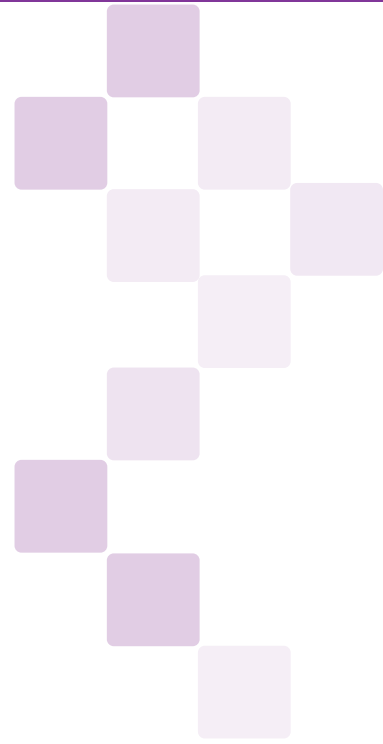


EBOOK

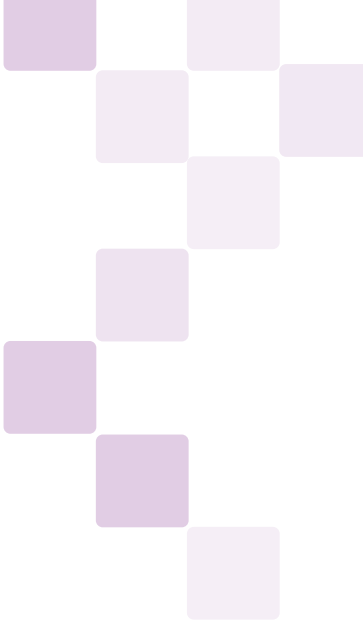
# Top DCIM Software Integrations Customers Are Considering and Why



**Sunbird**<sup>®</sup>

DCIM that's easy, fast, and complete

# Table of Contents



- Introduction.....3
- CMDB (Configuration Management Database).....4
- Ticketing.....6
- Private Cloud (Orchestration).....8
- Server Infrastructure Management.....10
- Colocation Infrastructure Monitoring.....11
- Observability.....12
- DevOps.....13
- Collaboration.....15
- Public Cloud.....16
- Network Management.....16
- Conclusion.....17
- Take the Next Step with Sunbird.....18

# Introduction

**Managing data centers requires a lot of specialized tools. An organization might have a CMDB for asset information, a ticketing system, virtualization tools, and many more with each often managed in a silo by different teams.**

For data center professionals, this results in the time-consuming effort of manually gathering data from disparate systems, re-entering the same information across multiple platforms, and reconciling the discrepancies that human error leaves behind.

At Sunbird, we're seeing more and more customers using out-of-the-box connectors and REST APIs to integrate DCIM software with third-party systems, leveraging their DCIM as the single pane of glass, single source of truth, and digital twin for the data centers, edge sites, IDF/telco closets, and AI factories. The results speak for themselves.

While dcTrack can integrate with virtually any system that exposes asset, virtual machine, port, or circuit data via REST API, this eBook focuses on the most popular tools our customers are looking to integrate with, the types of data being exchanged, the use cases driving the integration, and the real outcomes and ROI the teams have achieved.



# CMDB (Configuration Management Database)

A traditional IT CMDB maintains a record of an organization's hardware and software assets with their configuration and relationships. However, a CMDB does not provide all the key information about data center assets. It often lacks visibility into a device's exact location, rack, and U position, power requirements, and physical connectivity and offers no digital twin modeling or visualization. Integrating DCIM software with your CMDB closes this gap by synchronizing logical records to their physical counterparts, reducing manual effort, saving time, and improving cross-functional collaboration.

