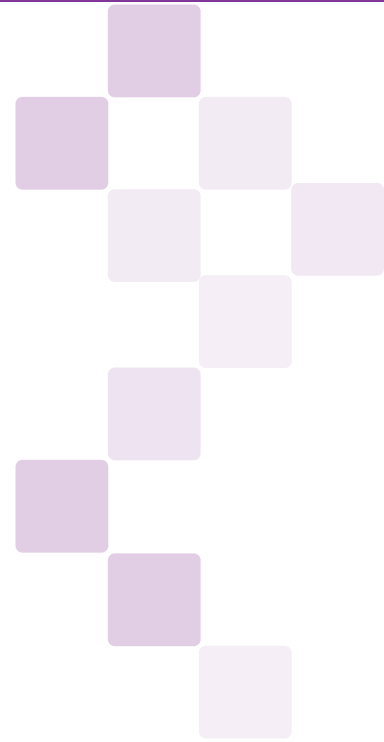


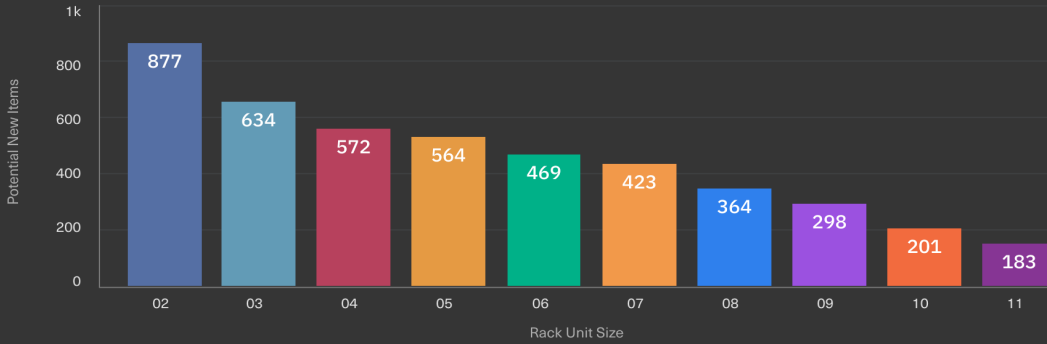
EBOOK

30 DCIM Software Evaluation Questions You Should Ask



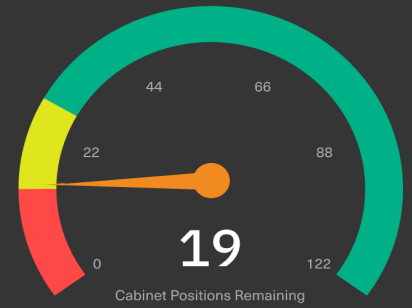
Rack Units Fragmentation

Limit to



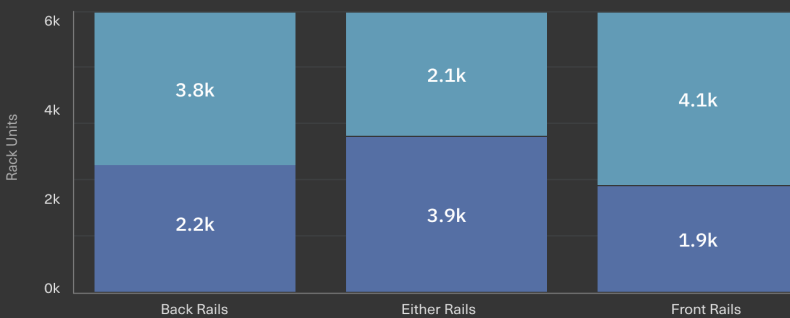
Cabinet Space Remaining

Status Area/Cabinet



Rack Units Usage by Rail

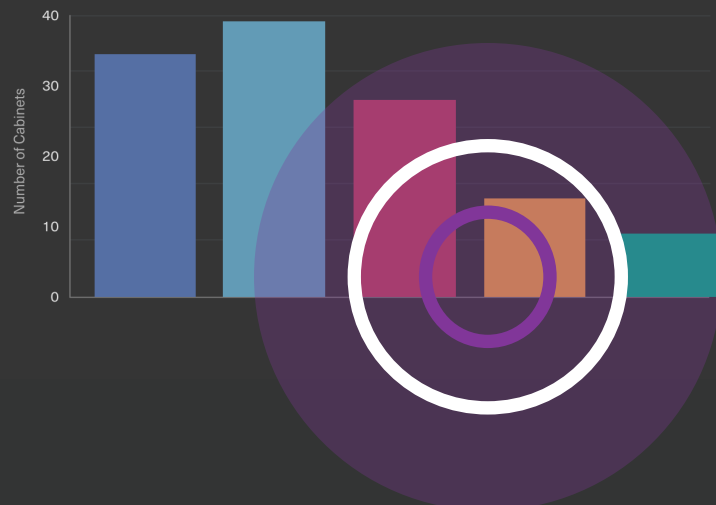
Limit to



Cabinet Utilization

Group by

Legend: 1 to 25 (blue), 26 to 50 (teal), 51-75 (red), 76-100 (orange), Empty (green)



Sunbird[®]

DCIM that's easy, fast, and complete

Introduction

The process of choosing the right Data Center Infrastructure Management (DCIM) software can have a significant impact on an organization's success or failure.

