EBOOK

# Top 10 DCIM Software Customer Success Stories
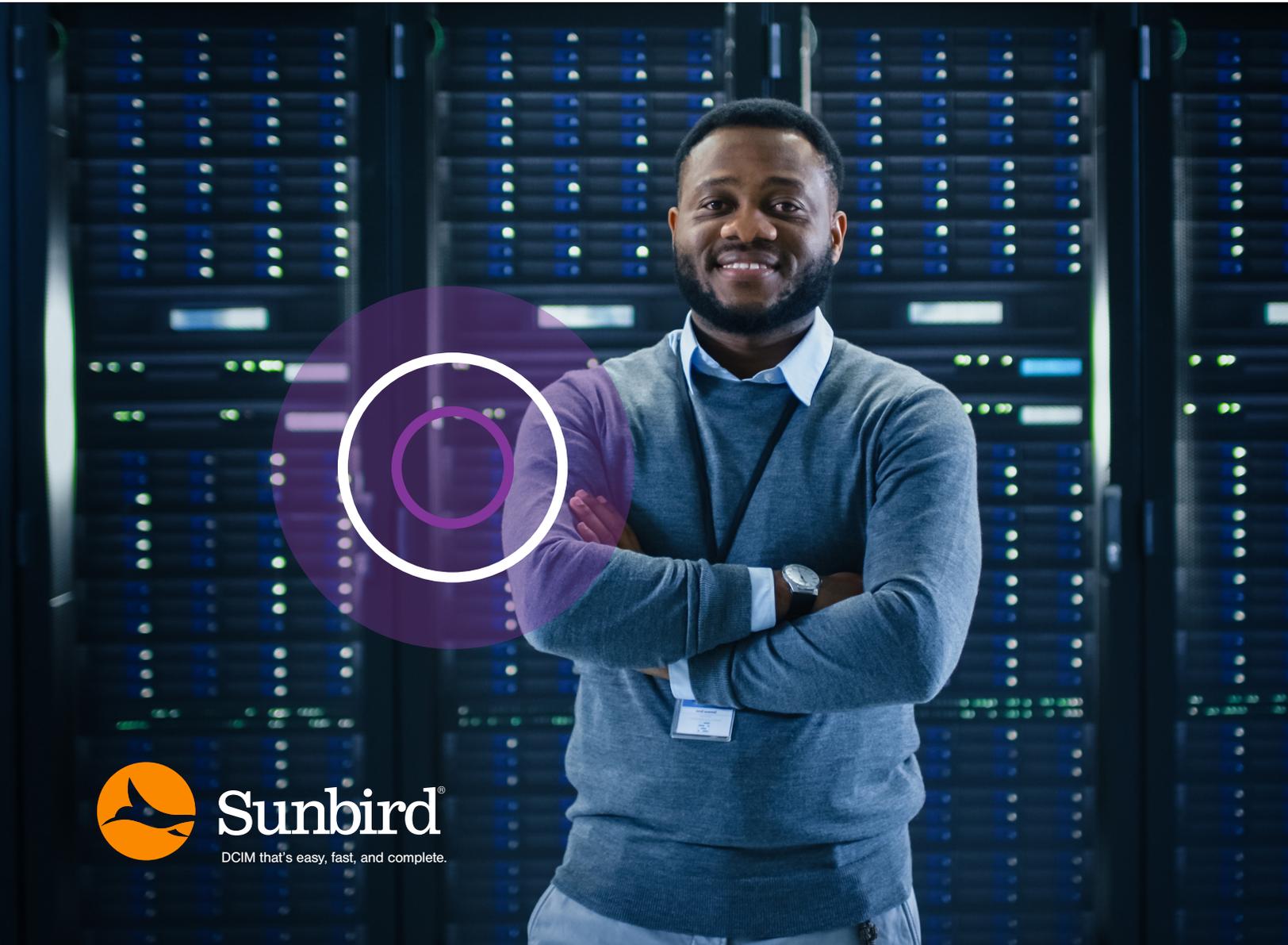
**Sunbird®**
DCIM that's easy, fast, and complete.

