EBOOK

How Does DCIM Software Fit into Your ESG Strategy?

Sunbird®

DCIM that's easy, fast, and complete

Introduction

ESG (Environmental, Social, and Governance) considerations are becoming a priority for some organizations, especially in the EU, where regulations like the Corporate Sustainability Reporting Directive (CSRD) and Energy Efficiency Directive (EED) are driving stricter sustainability and reporting requirements. As energy-intensive facilities, data centers play a critical role in meeting sustainability goals by reducing energy consumption and minimizing environmental impact.

While Data Center Infrastructure Management (DCIM) software is not an ESG tool itself, it provides important data and insights that help organizations measure, manage, and improve the sustainability of their data center infrastructure. This enables data center teams to contribute meaningfully to their organization's overall ESG strategy.

In this eBook, you'll discover how Sunbird DCIM collects and delivers data that supports enterprise ESG initiatives and helps improve efficiency.

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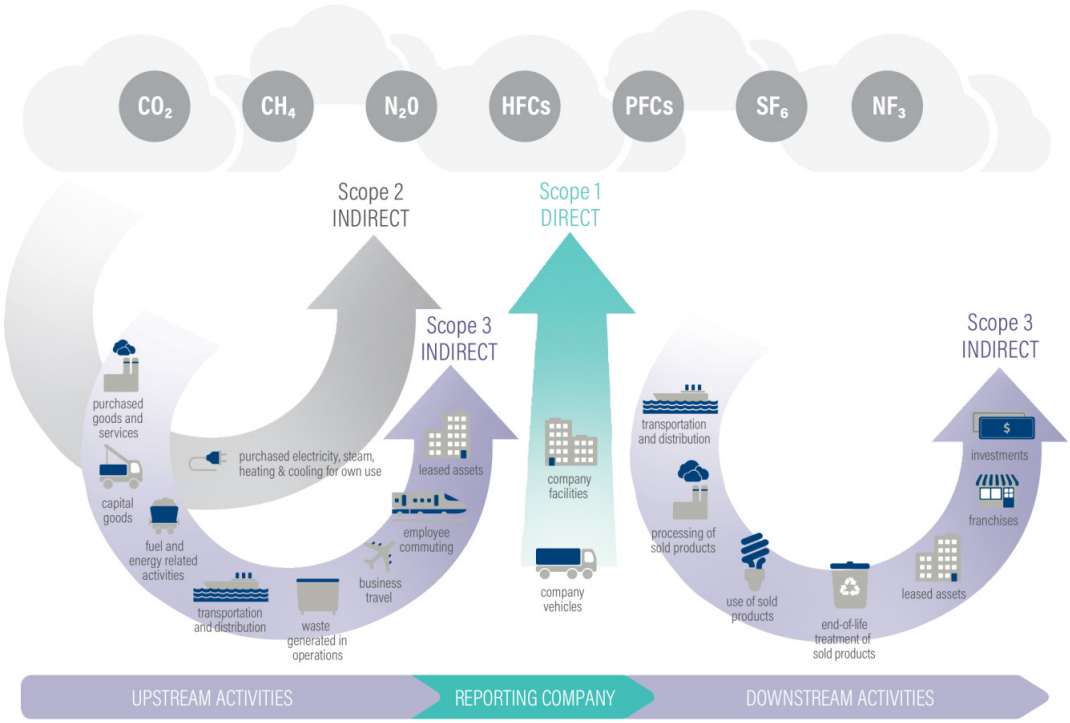
DCIM Software's Role in Supporting ESG Initiatives

DCIM software can play an important supporting role in an enterprise ESG strategy. By collecting live, granular data on energy consumption and environmental conditions within the data center, being the source of truth for technology assets, and integrating with other systems, DCIM software can act as the bridge between your physical data center infrastructure and your ESG reporting tools.

As more and more enterprise customers leverage colocation data center infrastructure, it becomes more important to consider DCIM software since colo operators may not be delivering the required or accurate data to support your ESG reporting and initiatives, specifically billing grade kWh data to accurately compute your CO2 footprint. Or better understanding of materials and energy usage utilized to manufacture and deliver all the physical assets residing in the white spaces or cages at your colo.



Source: Greenhouse Gas Protocol

DCIM Software's Role in Supporting ESG Initiatives (continued)

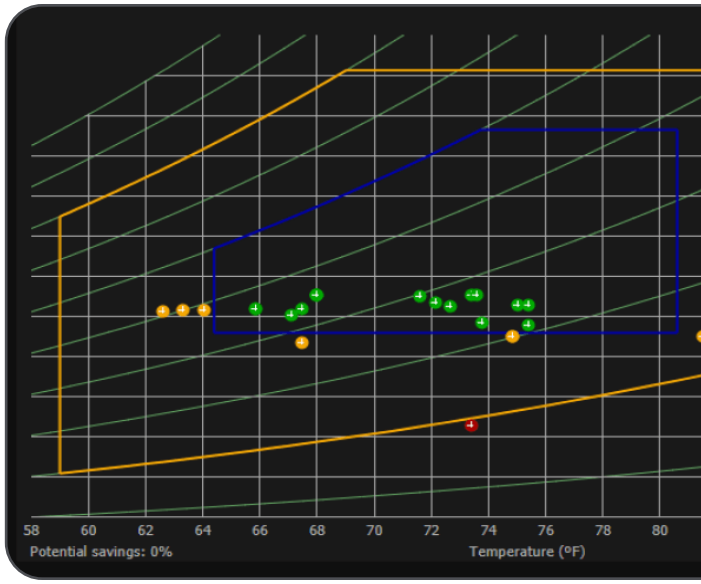
The table below summarizes the primary ESG-relevant data categories Sunbird DCIM collects:

