

# The World Bank drives automation via integration with ServiceNow® for better asset lifecycle management across their data centers and global telco closets with Sunbird DCIM



THE WORLD BANK

## The Situation

The World Bank is an international financial institution that provides funding, policy advice, and technical assistance to developing countries to reduce poverty and promote sustainable economic development.

The World Bank has technology assets in 250 racks in two colocation facilities, 80 telco closets in their Washington, DC headquarters, and almost 400 telco closets in 180 countries.

Having already implemented Sunbird DCIM for their colocation sites and their headquarters' telco closets, Frank Butler, Senior Project Officer, identified the 400 closets in their country offices as an opportunity to expand and improve the World Bank's technology asset lifecycle management and power monitoring.

"Now, the assets are just sitting in spreadsheets and ServiceNow," said Butler. "We want to work with the local offices to get them up to speed on dcTrack so they can accurately represent what's in the telco closets from an elevation perspective. Then, we want to connect the UPSs and managed power strips to Power IQ so we can get alerts and automate any alerts back to our network operations center in Washington, DC."

According to Butler, "Global asset management is complicated with lots of interactions and hand-offs taking place trying to get equipment and systems to their final locations. We can use the integration with dcTrack and ServiceNow to validate that systems are where they are supposed to be and can manage them throughout the asset lifecycle."

## The Solution

With Sunbird, the World Bank is leveraging the processes and expertise that they have already developed with the tool to expand technology asset management to their telco closets. *(continued)*

***"We were a Power IQ user before we were a dcTrack user. A kicker for us is to be able to have those systems as tightly integrated as they are."***

Frank Butler | Senior Project Officer  
World Bank

### Customer

The World Bank is an international financial institution with 250 racks in colocation facilities, 80 telco closets in their Washington, DC headquarters, and almost 400 telco closets in 180 countries.

### Situation

The World Bank is expanding technology asset management from their colocation data centers and headquarters' telco closets to an additional 400 telco closets distributed around the world.

### Solution

The World Bank implemented Sunbird DCIM to improve asset lifecycle management and power monitoring for all their technical spaces.

### Results

With Sunbird, the World Bank is achieving improved asset lifecycle management, reduce manual effort with integration, proactive monitoring and alerting, and better collaboration and visibility across teams.

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“The payoff from a management perspective is that they feel like we’re leveraging something that we already have,” said Butler. “We’ve been able to show that we’re pretty adept with the product. We can use our existing tool, not have to purchase anything new, and send it out to places that we never really thought about that for before. Having that kind of effort and visibility from these teams is something that, before using this tool, we never would have conceived of doing.”

Highlights of Sunbird DCIM for the World Bank include the 3D digital twin visualization.

“Sunbird allows us to visually display the assets to the layperson,” said Butler. “When you’re trying to describe a rack full of equipment, it gets complicated. When you can show it to them in 3D and show them the cable layout, a picture is worth a thousand words.”

They also enjoy Sunbird’s ease of integration with ServiceNow, and have automated provisioning from purchasing to deployment.

According to Butler, “We submit a purchase order that goes in through SAP. Once the PO is approved in SAP and the asset is received at our main receiving facility, then an asset management record is created in SAP. That creates the asset in the CMDB part of ServiceNow. ServiceNow assigns a make, model, property number, serial number, and CI name. Then, the asset gets created in dcTrack with those same relevant fields.

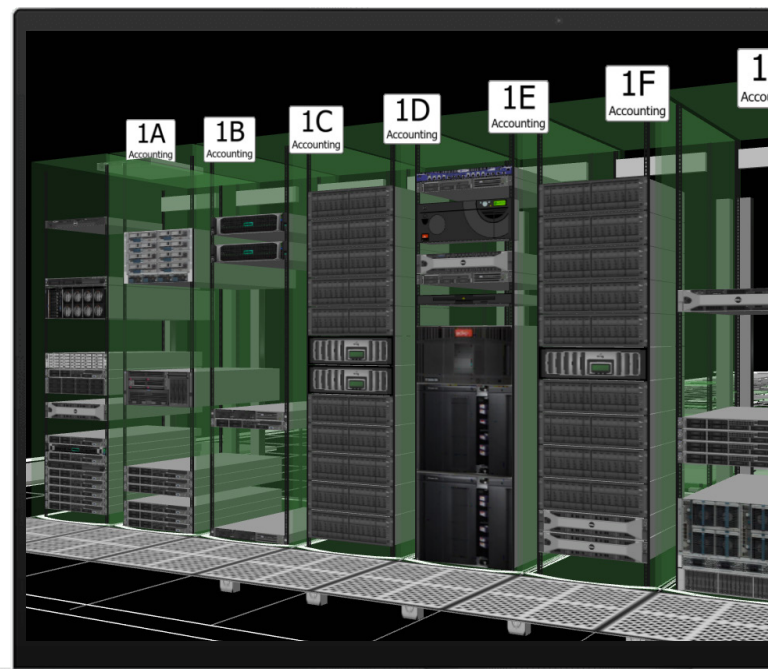
When someone goes in to provision the asset, they use the ServiceNow ticket, select the asset in ServiceNow, and work through that ticket. We see the asset in dcTrack as well. We take it in dcTrack, put it in the cabinet, and confirm its location and rack unit information. That gets sent back to ServiceNow when the physical provisioning is completed. We close the ServiceNow ticket, and that is updated in ServiceNow and SAP.”

“We’ve put links in our ServiceNow tickets that people can click, and it’ll take them right to the asset information and right to the cabinet,” said Butler. “They can see the exact device that they’re looking at to add cables to, move, or dispose of. That provides another layer of functionality to ServiceNow and it shows that we’re vigilant about how we’re managing our assets by making sure we’re accounting for pretty much anything that’s sitting in a cabinet in the data center. We know what it is, we know what it’s doing. We know how to put it in, take it out, and dispose of it.”



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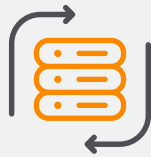
Frank Butler | Senior Project Office  
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## The Results



### Improved Asset Lifecycle Management

According to Butler, “We are definitely expanding what we’re doing with dcTrack in terms of our asset management capability and our lifecycle management capability, and also our power monitoring capability.”



### Reduced Manual Effort with Integration

“We’re sending our asset information over to Splunk,” said Butler. “Instead of doing it manually, it gets sent to Splunk and gets consolidated into a separate dashboard for capacity management. That saves us 10 hours a month at least.”



### Proactive Monitoring and Alerting

“We want to get alerts from power strips and UPSs in the country offices and have those alerts create tickets within ServiceNow as incident tickets that go to our NOC so that they can determine the issue, criticality, and who needs to be contacted,” said Butler.



### Better Collaboration and Visibility Across Teams

“With data center assets, there’s so much information there that you don’t want to exist in a silo,” said Butler. “We want to take that information and use it elsewhere for other groups. The integration capability was probably the biggest factor for us moving to Sunbird.”

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 2,000 DCIM customers worldwide. For more information, please visit [SunbirdDCIM.com](https://SunbirdDCIM.com).

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