# Introduction

Managing a data center is not easy.

Today's data center professionals must maintain uptime, improve sustainability, increase the efficiency of capacity utilization, and boost the productivity of people in more complex and more distributed environments than ever before.

Legacy management tools like Excel, Visio, and homegrown systems no longer get the job done for the modern data center. They are hard to use, difficult to maintain, time-consuming, and error-prone.

First-generation Data Center Infrastructure Management (DCIM) software vendors marketed their products as a panacea to all data center problems, but their overhyped products did not deliver as promised. Because of the failures of these legacy DCIM products, some data center professionals still hold the belief that DCIM software is just smoke and mirrors.

However, the emergence of second-generation DCIM has changed everything, fulfilling the promises left unkept by first-generation counterparts. Innovative data center professionals are realizing the enormous potential of modern DCIM software and report high satisfaction ratings and fast ROI.

Rave reviews are now common, such as:

| | | |
|---|---|---|
| "DCIM really is for us a source of truth for the tens of thousands of bare metal assets that we have in our global data centers."<br><br>Tim Putney, Workday<br><br>workday. | "I'm excited to get to work every day because I know I'm going to be working with dcTrack!"<br><br>Dennis Hayslip, Lockheed Martin<br><br>LOCKHEED MARTIN | "A game changer for data center management."<br><br>David O'Hara, MacStadium<br><br>MacStadium |

In this eBook, we will highlight ten real-world enterprise customer stories of how modern data center managers are realizing enormous benefits and dramatic ROI with 2nd Gen DCIM software. You will learn how they gauge success and discover ways to optimize your data center you may have never dreamed of.

# Top 10 DCIM Software Success Stories

# Comcast unlocked 40% more capacity out of their facilities and power resources.

**#1**

**Comcast is one of the largest internet service providers and cable companies in the US with 1,600 data center locations.**

At their colocation sites, Comcast pays for power and space upfront. They realized opportunities to significantly reduce operating expenses by finding space and power resources that were not being leveraged to their full potential.

To achieve this, they use their DCIM tool to monitor and measure power usage at the device level in real-time. They can understand power utilization trends and capacity levels across their facilities' entire power paths including building meters, UPSs, floor PDUs, RPPs, busways, and rack PDUs.

Then, Comcast uses the Auto Power Budget feature of their DCIM to automatically calculate an accurate power budget number for each make and model instance of their servers based on the actual measured loads of those servers in their environments running their applications. This enables Comcast to find stranded power capacity and know the exact locations where assets can best take advantage of the available power to get the most out of their existing resources.

> "From an ROI perspective, it's massive for us. We're getting 40% more usage out of our facilities and power sources," said Michael Piers, Senior Manager DCIM/Tools, Comcast.
>
> "It's a big win to be able to see where we have space, as well as where we have more power that can be used by devices," said Piers. "[We know] exactly where assets should be connected, how they should be connected, what downstream devices are impacted, and how much power those pieces and parts will use."
>
> In addition to their cost savings due to automating device power budgeting, Comcast reports "huge time savings with regards to deployment and managing our data center."

[**Read the complete Comcast case study.**](#)

# Workday automated provisioning, orchestration, and more.

**#2**

**Workday is a leading provider of enterprise cloud applications for finance, HR, and planning designed for the world's largest companies, educational institutions, and government agencies.**

Workday uses the bidirectional RESTful web service API of their DCIM tool to automate just about everything in their data center operations. Here's one example in which they automated provisioning and orchestration.

Before they deployed DCIM, Workday had a homegrown tool that they had begun integrating with other systems. Right away, they learned that unless they were able to do this in near real-time, they were going to have data integrity issues where their asset tool could report values that weren't accurate until a machine configuration was complete. This had the potential to create issues with operations, compliance, and credibility. To overcome this challenge, Workday created the concept of a "source of becoming," similar to the well-known "source of truth."