With a proven track record of helping thousands of customers evaluate their DCIM options, we at Sunbird recognize the importance of making an informed decision.

We understand the unique challenges faced during the selection process, and we are committed to helping you navigate through them.

In this eBook, we have compiled the most common questions we get asked from organizations evaluating Sunbird DCIM. Our goal is to empower you to ask your prospective vendors the key questions that help find the best fit and streamline your evaluation process by demonstrating what the gold standard for DCIM software looks like.

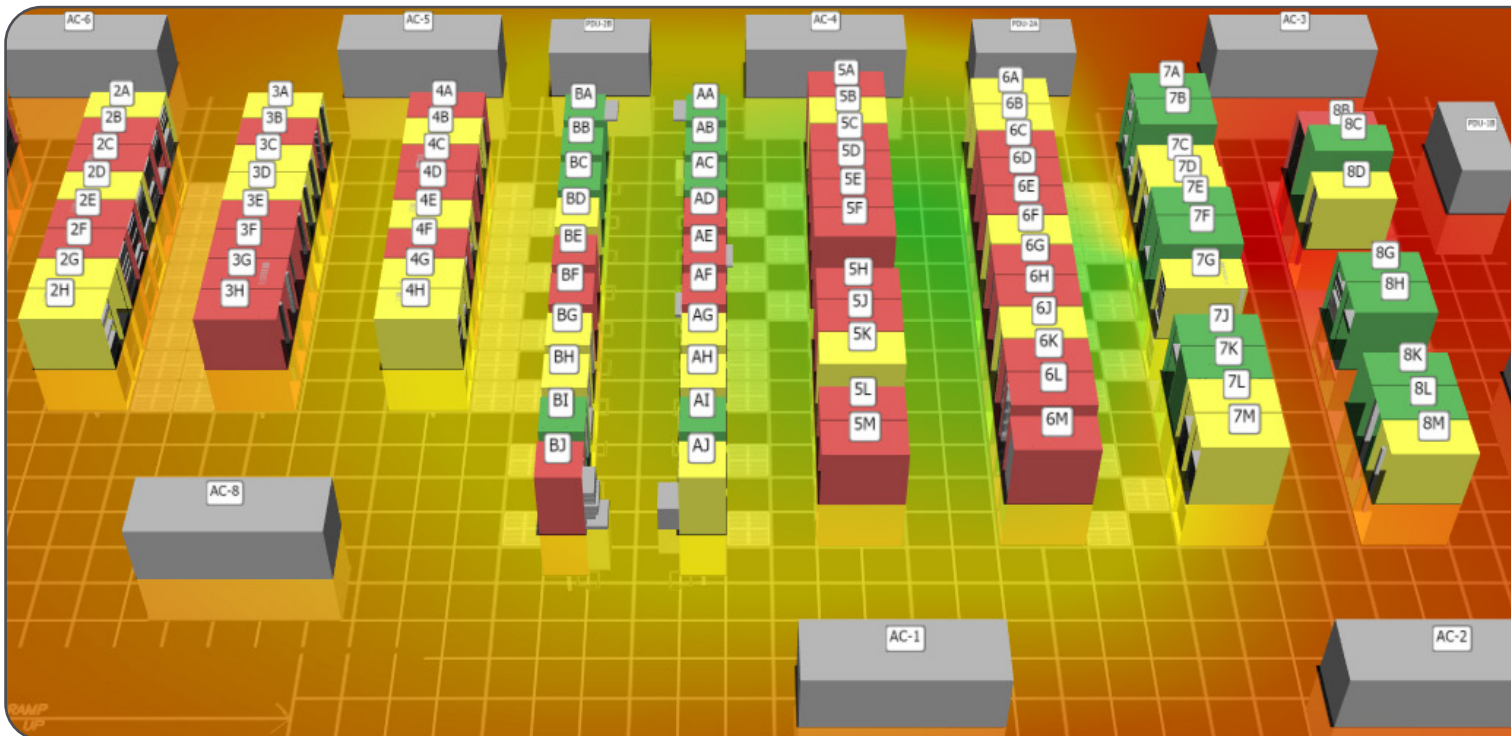
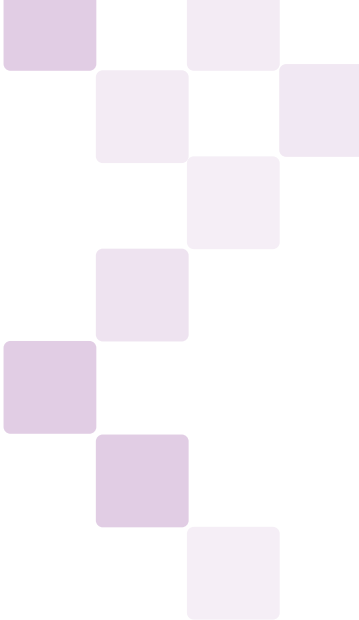