## Popular Examples

servicenow



cherwell<sup>®</sup>  
Acquired by Ivanti

## Integrated Data Examples

- Device name
- Device type
- Serial number
- Make
- Model
- Asset tag
- Status
- Location
- Owner

## Real-World Integration Use Cases

### eBay: Automated Data Entry for 600 Daily Activities

"It's pretty significant if you were to think about having to do this manually... It would just be almost a nightmare. But it isn't for us anymore because we are integrated and in pretty good shape."

Ken Torres  
GCS Data Center Engineer



For eBay, managing a distributed global footprint of 415 racks across 28 unmanned sites meant that physical asset changes were difficult to track in real-time. Manually entering data already in their CMDB into their DCIM would have required a significant amount of redundant effort.

To solve this, eBay used Sunbird's APIs to integrate dcTrack with ServiceNow. Handheld scanners used in the field update ServiceNow directly, which automatically pushes those changes to dcTrack. This automation eliminates manual entry for over 600 daily activities and provides remote visibility into sites where no on-site staff are present.

[Learn more about eBay's ServiceNow integration use cases.](#)

# CMDB (Configuration Management Database)

## World Bank: Automated Asset Lifecycle Management Across 180 Countries

The World Bank manages technology assets across 250 racks in two colocation facilities, 80 telco closets at their Washington, DC headquarters, and is expanding to nearly 400 additional telco closets across 180 countries. To manage this global footprint, they built an automated asset lifecycle process.

Once a purchase order for an asset is approved, SAP creates an asset record that flows into ServiceNow, which then automatically creates the asset in dcTrack. From that point, the integration between dcTrack and ServiceNow automates the deployment workflow. When a technician physically installs the asset and confirms its rack location in dcTrack, that information is sent to ServiceNow. The ticket is closed in ServiceNow which also updates SAP.

[Read the World Bank case study.](#)

“With data center assets, there’s so much information there that you don’t want to exist in a silo. We want to take that information and use it elsewhere for other groups. The integration capability was probably the biggest factor for us moving to Sunbird.”



THE WORLD BANK

Frank Butler  
Senior Project Officer

“It takes lots of work to track and manage assets, especially in a dynamic product development environment. Sunbird’s reporting and 3D visualization features make everything so much easier, and that is critical for my internal customers.”

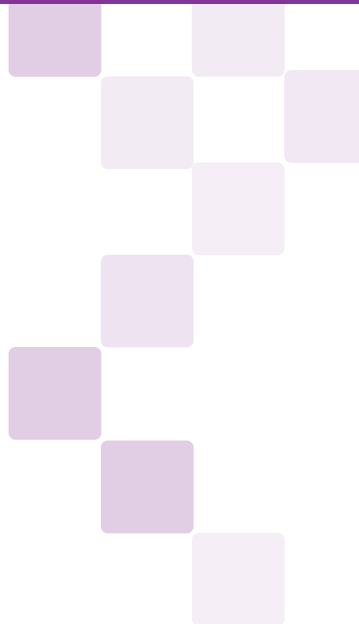


Kiel Anderson  
Senior Manager of  
Product Development

## F5: Rapid Response Time to Resolve Issues

F5 manages IT labs in three countries in an environment where accurate asset tracking is essential for keeping development and product test teams productive. By integrating dcTrack with ServiceNow via API, F5 significantly reduced the time it takes for their customer support team to resolve device-level issues by eliminating the need to manually reconcile support ticket information with physical asset data.

[Read the F5 case study.](#)



# Ticketing

Ticketing platforms manage service request workflows, but the quality of a work order depends on the accuracy of the information provided to the technician. Missing details like the exact rack location and U position can lead to failed deployments and costly rework. By integrating ticketing tools with DCIM software, teams gain an automated workflow that replaces email requests with an organized worklist updated in real-time across systems. This facilitates more productive people by consolidating visual rack elevations and detailed instructions into tickets and ensuring work orders are routed to the right team.

## Popular Examples

servicenow



## Integrated Data Examples

- Ticket number
- Ticket status
- Ticket description
- Ticket comments

## Real-World Integration Use Cases

### NBCUniversal: Automated Incident Ticketing and CI-to-Hardware Mapping

“We use ServiceNow to track everything from desktops to cell phones... We do not want all that information to come down into dcTrack, so we specified the values of what we wanted to include and exclude based on the device type and model category.”

