

Background and Objectives

This seminar builds on the foundations laid in the Green Zone - 'Creating Energy Efficient Data Centres'. It equips those who are leading or managing change within the Computer Room with the mindset, knowledge and techniques to work successfully with different stakeholders within their business. These stakeholders may have opposing agendas wishing to clearly aid the environment whilst under pressure for returns on investment.

Leading organisations are currently trying to deliver a message to their clients that they are reducing carbon footprint and to their shareholders that they are improving ROI both at the same time.

Many of these programmes don't deliver the benefits which are expected, there are many examples of green endeavours being more hype than fact and many projects over run on cost. When successful, combining the two delivers significant rewards and End2End are renowned for delivering on time and to budget. Now we are focusing the same ambition to being greener whilst maintaining sensible ROI.

□ **Learning Objectives / Takeaways**

- Understand power problems in the data centre and how technology in delivering UPS power is advancing to afford efficiency gains.
- Understand how to find areas to trim the fat and find inefficiencies in your current processes and systems.
- Learn about the facets within ITIL to bring about tangible benefits within your processes in support of the business vision.
- Know how to identify and deliver cooling cost benefits as part of your greening campaign.
- Know how to gain the ability to predict power consumption to calculate ROI for your cooling applications.
- Ensure your first element is covered – “If you don't measure it, you can't improve it”

□ **Topics covered include:**

- How to introduce cost effective measurement solutions into the data centre.
- How to align green projects with corporate ROI objectives
- How to identify and deliver quick-win benefits as part of your greener programme.
- How better design can improve your data centre performance.
- Practical considerations about cost savings in power distribution.
- How to tackle the process of continual improvement to reduce costs, improve customer satisfaction and create greater productivity.
- How to determine your IT Estate and introduce a greener cooling solution by appropriate selection of cooling technology to reduce power consumption.

The Presenters

The speakers will each explore how they can provide an improvement in Data Centre design through incorporating changes in the technology supporting the room and will include:



Nick Cook – Monitoring and Management Specialist & Neil Palfrey –Data Centre Design and Technology Consultant. End2End bring huge experience into the design of data centres large and small, introducing the huge range of choices affecting the balance between greener and ROI and providing the 'cement' between the 'bricks' of supplier excellence in technology that will be represented.



air conditioning for every environment

Kevin Bryce – Airedale Cooling Services Limited, specialists in data centre cooling development, introducing the factors to be taken into account and the technology available now and soon, to benefit the data centre manager.



Dave Jones - Pink Elephant - We have come full circle, resources are scarce and cost savings is once again the primary topic around the office water cooler. Perhaps it is time to realise that we can no longer afford excess capacity, redundancy and inefficient processes.



Curt Cowdrey - Powertecanique – A company specialising in the power requirements in the computer room will discuss the methods of delivering only the power that you need but delivering it safely and economically.



Scott Cunningham - Rittal Ltd, discussing liquid cooling, cold aisle containment and the advantages available through choosing the most advanced technology.



Richard May - Unite Technologies – Specialists in data centre power monitoring and control, helping you understand, plan and alarm

Location:

END2END Services Limited
Atlantic House, Imperial Way
Reading. RG2 0TD

Date:

15th May 2009 Start 09:30. Networking and coffee speakers commence at 10:00. Seminar ends at 15:00 with continuing workshop to 16:30 hrs.

Pricing:

The cost of this all day is event is £187.00 per delegate, including lunch. An Early Bird booking discount is available reducing the price per delegate to £137.00 if booked prior to 30th May 2009.

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