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Products and Licensing

1. What products does Sunbird offer?

Sunbird offers two products. dcTrack is a data center operations software that includes asset management, capacity planning, and connectivity management. Power IQ is an enterprise-class polling engine that collects power and environmental monitoring data. dcTrack and Power IQ seamlessly integrate to provide a complete suite of capabilities that dramatically simplify data center management.

2. How much does it cost?

Monthly subscription prices are \$4.99 per monitored device for Power IQ, \$15.99 per cabinet for dcTrack, and \$23.37 per cabinet for the complete DCIM suite. Perpetual license costs vary depending on the number of racks you have but are roughly \$500 per rack plus annual maintenance for the complete suite. Contact your account manager or sales@sunbirdcim.com for a budgetary quote.

3. How is your software licensed?

dcTrack is licensed by the rack and Power IQ is licensed by the monitored device, and we offer perpetual and subscription licenses for both products.

4. Am I limited to the number of users, assets, etc.?

No. Our licenses include unlimited users, sites, square footage, assets, custom fields, data points, and integration points.

| | Perpetual | Subscription |
|-------------------------|--------------------------|----------------------|
| License to use software | As long as you want | One year |
| Maintenance | Separate annual fee | Included |
| Cost Benefits | Less expensive over time | Lower upfront costs |
| Renewal Terms | Annual or multi-year | Annual or multi-year |
| Accounting | Capex | Opex |

Products and Licensing

5. Are there any additional fees or hidden costs?

No. There are no costs for feature modules, use of our APIs, or non-production systems for testing. Additionally, customers can request new data collection plugins, business rules, reports, and chart widgets which Sunbird provides for free.

There are also no requirements or additional license and maintenance costs for prerequisite software like additional operating systems and databases.

6. How do I buy your solution?

You can purchase our solution via your preferred reseller or distributor.

