Useful Tips
to Help Budget Your DCIM Project

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You and your IT associates have done a thorough evaluation of DCIM software and are convinced that DCIM will make a major difference in the operation of your data center.

You've identified one or more high-value, chronic problems that DCIM will fix. You also have buy-in from related departments such as Facilities. The next challenge is to get final approval from the decision makers who control the funds. Clearly the best time to budget and get funding for DCIM is in conjunction with a major business-related IT project such as a data center construction, relocation, colocation, expansion, or even the deployment of a new, business-critical application. The budget for all of these projects will include a significant allocation for additional resources and tools to facilitate successful project execution.

Based on our experience with organizations like yours, we have learned several, simple lessons that can help you build a simple ROI model and get approval for your DCIM deployment.

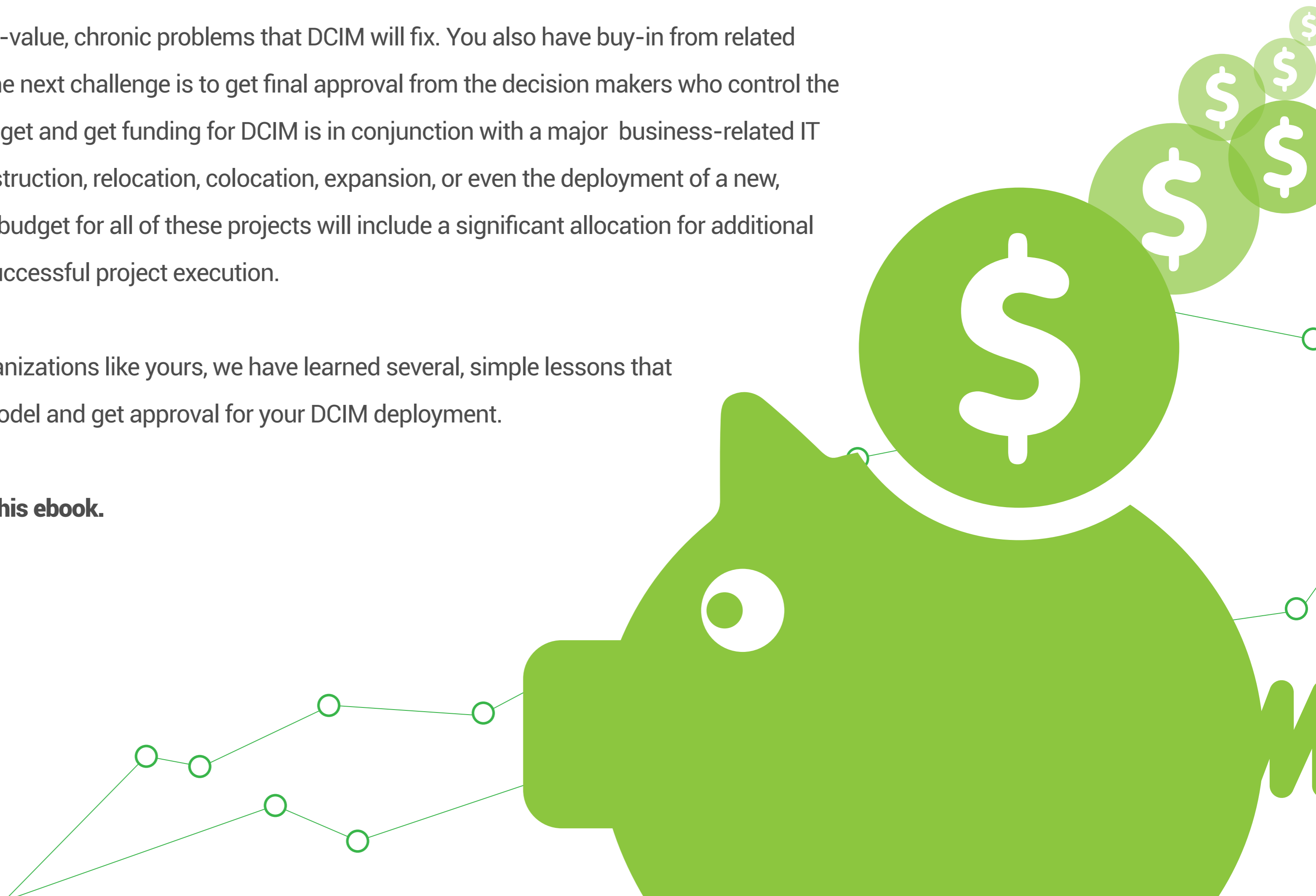**We've consolidated them here in this ebook.**

