

# DCIM Solution Deployment

June 2017

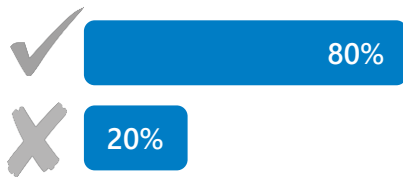
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## Introduction

### Current state of data center management

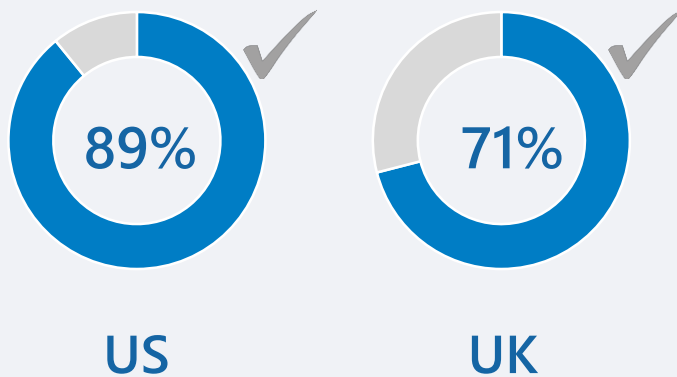
#### Do you currently have a solution deployed?



The rising cost of energy and pressure for facilities to become more efficient is quickly driving data centers to adapt solutions to better manage and plan for their day-to-day operations. A successful DCIM solution deployment allows a manager to understand, manage and optimize the myriad amounts of data under their control. A recent study conducted by Morar Consulting, in conjunction with Intel DCM and Schneider, delves into the current state of DCIM solution adoption across, title and organization, to gain a granular understanding of the current reception, benefits, and barriers to implementation within US and UK-based enterprises.

US and UK data center managers reveal that a majority of enterprises already do have a DCIM deployment. Managers in the UK are slightly behind the curve in comparison to the US when it comes to deploying the technology, as deployment rates are much lower.

#### Market Differences in Deployment

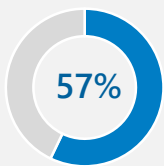


## Reason for Implementation

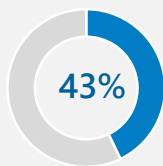
Implementing a new process while also managing the everyday ebbs and flows of data management is a significant and potentially daunting task. As such, managers usually experience a significant tipping point before bringing in a DCIM solution to the process. More than half (57%) of managers identified needing to solve manual, time-intensive problems through automation as the primary catalyst for seeking a DCIM solution. This truly illustrates the climate of data center management today – technology is taking a front seat to automate manual and laborious tasks, allowing managers to refocus efforts on higher level, bigger picture projects.

### What was the tipping point for implementation?

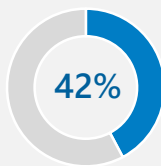
To solve time intensive problems



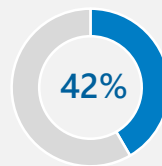
Needed to overhaul legacy technologies



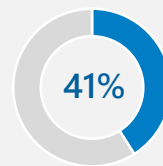
Department approved for budget



Got buy in from the C-suite



Complex environment with hybrid approach



A secondary catalyst for seeking a solution is the need to overhaul legacy servers and technology, with 43% of DCMs citing this as their tipping point to seeking DCIM implementation within the enterprise. This strongly suggests enterprises are beginning to see the necessity of replacing outdated equipment, whether for cost, energy or efficiency reasons. This is especially seen in the US where nearly half (49%) of DCMs cited “overhauling legacy servers/technology” as a key driver for DCIM implementation.

From a budget perspective, 53% of large enterprises said that getting budget approved was the tipping point, compared to just 32% of small businesses, suggesting that budget negotiations become even more critical across larger enterprises.