Evaluation

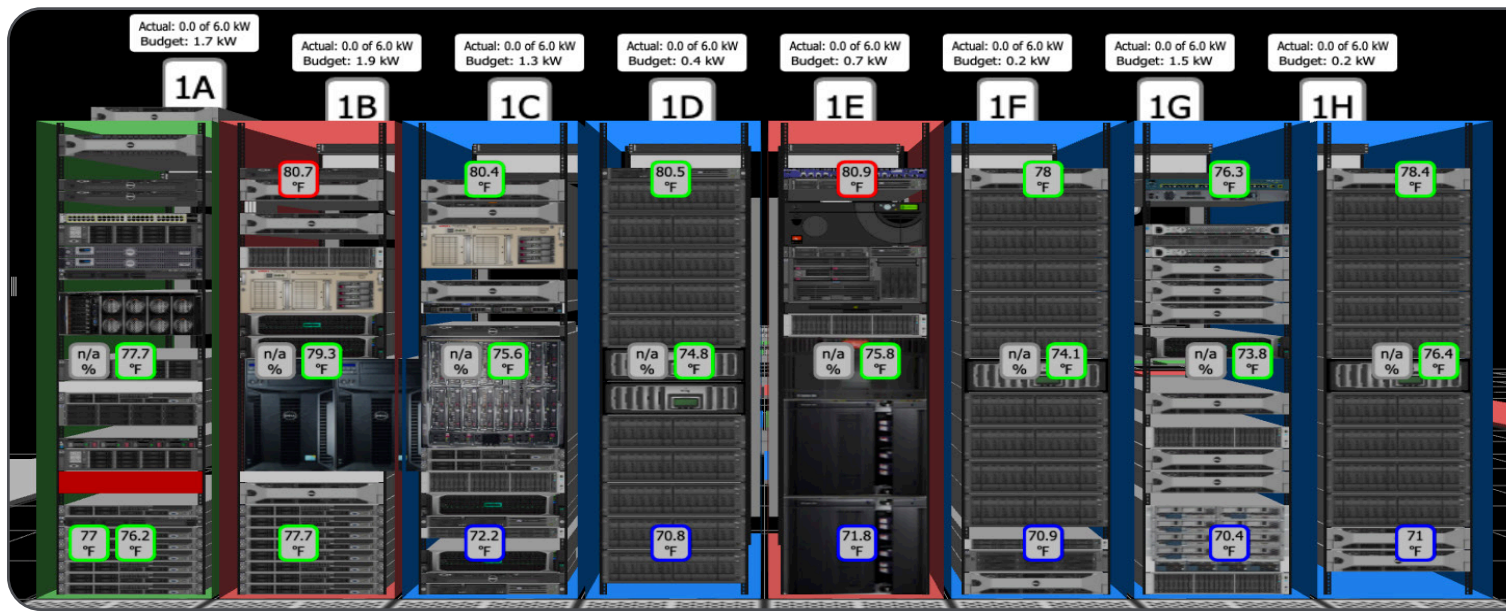
7. Does Sunbird provide a demo version I can use for evaluation purposes?

Yes. We provide full-featured demo systems that you can try for free. Simply fill out the form on the [dcTrack test drive](#) or [Power IQ](#) test drive webpage, and within moments you will receive an email with the login credentials.

8. Can I try Sunbird DCIM with my own data before purchasing?

Yes. We encourage our prospective customers to engage in our proof-of-concept (POC) process that enables you to validate if our solution satisfies your needs.

[Learn more about our proven POC process.](#)



Evaluation

9. Can Sunbird DCIM Integrate with my CMDB and ticketing systems?

“Automation via integration” is a key pillar of our second-generation DCIM vision. We help our customers reduce manual effort and improve data accuracy with system integration.

Our solution comes out of the box with fully documented bidirectional APIs and connectors that make it easy to integrate with CMDBs such as ServiceNow, Jira, BMC, and Ivanti/Cherwell, ticketing systems such as ServiceNow and Jira, and Dev Ops tools such as VMware, Ansible, Chef, Jenkins, and Puppet.

