

# Nominee: Siemens

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## Nomination title: Datacenter Clarity LC

What are your product's/solution's key distinguishing features and/or USP?

From a high level perspective, Datacenter Clarity LC, like other DCIM solutions, brings value to data center clients by increasing uptime, energy efficiency, and process efficiency, and by reducing mean time to recovery (MTTR) and new IT service deployment timeline.

One differentiator for Clarity LC is that it takes a rich set of existing data from design, construction and instrumentation such as AutoCAD drawings, 3D models used to create a BIM model, electrical connection information, BMS/EPMS real-time information etc. This rich set of existing data provides the best operational starting point conditions leading to massive upfront advantages.

A second differentiator is the ability to bridge the gap between IT and facility management; this is where the out of the box workflow capability will allow optimal cooperation between the two departments allowing them to solve the toughest challenges together. With Clarity LC, this is part of the solution Siemens offers today. Making a bridge between an ITSM software and Clarity LC is made possible by simple integration procedures making smooth transfer between the ITSM and Clarity LC. The ultimate goal is to help each data center operator deliver high value IT services and doing so with direct interactions with up-to-date infrastructure information.

The following seven points are unique and speaks for Clarity LC:

- 1) Unparalleled platform foundations:
  - a. 9M licensees worldwide of the foundation software platform for asset lifecycle management (9th version of 3rd generation software)
  - b. Over 10,000 clients of our real-time monitoring engine
- 2) Open architecture by design:
  - a. 450+ communication protocols for real-time monitoring
  - b. Import/Export assets (spreadsheet, XML, CMDB, 3rd-party asset management systems)
  - c. Native 2D/3D data import (AutoCAD, NX, CATIA, Pro-E, Parasolid, STEP, IGES, JT, VRML)

- d. Complete set of Open API for connection to 3rd-party software
- 3) ITSM-integration ready:
  - a. Built both as a stand-alone workflow engine and capable of bi-directional integration with ticketing system such as BMC Remedy or complete ITSM suite or other workflow applications
  - b. Easy and intuitive drag/drop user interface to rapidly build new step-by-step workflow
- 4) Best-in-Class Graphical user interface (both web-based and non web-based)
  - a. Visualizing BIG Data for better decision making: 4D Reporting
- 5) Best-in-class energy efficiency simulation with embedded CFD Capability (Air Flow Simulation)
  - a. Embedded means it is a module part of the Clarity offering, not a 3rd party external software.
- 6) Proven and secure multi-site architecture
- 7) Scalable for massive data center client needs
  - a. 50,000+ people around the planet accessing the same central server data

What tangible impact has your product/solution had on the market and your customers?

- Intuitive, easy-to-use DCIM interface
- Track and manage performance
- Helped customer to meet their request of being a green datacenter by meeting a target PUE of 1.3 and saving 10'000 tonnes CO2 emission
- Facilitates rapid human intervention through preemptive warnings, react an alarms proactive
- The customer analyzed the operation before and after implementation of DC Clarity LC, after deployment of the Software it takes them less than 1 minute for the following task!
  - To get high level data center operational status
  - To get operational status at the device level
  - To create temperature reports

- To report active alerts
- Datacenter Clarity LC enforced a strong culture of collaboration and support among all team members (facility group talking to the facility managers)

What are the major differentiators between your product/solution and those of your primary competitors?

- Datacenter Clarity LC is a one stop solution, offering a complete DC Suite including a CFD module.
- Unparalleled platform foundation – 9M licensees worldwide of the foundation software platform for asset lifecycle management (9th version of 3rd generation software)

Please supply any supportive quotes and/or case study materials to demonstrate the value of this product/solution to your customers/partners.

- Case Story Cofely [Managing the Electronic Brain](#)
- White Paper [Cost benefit analysis and implementation guide for data center infrastructure management](#) - This white paper is based on the Siemens DCIM software Datacenter Clarity LC

### **Why nominee should win**

- Siemens has the most comprehensive DCIM solution on the market that includes amongst others lifecycle management, process automation and a fully integrated CFD solution.
- The latest version offers a new Web client which is cross-browser and cross-device compatible (including tablets).
- Data Center Clarity LC is based on Siemens PLM software platform, which again is used by 9 million licensees.

- Sales breakthrough in 2014. 1 of the top 5 largest software companies, 1 of the top 3 Communications Service Providers and 4 of the top 15 companies in the IT Services Industry selected Datacenter Clarity LC as their DCIM solution.
- Setup of 3 centers of competence in US, EMEA and APAC.