## Purchase Drivers

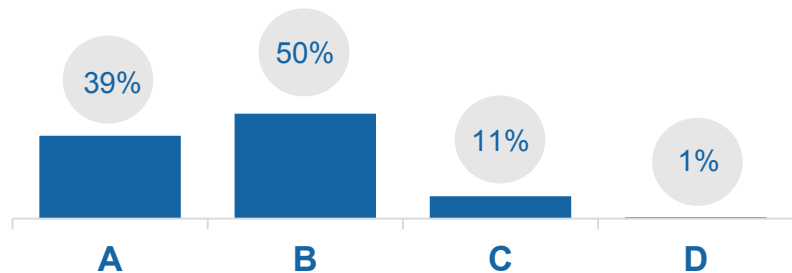
**Overall, increasing utilization of IT assets was the leading factor for enterprises to purchase DCIM solutions.** Most enterprises are motivated by increasing operational efficiency and automation, as more than half (53%) identified this as their main purchase driver.

Size of company also dictates what is on the list of top priorities for DCIM purchase, as reasons seem to differ across size of business. For larger enterprises, reducing energy consumption was a stronger motivator than smaller or mid-size businesses (10% vs. 2%). Additionally, priorities differ across the C-suite and operational IT teams as well. When it comes to improving management of data center capacity, CIOs and CTOs are much more concerned (21%) than IT/DCMs (12%).



## DCIM Solution Satisfaction

Overall, managers who have a solution, are generally very happy with their strategy. Only a small fraction of managers would give their DCIM deployment a sub-par grade, suggesting that the majority have high satisfaction levels with their provider. CIOs and CTOs seem to convey a higher satisfaction level (50% would rate their system with an “A” grade vs 33% of Data Center Managers) which suggests there is still room for improvement for DCMs.



### Reason for High Rating



**38% vs 21%**

CIO and CTOs vs. DCMs who viewed costs benefits as their top benefit

CIO, CTO and Data Center Managers alike can make better decisions on potential investments when a DCIM system is in place to help manage measurements and promote efficiency. Therefore, it is not surprising that managers have a very positive outlook on their tools and how they have helped their operations.



**37% vs 20%**

DCMs vs CIO and CTOs who viewed freeing up their time as their top benefit

When managers were asked why they gave their deployment such a high grade, such as an A or a B, 41% mentioned that they have been able to make a greater number of updates to legacy systems and problem servers, 29% have experienced dramatic cost savings and another 29% have eliminated manual processes.

### Reason for Satisfactory Rating

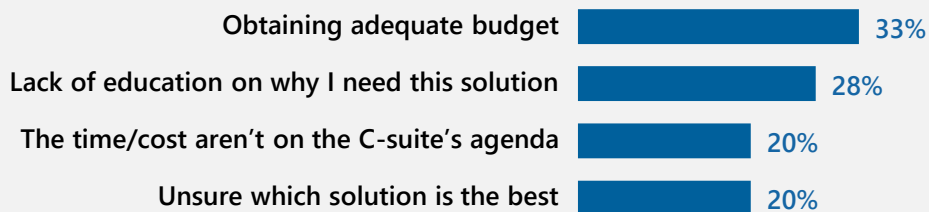
Among the few that were merely content with the DCIM deployment (grading it a “C” or lower”), over half (56%) still relied on old processes and nearly a third (28%) are not fully utilizing the solution. A DCIM solution is an ecosystem within itself and must be embraced from both a utilization perspective as well as across the organization. For processes to be changed at a holistic level, solutions must become easier to use and do more of the problem solving without human interaction, as relying solely on user adoption may be less effective.



## Implementation Barriers

Managers who report that they do not have a DCIM solution attribute their barriers to budget and product confusion. A third (33%) reported that they are still fighting budget requirements and adequate budget, implying a lack of priority within the organization. More than a quarter (28%) report that they are in the dark about how a DCIM solution would benefit their data center. This clearly showcases the need for continued education of benefits across the industry and the potential for increased adoption in future.

### What do you believe is the biggest barrier to implementing a DCIM solution?



C-level managers (33%) explicitly mentioned that they lack necessary education on the value of a DCIM solution. CIO and CTOs that do have a DCIM are very happy with it (93% give their deployment an A or B), and those who do not have a solution seem to have a tough time seeing the value (33%), emphasizing the educational gap.