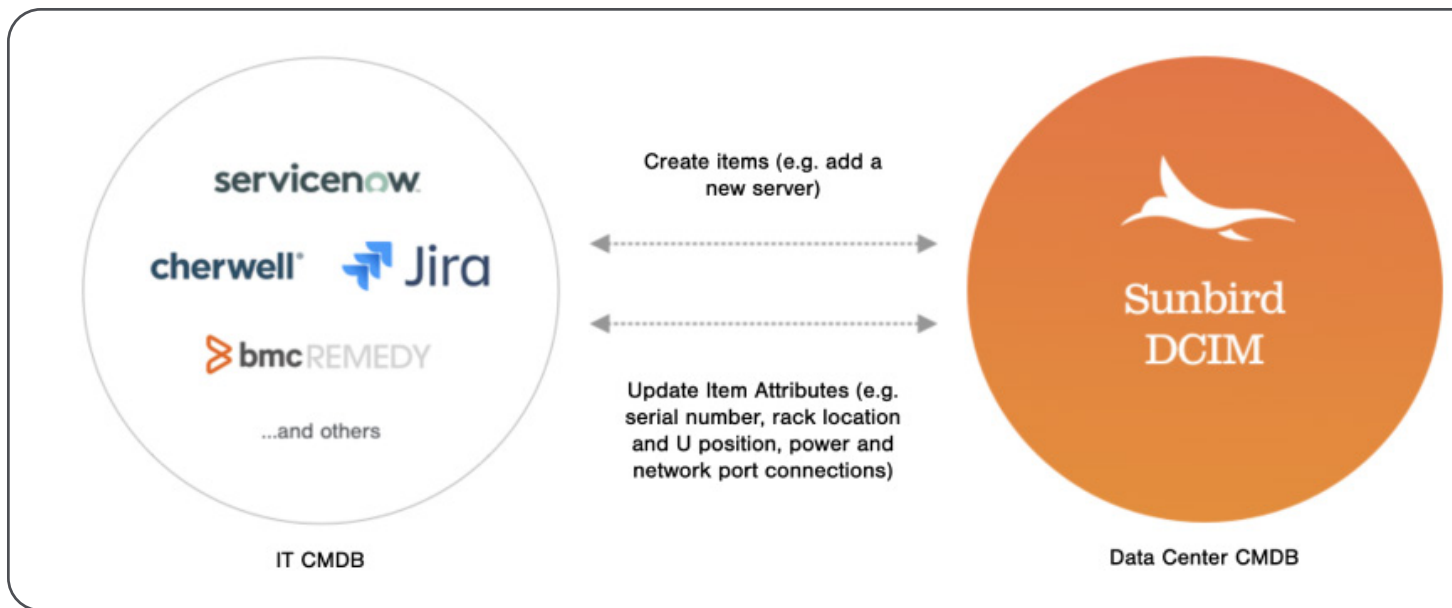
[Watch Workday present how they use Sunbird DCIM to automate their data center operations.](#)

10. Does Sunbird meet my security requirements?

Sunbird prioritizes security in its software development and deployment process. We follow best practices such as building the software on a hardened Linux OS that is downstream of a Red Hat Enterprise Linux (RHEL) OS, using state-of-the-art development and testing tools that perform continuous inspection of code quality, performing regular vulnerability scanning and penetration testing, and using government-approved FIPs-compliant encryption algorithms.

[Read more about our security measures.](#)

Our software is trusted by banking, telco, and federal and defense agencies with the most stringent security requirements.



Evaluation

11. Does Sunbird meet my scalability requirements?

“Extreme scalability” is one of the key pillars of our second-generation DCIM vision. Our solution’s polling architecture is specifically designed for big data and is field-proven to collect 500 data points per rack per minute.

Our software has been battle-tested by major enterprise customers including a social media company that collects more than 11 billion data points per day, a large telco managing 300,000 racks of equipment, and a SaaS company that performs one million daily API calls.

Ensure with your vendor the additional costs associated with additional server requirements to meet the scale of your deployment. Some customers who have migrated from competitive solutions were able to consolidate from running 10-12 servers on the competitive solution to 1-2 servers on the Sunbird platform.

12. Who in my organization can benefit from Sunbird DCIM?

While the benefits of Sunbird DCIM (i.e., better uptime, efficiency, and productivity) are obvious to data center managers, our solution provides value to many roles and teams and enables data-driven collaboration across functions.

Outside of data center operations professionals, the most common roles we see leveraging Sunbird DCIM are:

- **Network engineers** who can track all active and passive network assets and their port-level relationships, track port capacity and utilization, and visualize network documentation in 3D.
- **Facilities managers** who can monitor and manage facility items and gain visibility into capacity and utilization.
- **Capacity planners** who can get real-time insights into capacity and utilization trends, recover stranded capacity, and track all resources, relationships, and dependencies.
- **Server, storage, and system admins** who can view all data center assets and capacities, proactively resolve issues, and manage their inventory of parts and spares.
- **C-level executives** who can realize fast ROI and cost savings due to increased resource utilization, energy efficiency, productivity, and uptime.