> "dcTrack plays a critical role in providing both information about the way things are and the way we want them to be," said Tony Lincoln, Principal DevOps Engineer, Workday. "We use DCIM lookups to determine which racks and hosts are ready to build based on their attributes. We write back to DCIM about the state of the given device as it moves through its lifecycle. Then, service teams can rely on DCIM to show which racks are ready to use."

Workday's automation capabilities, which also include virtual machine data management, device state tracking, and parts management, have earned them great recognition within the organization.

"Several years in, DCIM is a mature service here at Workday and contains a wealth of information that the business uses," said Lincoln. "We had a business analyst who recently saw all our data and called DCIM 'the hub' for asset data for our organization."

**Watch Workday explain how they drive automation via integration.**

# Merck moved off spreadsheets to manage their parts and spares.

## #3

Merck is a multinational pharmaceutical company ranked 71st on the 2022 Fortune 500 list.

Like many organizations, Merck used to use Excel spreadsheets to track their data center assets and parts inventory. According to Jeff Carlton, CTC Data Center Engineer/DCIM Global Data Center Engineering, Merck, this is "the old way of tracking our inventory at several different sites all managed by different people and different teams."

"We typically had two sections of our spreadsheets: the assets section and the parts section," said Carlton. "When we brought on DCIM, the assets section got taken care of with dcTrack, but the parts were still a problem and remained within the spreadsheets. This comprised of our memory, hard drives, power supplies, SFPs, and PCI cards."

When their DCIM vendor introduced a Parts Management feature, Merck was an early adopter, eager to resolve their pain points of manually managing multiple spreadsheets. They began by building their own parts library with customizable parts templates based on the data they already had on their spreadsheets. They also used custom fields to track any attribute about their parts that they wanted. By configuring thresholds on parts counts and enabling alerts so they are notified when thresholds are violated, Merck knows exactly when they are running low on a certain part and need to resupply.
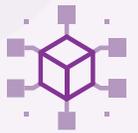
> "We were able to take our list off our spreadsheets and generate the standardized library of all our different parts models," said Carlton. "Taking that data and applying it to the actual list, we're generating a large inventory of over 500 parts now between two data centers."

Finally, Merck can search, sort, and export an audit log of all their parts transactions to know everything that's happening with their parts. "Looking at the transaction for a part, we're able to keep up with who is consuming them for a project. It allows us to keep track of what's going on and align part usage better than what we had seen using a spreadsheet," said Carlton.

**Watch Workday explain how they drive automation via integration.**

# Paddy Power Betfair increased the number of users on their DCIM system by 900%.

**#4**

Paddy Power Betfair is one of the world's largest sports betting companies, facilitating online and retail betting through brands such as FanDuel, PokerStars, Full Tilt Poker, FOX Bet, and Sportsbet.

Paddy Power Betfair had a first-generation DCIM tool, but it was painful for them to use. To optimize the utilization of their data center resources, they wanted to better understand their existing capacity levels, trends, and future needs. It was also crucial for them to be able to easily create, schedule, and send targeted management reports from their DCIM. Their legacy DCIM tool could not keep up with their reporting needs.

After switching to a second-generation DCIM platform, Paddy Power Betfair has been able to significantly reduce complexity, improve their work product, and reduce downtime.

> "Sunbird has such a well-rounded product that other people outside of my team trust to feed into their reporting data as well," said Peter Giles, Senior Data Center Manager, Paddy Power Betfair. "With Nlyte, we would have maybe 5 to 10 active users of the product. Now, we have 80 to 100 on Sunbird, and I only have 7 team members."

With second-generation DCIM that provides "a holistic view at any point in time over the entire data center's state," Paddy Power Betfair's data center team is now in an elevated position in the organization. 900% more colleagues are using the highly accurate data from their current DCIM compared to their first-generation vendor. The data center team has proven that they are world-class and have the right tools and data to support many different facets of the business.

"We buy into a high degree of accuracy in everything that we do, and we like the tools and the products that we use to be at that level, too," said Giles.

**Read the complete Paddy Power Betfair case study.**

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