits will improve data center management in your organization, you will have the information you need to make a compelling case for consolidating and upgrading your DCIM software.

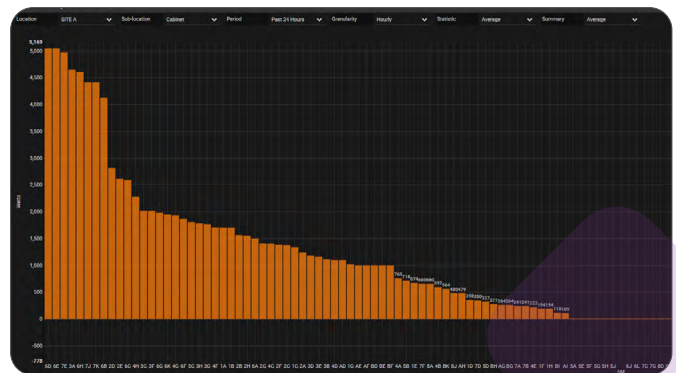


# Increase rack power utilization by up to 40% and defer capital expenditures for expansions.

#1

Stranded power capacity is a waste of resources and money. It reduces the overall efficiency of your data center and leads to higher operating costs and unnecessary expansions of new cabinets and even new sites. Since deploying server-ready cabinets is expensive, there are significant cost savings to be had by recovering and using stranded power capacity for new deployments instead of provisioning new resources.

Modern DCIM software with an “Auto Power Budget” feature automates server power budgeting so you can safely deploy more servers in your existing cabinet resources. It leverages data from outlet-metered intelligent rack PDUs to calculate a power budget number for each server instance based on its actual load in your environment. Built-in algorithms and user-configurable policies ensure that the budget numbers are compliant with your predetermined risk factor, and budget numbers are automatically updated every week based on the latest readings.



Using this feature, Comcast was able to get 40% more utilization out of their existing resources.

[Read the case study to learn more.](#)

[Try our “What Does It Cost to Power a Rack?” calculator](#) to see how much stranded power capacity you can recover and how much you can save by deferring the need for new racks.

## ❓ DID YOU KNOW?

The cost to deploy a server-ready cabinet is typically around \$15,000-\$20,000.

## 👤 FROM THE EXPERT:

“From an ROI perspective, [Auto Power Budget] is massive for us. We’re getting 40% more usage out of our facilities and power sources.”



Michael Piers, Senior Manager DCIM/Tools, Comcast

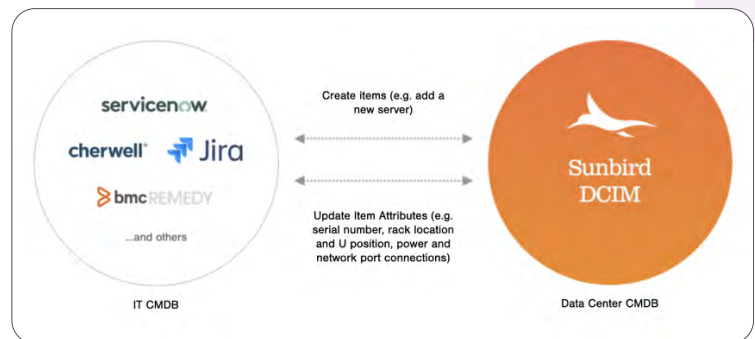


# Integrate tools to increase the productivity of people.

#2

Data center management traditionally requires using many different tools and manually entering the same data into multiple systems. Whenever manual effort is involved, there is also a risk of human error and inaccurate data that can lead to work delays, inefficient use of resources, and costly downtime.

DCIM software helps you eliminate repetitive manual tasks by enabling “automation via integration.” DCIM with out-of-the-box connectors and fully-documented APIs integrates with other tools to reduce manual data entry, enable a single source of truth, and streamlines data sharing and workflows between data center operations, facilities, and IT teams.



By integrating DCIM software with other systems like your CMDB, ticketing, and Dev Ops tools, you can automate tasks like asset management, change management, provisioning and orchestration, and virtual machine management.

For example, one of the most popular integrations is between DCIM software and ServiceNow’s CMDB. Second-generation DCIM software with a certified bi-directional ServiceNow connector allows easy, near real-time integration to enable assets to be created in either system and instantly synced between both. Authorized users of either tool can view, create, and update attributes such as location, status, and serial number via either system.

In this context, automation via integration drives faster changes in the data center resulting in speed in rolling out services, synchronizes data to maintain accuracy, and improves cross-functional collaboration and transparency leading to greater productivity across all teams. And that’s just one example!

## 🔍 DID YOU KNOW?

Sunbird is the only DCIM with a certified ServiceNow connector, and customers report that the integration can be set up in one hour.

## 👤 FROM THE EXPERT:

“Having a good DCIM tool helps us save time. And time is money.”



Kiel Anderson, Senior Product Development Lab Manager, F5

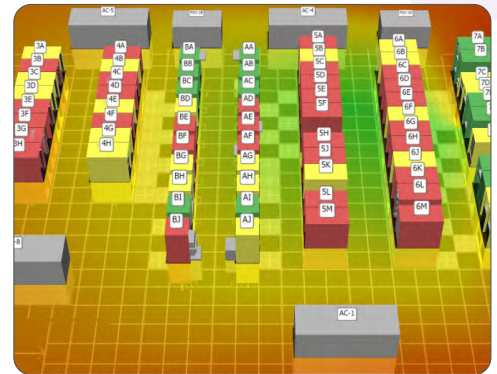
# Reduce energy consumption to save energy costs and support sustainability initiatives.

#3

DCIM software can help you achieve significant energy savings and meet your corporate sustainability goals in multiple ways.

First, DCIM software helps you optimize cooling by reducing the wasteful overcooling of equipment. DCIM transforms real-time data from temperature sensors into actionable insights in the form of ASHRAE psychrometric cooling charts, thresholds and alerts, Delta T charts, and 3D thermal map time-lapse videos of your data center. By identifying the cabinets that are being overcooled beyond industry guidelines, you can know where you can potentially raise temperature set points.

[Read the Vodafone case study](#) to learn how this capability helped them increase the energy efficiency of their data centers.



Second, DCIM software helps you find and decommission ghost servers that waste energy and resources without providing any value. By using outlet-metered intelligent rack PDUs and DCIM software, you can monitor power usage at the device level and run a built-in ghost server report that lists all your potential ghost servers based on how much power they are drawing. By adding up their total kWh, you can estimate how much you'll save in energy costs by shutting them down.

Finally, integrating DCIM software with VMware enables you to improve the efficiency of your private cloud or virtual environments. The integration allows you to map your virtual machines to their physical hosts, of which some will be more energy efficient than others. With this information, you can see which virtual instances should be moved to more efficient servers to reduce energy consumption.

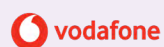
By mapping your virtual machines to their physical hosts, you can move your virtual instances to your most efficient servers first to reduce energy consumption.

## DID YOU KNOW?

You can save up to 4% in energy costs for every degree that you increase your temperature set points.

## FROM THE EXPERT:

"Sunbird provides the ability to measure, monitor, and document what is actually happening in our data centers. Then, we can implement things to keep the costs down. We can actually measure the individual temperatures in a cold aisle so we can see the Delta T. That allows us to raise the temperature in the cold aisle which saves us a large amount of money."

 **vodafone** Andrew Marsh, Senior Manager for Infrastructure and Data Centers, Vodafone

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by clicking the link  
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