Evaluation

13. How will Sunbird provide a return on my investment?

Typically, we find that a Sunbird DCIM deployment can pay for itself in a year or less by:

- Increasing your rack power utilization by up to 40% and deferring capital expenditures for expansions
- Integrating tools to increase the productivity of people
- Reducing energy consumption to save energy costs and support sustainability initiatives
- Increasing the accuracy of asset information with built-in auditing
- Maintaining uptime to save on the cost and lost productivity of downtime
- Consolidating tools to improve productivity and reduce costs
- Enabling faster and more informed planning and provisioning

Read our eBook [7 Ways to Quantify the ROI of DCIM Software](#) to learn more details.

We also have calculators that can help you estimate the ROI of deploying Sunbird. [Try the ROI calculator](#) to estimate your cost savings based on improved productivity and [try the rack calculator](#) to estimate your ROI based on recovered stranded capacity and deferred expansions.

14. Does Sunbird offer multi-language capabilities?

Yes. Our GUI can be localized to English, French, German, Japanese, Chinese, and Turkish.



Evaluation

15. How does Sunbird handle user permissions?

Sunbird provides granular, role-based access control for user management. This allows administrators to specify what individual users or groups can and cannot see and do within the system. Users can be granted or restricted access at every level from locations, rooms, and racks down to individual assets and custom fields.

We offer comprehensive authorization and identity management with support for any identify provider that supports SAML 2 (e.g., OKTA) for single sign-on, any LDAP-compliant lightweight directory, and Microsoft Active Directory.

16. Does Sunbird have any customer testimonials or case studies?

Yes. Our customers love sharing their success stories. You can read our [customer reviews](#), browse our [case studies](#), watch our [webinars with customer panelists](#). For the highlights, read our eBook [Top 10 DCIM Software Customer Success Stories](#).

17. Can I speak with an existing customer to learn about their deployment?

















Yes. We have many customers who are happy to discuss their use cases and experiences with Sunbird DCIM. Let your account manager know that you would like to speak to a reference customer, and they will identify a customer that shares your industry, region, or use cases that you can speak with.

18. Does Sunbird incorporate user feedback into its product roadmap?

Yes. We love collaborating with our customers to create a solution that simplifies data center management for them. Through user groups, workshops, and deep customer interactions, our end users provide input about their use cases, and we collaborate with them to ensure the solution resolves their pain points.

Check out the [Paddy Power Betfair case study](#) where they say, “The Sunbird team feels like part of the family. You’re not a number. You are, in fact, along this journey with Sunbird, and they’re along the journey with Paddy Power Betfair,” or the F5 case study where they say, “There are a lot of features that are in dcTrack today that we have requested. Sunbird took our needs into consideration and produced practical solutions.”

Case Studies

| | | | |
|--|--|---|--|
|  <small>Case Study</small> F5 |  <small>Case Study</small> Vodafone |  <small>Case Study</small> Comcast |  <small>Case Study</small> MacStadium |
|  <small>Case Study</small> Metronom |  <small>Case Study</small> UF Health Shands Hospital |  <small>Case Study</small> Emerson |  <small>Case Study</small> Paddy Power Betfair |
|  <small>Case Study</small> KDDI |  <small>Case Study</small> Zella DC |  <small>Case Study</small> Exponential-e |  <small>Case Study</small> Commander |
|  <small>Case Study</small> Choice Hotels |  <small>Case Study</small> Cisco's Global Lab Energy Management Program |  <small>Case Study</small> AOL |  <small>Case Study</small> British Airways |

Deployment

19. What deployment options are available for implementing Sunbird DCIM?

Our application software, database, and hardened Linux operating system are fully tested and ready to load on VMware, Microsoft Hyper-V, Linux KVM, approved hardware appliance, and Amazon Web Services.

Alternatively, our solution is available as a hosted software-as-a-service (SaaS). For a quote, please contact your account manager or sales@sunbirdcim.com.