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Common, <u>costly</u> data center problems
that can be fixed with DCIM

Listed below are several of the typical operational issues we have found persist at most data centers once they grow beyond 40 or 50 racks, which typically is when manual processes, spreadsheets and heuristics simply fail. The unnecessary costs and risks associated with each of these in terms of lost productivity and additional expense can alone justify the investment in DCIM.

Which of these do you recognize and need to fix in your data center?

- **Inability to locate and/or troubleshoot an asset in a timely fashion**
- **Inefficient provisioning, deployment and decommissioning of servers**
- **Wasted floor space, power and cooling**
- **Excess power capacity and inefficient usage (often 50%+)**
- **Fragmented resources; stranded and unused server capacity (typically 25%+)**
- **Overcooling the entire data center (HVAC represents 30%-40% of energy costs)**
- **Uneven cooling with performance-affecting hot spots and potential downtime**
- **Inability to correctly forecast future space, power, cooling, systems needs**
- **Expensive, time consuming internal data center audits and regulatory compliance**

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Identify the high-value problems in your data center

Several of the issues mentioned in the previous slide will likely resonate with you. However, it is important to focus on the one or two most critical problems; this will simplify selling the DCIM project internally and also increase your success of the DCIM deployment. Proposing to achieve too much too soon will add unnecessary complexity to your sales effort, confuse the decision makers and set the initial bar too high. Once the highest-value problems are addressed, the path will be clear to continue fixing the other problems with DCIM.

Which problems cause the most pain to both IT, facilities and the overall business?

Which problems are the most difficult to monitor, measure and manage?

Where problems consume most of your time and IT budget?

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How much are those problems costing you?

Examine your costs both vertically, within the IT organization as well as horizontally, across organizations. Direct IT costs for personnel, equipment, energy, infrastructure support, etc. are clearly the lion share, but costs to other departments as well as your indirect costs due to lack of timely, accurate information are also significant.

- **How do you monitor, measure and manage your data center costs today?**

- **What do you spend today on Power? Cooling?**

- **How long does it take you to provision a new circuit? Find capacity? Locate and troubleshoot a piece of failing equipment?**

- **How much current data center capacity is wasted? Power, cooling, space, systems?**

- **How much time and effort is spent to collect and analyze information for capacity planning?**

- **What if your systems fail? What is the cost for downtime, lost company revenue and lost productivity?**

