

# Comcast dramatically improves their efficiency, uptime, and security with Sunbird's easy-to-use DCIM software.



Comcast, one of the largest Internet Service Providers (ISPs) and cable companies in the US, has worked with the Sunbird team and their Data Center Infrastructure Management (DCIM) software for over a decade. Sunbird's DCIM software supports multiple facilities and data centers throughout Comcast's 1,600 locations.

Over the course of their partnership, Sunbird has implemented a number of major features and functionalities based on Comcast's evolving needs and feedback. Such collaborative improvements have helped Sunbird, and their clients alike, to stay ahead of the curve and maintain a competitive advantage.



A recent example of this developed when Comcast noticed they would be able to significantly reduce operating expenditures by identifying space and power resources that were not being leveraged to their full potential. "You're paying for power and space up-front, so it's a matter of how much you can get out of those resources," said Michael Piers, Senior Manager DCIM/Tools at Comcast.

"You don't really know how much you can get out of a power feed until you actually measure its use, and being able to utilize that extra (stranded) capacity in any facility is pretty massive when you're already paying for it."

As they have many times before, Sunbird recognized the potential benefit for their client and went to work adding this new functionality to their already robust offering.



***"From an ROI perspective, it's massive for us. We're getting 40% more usage out of our facilities and power sources."***

Michael Piers | Senior Manager DCIM/Tools  
Comcast

## Customer

Comcast creates incredible technology and entertainment that connects millions of people to the moments and experiences that matter most. Comcast brands include Xfinity, NBCUniversal, Sky, Comcast Business, and more.

## Situation

Comcast wanted to identify space and power resources that were not being leveraged to their full potential.

## Solution

Sunbird's comprehensive, easy-to-use DCIM software gives Comcast complete visibility into their data centers.

## Results

Improved visibility, 40% increase of power and space usage, saved time, and peace of mind knowing they have a trusted partner in place.

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## The Solution

Sunbird's comprehensive, easy-to-use DCIM software enables asset management, capacity management, change management, environmental monitoring, power monitoring, rich 3D visualization, and business intelligence and analytics.

Comcast uses Sunbird's dcTrack functionality to monitor and manage assets across their data centers, edge facilities, and cable plant in real-time. Each asset's technical specifications, location, and connections to other assets can be identified instantly. Servers, networking equipment, firewalls, rack power distribution units (PDUs), and other assets can be easily found and viewed in-depth, as "a high resolution 3D image that you can spin around and examine, so it's not just some number in a spreadsheet cell," said Michael.

Power usage is also monitored and measured in real-time across Comcast's assets and facilities by Sunbird's PowerIQ system. Engineers can see power utilization trends and capacity levels across facilities' power chains, including building meters, uninterruptible power supply systems (UPSs), floor PDUs, remote power panels (RPPs), busways, and intelligent rack PDUs.

Deployment and facilities engineers receive real-time alerting from Sunbird if a power threshold is ever crossed on a device, and they can then determine, "at the circuit level or the rack PDU level, if it's overloaded," said Michael. Remote data center management allows more issues to be resolved without someone physically entering the facility, and when a power supply device is failing and requires immediate physical repair or replacement, engineers "know exactly where that power supply is. They know which data center, room, rack, and even the rack unit they need to go to," Michael explained.

By integrating their PowerIQ and dcTrack capabilities, Sunbird has enabled Comcast to identify "stranded power" that is available in power sources that are only partially utilized, along with locations where assets can take best advantage of the available power. "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 Michael.

The Auto Power Budgeting feature has been particularly valuable in identifying opportunities to maximize power usage. Comcast is now able to plan for the most effective and rapid deployments possible by determining, in advance, "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," according to Michael.

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## The Results



### End-to-end Visibility

Whether Comcast is planning a deployment or reacting to a break-fix scenario on a failing device, they can see the full picture at any point in time, rapidly and precisely identifying assets, locations, connections, resource utilization, and downstream impacts.

# 40%

### ROI Increase from Power and Space Usage

Comcast has dramatically improved their efficiency in power and space utilization for their data center assets. "From an ROI perspective, it's massive for us. We're getting 40% more usage out of our facilities and power sources," said Michael.



### Time Savings

Sunbird's dcTrack feature facilitates "huge time savings with regards to deployment and managing our data center," according to Michael. Remote data center management reduces the need for Comcast engineers to physically enter facilities, while monitoring and insights also allow engineers to quickly identify any asset information they need along with its exact location.



### Growth Partnership

Sunbird aligns the success of their solution directly with their ability to continuously understand and improve how they can best serve clients' evolving needs. Their collaborative approach strengthens the working relationship and allows Sunbird to keep their technology and clients, like Comcast, ahead of the curve.



### Peace of Mind

Sunbird provides 24/7 resource and environment monitoring with real-time alerts that inform Comcast engineers with detailed information on technical issues, device(s), locations, and connections that may be impacted downstream. They are able to identify problems and deploy solutions more quickly and effectively than ever before.

Call 732.993.4476 or visit [SunbirdDCIM.com](https://SunbirdDCIM.com)

Sunbird Software is changing the way data centers are being managed. With a focus on real user scenarios for real customer problems, we help data center operators manage tasks and processes faster and more efficient than ever before, while saving costs and improving availability. We strive to eliminate the complexity they have been forced to accept from point tools and home grown applications, removing the dependency on emails and spreadsheets to transform the delivery of data center services. Sunbird delivers on this commitment with unexpected simplicity through products that are easy to find, buy, deploy, use, and maintain. Our solutions are rooted in our deep connections with our customers who share best practices and participate in our user groups and product development process.

Based in Piscataway, NJ, Sunbird serves over 1,850 DCIM customers worldwide. For more information, please visit [SunbirdDCIM.com](https://SunbirdDCIM.com).

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