20. What kind of documentation and user manuals does Sunbird provide?

We provide everything you need to have a successful deployment including a user guide, online help guide, API guide, quick setup guides, integration guides, and more. We also maintain a comprehensive knowledge base on our customer support portal featuring hundreds of “how to” and training videos.

21. How long does it take to deploy Sunbird DCIM?

“Super-fast deployment time” is a key pillar of our vision for second-generation DCIM software. We make it easy to get started with data import templates, a built-in smart model templates library, support for existing Visio and AutoCAD floor maps, and service offerings including quick start services, asset audits, data migrations, and product training.

We have experience helping many enterprise-class customers deploy our solution. While the software can be downloaded and installed quickly, enterprise customers with hundreds to thousands of cabinets of equipment can typically expect to have the software fully populated with data and be managing the system on their own within two to six months.

22. How long does it take to migrate data from my existing tool?

We have helped customers switch from every major commercial DCIM tool you can imagine, and we have found that most data migration projects are completed within two to six months.



Support and Services

23. Does Sunbird provide professional services and support?

Yes. We have a 100% insourced professional services and support team that regularly earns a 95%+ customer satisfaction rating.

Our service offerings include quick start services, asset audits, data migrations, and product training.

Our technical support team is available via chat, email, or phone to assist with configuring, installing, maintaining, and upgrading our software.

[Learn more details in our services brochure.](#)

24. Do I need to buy services?

No. The decision is entirely up to you, but we typically recommend at least some initial services to speed up the return on your investment.

25. What is covered in the annual maintenance contract?

A valid annual maintenance or annual subscription contract provides you access to our customer support portal and addons site which unlocks:

- **New releases.** Upgrade to our latest releases to get more features and enhancements.
- **Ticket management.** Open tickets and see the status and history of all your tickets.
- **Chat.** Get your questions answered in real-time by our online support agents.
- **Knowledge base.** Search for help and answers to your questions.
- **Training videos.** Watch “how to” videos and become an expert.
- **Community forums.** Access forums, see announcements, and engage with your peers.
- **New feature requests.** Submit new features to our product and development teams.
- **Model templates library.** Download the latest model templates every month.

How can we help you today?

Enter your search term here... Search

- Manage Tickets**
Open tickets via the web and see the status and history of all your tickets
- Knowledge Base**
Search for help and answers to your questions
- Software Downloads & Docs**
Latest Release Software and Model Library Updates
- Tech Q & A**
Frequently Asked Questions and Answers

Support and Services

26. How often does Sunbird provide new releases?

We typically provide two major releases for both dcTrack and Power IQ every year plus periodic maintenance and security releases. This ensures customers are always gaining new functionality and security enhancements.

27. How long does it take to upgrade to a new release?

It only takes about 30 minutes to upgrade using the self-installing .bin file that is available on the customer support portal for each new release.

28. Is there an extra cost to upgrade to a new release?

No. All new releases are available for customers with a valid maintenance contract.

29. Are there any addons for Sunbird DCIM?

Yes. We have an addons site where customers with valid maintenance can download hundreds of additional plugins, reports, dashboard charts, and business rules. Customers with software maintenance and support can also request new addons to be created by Sunbird with no additional surcharges.



Support and Services

30. Are there any training programs available?

Yes. Remote and onsite training options are available.

We offer training hours as a professional service for both system administrators and day-to-day end users. [Learn more details in our services brochure.](#)

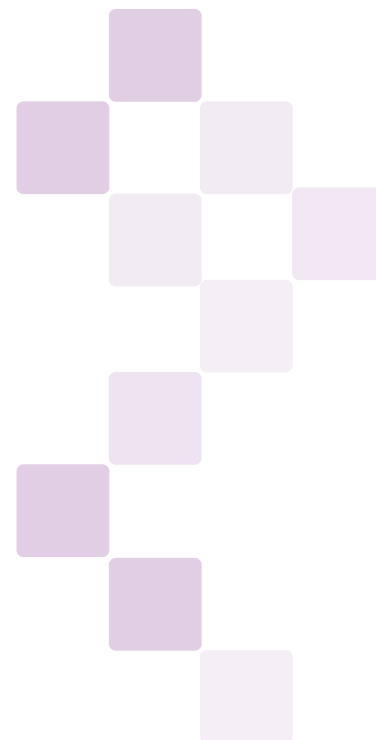
For customers with valid maintenance, we offer hundreds of training videos on our support portal so you can learn at your own pace about the features most important to you.