Manny Peralta  
Manager – East Coast Data Centers

**NBCUniversal**

NBCUniversal manages hundreds of locations with thousands of cabinets. They integrated their ServiceNow environment with dcTrack using Sunbird’s certified ServiceNow connector. Their integration strategy addressed both CMDB and ticketing simultaneously, with ServiceNow as the system of record for assets and a bidirectional source of truth for ticketing. A key element of their approach was linking CIs to physical hardware, so that when a piece of equipment requires maintenance, technicians can immediately see which dependent services and VMs will be affected and plan their work accordingly.

NBCUniversal also successfully tested an integration between Power IQ and ServiceNow designed to automatically generate incident tickets when power or environmental thresholds are violated, routing alerts to technicians before problems escalate.

[Learn more about NBCUniversal’s ServiceNow integration.](#)

# Ticketing

## World Bank: Visual Work Orders for Remote Technicians

World Bank leverages their dcTrack/ServiceNow integration to embed links to assets in dcTrack within ServiceNow tickets. This allows remote technicians to see a digital twin of the exact device they'll be working on and its connections before they even go onsite. Additionally, they are working to automatically generate incident tickets in ServiceNow when triggered by power alerts from Power IQ, which will route directly to their Network Operations Center (NOC) for troubleshooting.

[Read the World Bank case study.](#)

“We’ve put links in our ServiceNow tickets that people can click, and it’ll take them right to the asset information and right to the cabinet. They can see the exact device that they’re looking at to add cables to, move, or dispose of.”



THE WORLD BANK

Frank Butler  
Senior Project Officer

External System	Last Updated On	Ticket Number	Ticket Type	Ticket Purpose	Other Purpose	Due Date	Ticket Status
abc OR xyz*	Select a date range...	crq or ticket or req	abc OR xyz*	Select...	Select...	Select a date range...	Select...
Jira Ticket	06/13/2022 08:43 AM	TICKET-176	Task	from dct	Other	06/10/2022	In Progress
Jira Ticket	04/06/2022 02:30 PM	TICKET-38	Sub-task	from dct	Other	04/20/2022	Done
ServiceNow	03/22/2022 10:25 AM	REQ0010118	Request	Install and place new server	Other		Closed Complete
Jira Ticket	06/14/2022 03:41 PM	TICKET-75	Task	Install circuit	Install Circuit	06/16/2022	To Do
ServiceNow	03/06/2022 11:23 AM	REQ0010104	Request	install item	Install Item		Open
Jira Ticket	04/15/2022 03:54 PM	TICKET-33	Task	Install Item	Other	04/09/2022	Done
Jira Ticket	03/11/2022 03:42 PM	TICKET-32	Task	Install Item: TICK-PROJ-IT...	Install Item	03/25/2022	Done
ServiceNow	05/17/2022 10:48 AM	REQ0010067	Request	Install new server	Install Item	03/31/2022	Open
ServiceNow	03/14/2022 05:40 PM	REQ0010108	Request	Install new server	Other		Open
ServiceNow	03/16/2022 01:28 PM	REQ0010116	Request	install request	Other		Closed Complete
ServiceNow	03/21/2022 06:40 PM	REQ0010068	Request	Install Server	Install Item		Open
Remedy Ticket	01/14/2022 11:50 AM	CRQ000000000307	Change	Install Server	Other	01/31/2022	Closed
Jira Ticket	07/27/2022 12:08 PM	TICKET-70	Sub-task	Install task	Install Item	06/16/2022	To Do
Remedy Ticket	03/22/2022 09:10 AM	CRQ000000000237	Change	Memory upgrade	Other	01/21/2022	Closed
Remedy Ticket	01/11/2022 05:27 PM	CRQ000000000228	Change	Memory upgrade	Other		Pending

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