- **What are the costs to related non-IT organizations? Do you have a process to chargeback?**
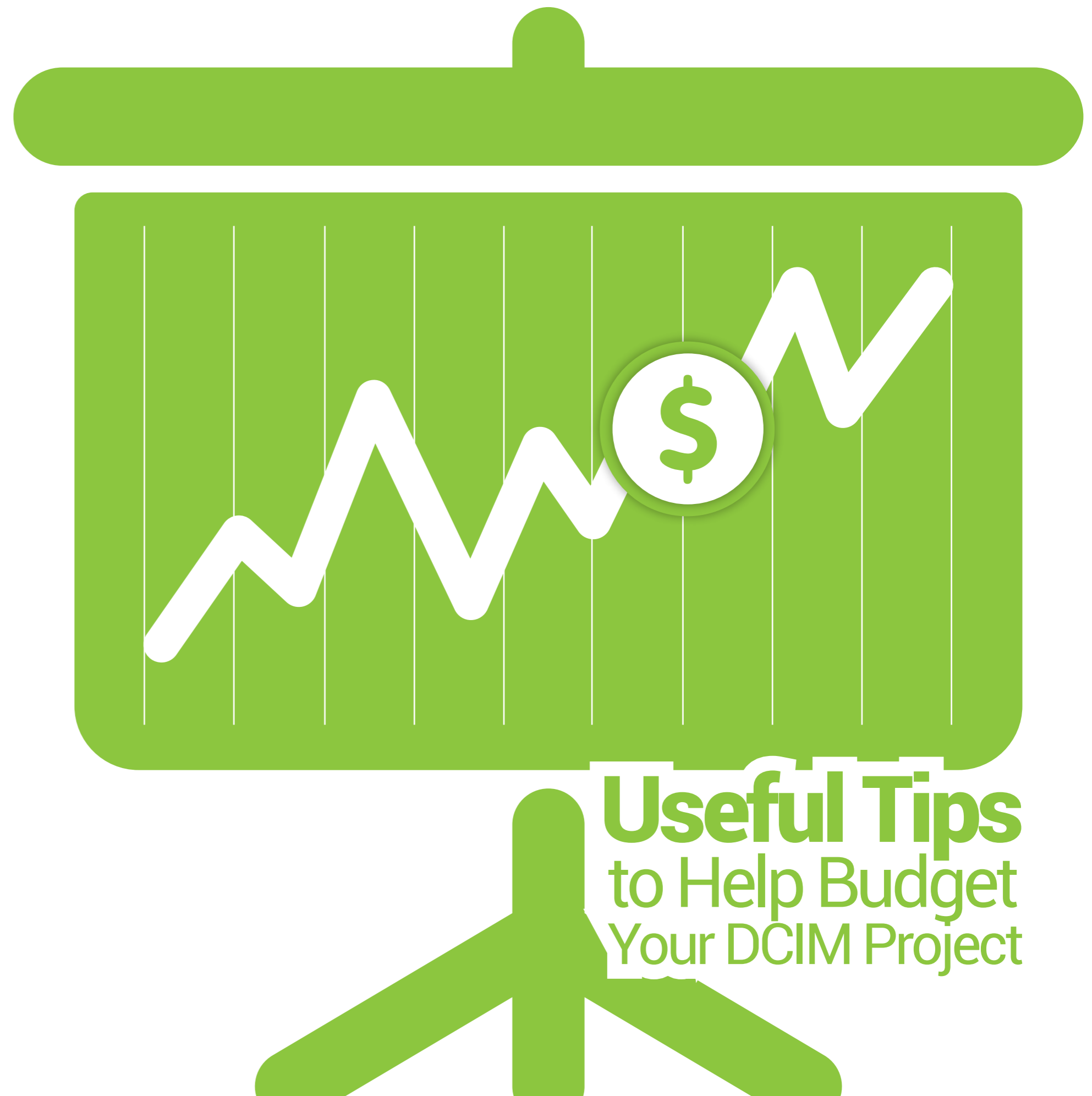
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Align the DCIM project to corporate objectives

It's all about making the overall organization more competitive. Showing how DCIM software will support overall company objectives should be easy, but there are many worthy projects vying for a piece of the corporate budget.

Timing can be everything.

- **Identify immediate and long range company objectives and relate them to specific benefits of your DCIM solution.**

- **Build the DCIM costs into the budget of a planned IT project such as a data center build, relocation, expansion or deployment of a new, major business-critical application.**

- **DCIM will offer operational benefits to other organizations- share costs.**

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Build ROI model; identify and sell to the decision makers

The approval process in each organization may vary in the details but some elements are common. Each operational stakeholder and each financial decision maker will have his/her own concerns and objectives to be satisfied. All of these need to be recognized and addressed; otherwise the path to approval will be, at best, bumpy.

- **Identify all stakeholders, decision makers and the approval process.**

- **Create the appropriate material for buy-in from all parties.**

- **Show how DCIM software will enable executive management to monitor IT operational results, set realistic objectives, provide helpful guidance and make informed budget decisions.**

- **Document current processes, costs and operational baseline; define DCIM processes and expected results--ROI model.**

- **Offer DCIM case studies of related companies as proof.**

- **Clearly identify how this project meets or supports specific corporate objectives and make the company more competitive.**

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