**ASSETRUST DATA CENTER MANAGEMENT SOFTWARE**

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When it comes to the matter of asset management, especially in the field of IT, there are a myriad of different solutions available to address the needs of managers and users alike. When it comes to server management, software such as NinjaOne provides tools to monitor and manage all network devices, workstations, laptops, Windows servers, etc. Network management, while like the management of servers, requires a distinct set of capabilities such as those provided by Auvik. This includes being able to capture data from every device on the network and giving visibility on the connectivity of every device. If managing the procurement and disposal of assets is needed, IT asset management software such as AssetExplorer that supports discovery and tracking of both physical and software assets. Then there are solutions such as Spiceworks IT that allows for the categorization of assets on the network, and software such as Samange that provides risk detection capabilities on top of asset management.

At their basis, those tools are inadequate to solve the key issues that data centers are having, and that is that while they great functionality by themselves, they are spread out throughout multiple platforms leading to ineffectiveness. ASSETRUST will take advantage of the market combining the most useful traits of various other platforms who try to occupy the same role and further boost their effectiveness through our Sev-1 identification AI. Unlike other similar platforms in the same sphere, ASSETRUST will provide a comprehensive overview of all aspects of asset management. This creates a valuable resource to those in charge of asset management and procurement for large data centers, increasing effectiveness and productivity. In this sense, ASSETRUST singularly takes the place of having to navigate and keep track of numerous different solutions.

We have identified a unique problem that has been plaguing data centers and data center companies. As data centers continue to surge and the amount of money and resources being injected into the data center space increases, there is an urgent need for a platform to manage, monitor, measure, and control resources. Data center titans such as Amazon Web Services, CyrusOne, and Cyxtera Technologies, are not the only companies impacted by this problem. Private equity and large investment firms are also affected as more external investors are continuing to purchase more data centers. Since the demand for data center capacity and cloud services is at an all-time high, asset management in data centers is a necessity.

The growth of data centers has been exponential with a growth of 18% in Northern Virginia alone for the 2020 fiscal year resulting in 48% of all total data centers in the United States. This large boom in growth has led to the locations of assets being unknown, outdated reports and ghost servers which are not being utilized but are consuming energy. All these inefficiencies contribute to slow identification and response times. ASSETRUST is designed to be easy for technicians to use so that they can quickly update asset locations to return up to date asset reports therefore being able to quickly identify ghost servers. These basic steps will provide the groundwork for our AI to locate and identify severity-1 issues and maximize data center efficiency.

To solve those issues, we pledge that ASSETRUST will revolutionize how IT and facility resources are managed, monitored, measured, and controlled. ASSETRUST is designed to optimize resource allocation, management, and optimization through AI and providing:

**Asset Management:** Tracking of Assets, Procurement, maintenance, and disposition of assets

**Visibility:** A 3D bird eye view of operations, management of data centers from a console remotely.

**Security:** Continuous AI security monitoring of internal/ external parameters of the Data centers.

**Resource Management:** AI monitoring of data center health collectively, by identifying and predicting future glitches. Management and validation of change requests, scalability for optimum resource allocation.

**Connectivity:** Management of power resources, down time, power lapses, use of AI for further insight on visual trace routes, cable measurements and port connectivity.

**Incident Analytics:** AI incident analysis, a collaborative approach to incident resolve among data centers. Incident severity prioritization on servers, with provision for value indexing. Analysis of Lifecyle of assets based on reported incidents on equipment's.