## Deployment Plans

Adoption within the category seems highly likely even among managers without a strategy. A sizable proportion of managers who currently don't have a DCIM solution in place, reported that they plan to in the near future. Half (51%) mentioned that they are currently in the process of or planning to deploy such a solution within the next 12 months. Stretching that out to the next 18 months, the majority (69%) of respondents have DCIM deployment plans.

As mentioned earlier, UK rates for deployment are slower with a greater number of UK respondents (38%) who are not planning to deploy DCIM. Additionally, 40% of small-medium sized businesses don't plan to implement a DCIM solution compared to only 20% of larger enterprises (>2,500).



## DCIM Feature Importance

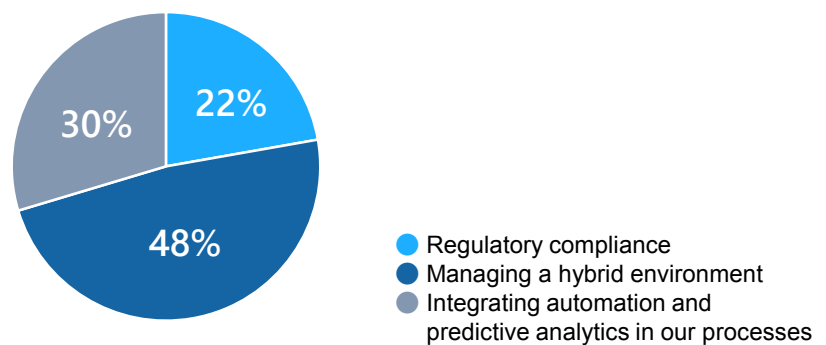
In implementing a DCIM solution, managers discussed what features were most important to them when vetting a new system. “Security” is by far the most important feature across the board for managers. Close to half (40%) chose “security” over “automation” and “predictive analytics features”.

“Remote access,” while not a dominant feature, is twice as likely to be sought after by SMB compared to enterprise (9% vs 5%). Additionally, CIOs and CTOs are more likely to be concerned about “scalability” than senior manager and IT leaders. Finally, US shows much more value in “automation” than UK (14% compared to 7% of those who chose automation).



## Addressing Challenges

For managers, a DCIM solution is seen to have the potential to help manage a hybrid environment (48%), which for the most part, already exists in many organizations. However, it appears that many IT and Data Center Managers have difficulty getting a handle on it. This might be partly due to the IT manager being the primary user of DCIM solutions (68%), whereas the facility manager is almost out of the picture (primary user in just 3% of enterprises). This speaks to the importance of the DCIM being able to bridge the gap between IT and Facilities.



## Savings with Implementation

Implementing a DCIM solution generates significant cost savings for data centers. Over half of the survey respondents (51%) see a cost saving of 25% or more after implementing a DCIM solution, which is a significant increase in cost savings across the board. Interestingly, this is especially true for large enterprises where 65% report cost savings of more than 25%.



## Conclusion

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Managers agree that having a DCIM solution in place increases efficiency and reduces manual work in maintaining business operations. Those that currently have a solution in place are very pleased with their system. Additionally, increased implementation seems very likely with more than half of managers reporting that they plan to deploy a strategy within the next 12 months. Amplifying this transition will come down to increased education of DCIM benefits and prioritization about c-suite decision makers.



Schneider Electric's StruxureWare for Data Centers is an integrated suite of management software applications for balancing the demands of availability and efficiency throughout the data center lifecycle. StruxureWare for Data Centers is designed to plan, monitor, and operate the data center from server to rack to row to room to building.



## About the Survey

A survey of 201 IT decision makers involved with Data Center management, including CIOs, CTOs, Senior Managers, VP of IT, Senior Data Center Managers, etc., was conducted online by Morar Consulting and commissioned by Intel DCM and Schneider during Spring 2017 with 101 respondents based in the US and 100 in the UK.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 6.9% percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