Every Wednesday at 12pm ET we host Free Training, a webinar series open to all customers. This provides you with the opportunity to get a deep dive into a specific topic each week and ask our support staff and engineers any questions. These are recorded and uploaded to the support portal.

Also open to all customers are our user group and workshop programs. We host several online user groups every year to provide early look demos of new features in development and new release training. Our online customer workshops also meet several times a year where customers present how they are leveraging Sunbird DCIM. Workshop topics have included ServiceNow integration, automation, asset auditing, dashboards, business rules, and more.



Customer Testimonials



At Sunbird, our measure of success is our customers' success, but don't take our word for it. See what data center professionals have to say about their evaluation process with Sunbird.

"We actually did a very extensive RFP process; and, through that process we narrowed it down to four different vendors. One of the reasons for selecting Sunbird is everyone at the company is willing to be a true partner with us in our DCIM journey."



Joe Keena, Manager of Data Center Operations

"From the very beginning, the Sunbird team was engaged, up-front, and very sympathetic to what we were looking for. They were committed to helping us find the right product, whether it was Sunbird's or not."



EMERSON

Kyle Kohne, Data Center Technician
& DCIM Application Technical Services Manager

"We were looking for a product to buy into us and be our partner, not just something that was sold to us... I was able to see that Sunbird is genuine—the software can do what they say it can do and the relationship grew from there."



Peter Giles, Senior Data Center Manager

"We looked at several products in the marketplace and did a couple of proof of concepts. The thing that sold me on Sunbird was the fact that it was an out-of-the-box solution, which means I didn't need to do lots and lots of development to get the look and feel that I needed. Also, there were a number of preconfigured dashboards to help us make intelligent decisions."



vodafone

Andrew Marsh, Senior Manager for Infrastructure and Data Centers

"After going through demos of several products, we decided to go with the Sunbird team because they provided an API that allowed us to tie it into our existing control system."



MacStadium

Robert Perkins, Manager of Networks and Infrastructure Engineering



Sunbird®

Conclusion

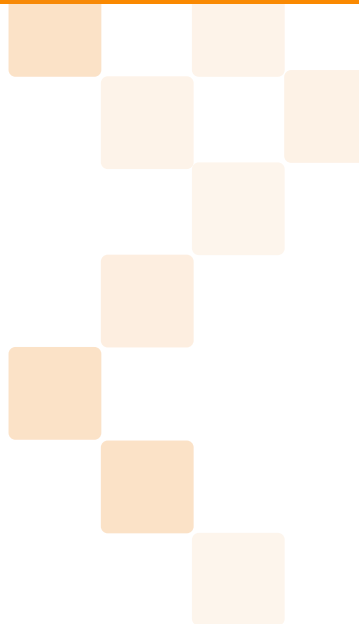
Not all Data Center Infrastructure Management (DCIM) solutions are created equal.

When evaluating prospective DCIM vendors, ask questions that will help guide you towards a provider that will partner with you and focus on your success.

Sunbird is a leader in second-generation DCIM software because our product is easy, fast, and complete, and we have built a reputation for delighting customers.

We hope that this eBook has answered many of your initial questions and are looking forward to working with you on your DCIM journey.

Take the Next Step with Sunbird



Schedule a Personalized Demo

Get a one-on-one live tour of our modern data center management software with a DCIM specialist.

[Schedule a Demo Now](#)



DCIM Operations Online Demo

Remote 3D visualizations of all your racks, assets, power, and network connections. View 250+ dashboard charts and reports. Know the capacity of all infrastructure items.

[Try it Free](#)



DCIM Monitoring Online Demo

Remotely monitor rack PDUs, UPSs, branch circuit meters, RPPs, floor PDUs, busways, cameras, door locks, and temperature, humidity, and other sensors. Remote central power control of all servers. See trends, and get alerts.

[Try it Free](#)