Data Type	Collected From	Example Metrics	Relevant For
Energy consumption	Intelligent rack PDUs, busways, branch circuits	kWh, rack/row/ room/site totals	Energy reporting and optimization, Scope 2 GHG emissions reporting
Power capacity and utilization	Intelligent rack PDUs, busways, branch circuits, models library	kW, % utilization, available capacity	Efficient power capacity utilization
Environmental conditions	Temperature sensors, humidity sensors	Temperature, relative humidity	Cooling efficiency, PUE optimization
Asset lifecycle management	Asset inventory, change management	Asset age, asset status, maintenance information, decommission dates	E-waste reduction, recycling, sustainable procurement
Space utilization	Dashboards, rack elevations, floor plans	Floor space utilization, RU utilization	Facility optimization, data center consolidation

Sustainability Use Cases with Sunbird DCIM

Sunbird DCIM goes beyond data collection to help data center teams take meaningful action that improves energy efficiency and sustainability. Sunbird provides capabilities data center teams need to identify inefficiencies and continuously improve sustainability during daily operations.

Here are some of the key ways that organizations can leverage Sunbird DCIM to support energy efficiency initiatives to reduce carbon footprint:



- **Avoid overcooling.** Sunbird's patented ASHRAE psychrometric cooling chart helps you visualize temperature and humidity by cabinet so you can identify any cabinets that are cooled beyond recommended ranges and adjust setpoints to reduce energy consumption.
- **Eliminate ghost servers.** Sunbird's built-in ghost server report flags potential ghost servers drawing minimal power over time. With this information, you can investigate them as candidates for decommissioning or consolidation to reduce energy consumption and hardware sprawl.
- **Promote energy accountability.** Sunbird DCIM allows you to break down energy consumption by data center, customer, or application so you can make comparisons, identify energy-intensive systems, and drive more efficient behavior.
- **Optimize virtual environments.** Sunbird DCIM can integrate with virtualization platforms like VMware to map virtual machines to their hosts, which enables you to intelligently distribute and consolidate workloads to better leverage energy-efficient hardware.
- **Track sustainability KPIs.** Sunbird provides out-of-the-box dashboard charts and reports for real-time insight into Power Usage Effectiveness (PUE), energy consumption, temperature and Delta T per cabinet, stranded power capacity, and drive targeted energy efficiency initiatives and track their impact.

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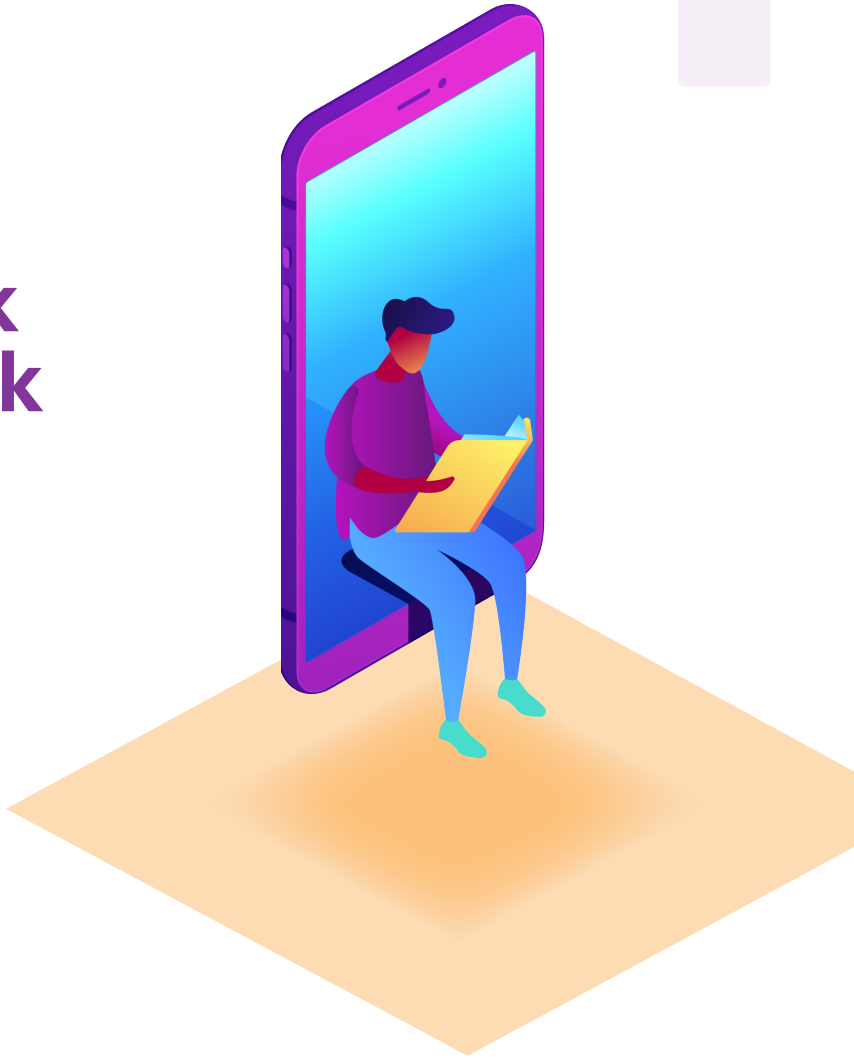

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