

The Uptime Institute® Symposium 2007

March 4-7

Orlando



The Invisible Crisis in the Data Center

How IT Performance is Driving the Economic Meltdown of Moore's Law

INTEGRATED CRITICAL ENVIRONMENT™ (ICE) TEAM BROCHURE

Spring Symposium 2007



2007 SYMPOSIUM OVERVIEW:

This unique Symposium addresses how the business demand for ever-higher IT performance is causing a fundamental change in the underlying economics and engineering of large scale, high-performance computing. *The Invisible Crisis in the Data Center Symposium* identifies the proactive corporate finance and IT policy, governance, management, and operational measures now necessary to mitigate the business impact of the Economic Meltdown of Moore's Law in the data center.

This seminar is the only all-stakeholder knowledge exchange on causes, costs and consequences of large scale, high-performance computing.

The Invisible Crisis in the Data Center Symposium is a unique business and technical forum that brings together stakeholders from all corners of the industry to review the economic and engineering challenges of large-scale, high-performance computing.

THEMES TO BE ADDRESSED

This year's Symposium will focus on a variety of issues involving rising site infrastructure costs associated with IT performance. Attendees will interactively explore what this issue means to companies, how these costs will rise, how IT issues will need to be reexamined, how costs must be re-allocated within a corporation, what are the required corporate infrastructure changes, and how can companies best deal with growing outside influences. The Uptime Institute (the *Institute*) has broken down these issues into four primary themes:

- THEME No.1 The Invisible Crisis in the Data Center: the Economic Meltdown of Moore's Law**
- THEME No.2 The "Greening" of the Data Center – A New Business Imperative**
- THEME No.3 Five Practical Strategies to Cut Data-Center Energy Consumption by up to 50%!**
- THEME No.4 Re-shaping the Energy Future of Computing to Restore the Economic Benefit of Moore's Law**

THE INTEGRATED CRITICAL ENVIRONMENT™ (ICE) TEAM DEFINED

Based on over a decade of research and experience with its 85-member Site Uptime Network®, the *Institute* introduced at the Spring 2006 Symposium a new multi-disciplinary, cross-functional management model called the Integrated Critical Environment (ICE) Team.

The new management construct, that closes the gap between IT and Facilities, is designed to transform the kind of "silo" management practices common in most enterprises that can unfortunately result in very expensive and potentially catastrophic mistakes. Perhaps even more important than working together in response to problems, is the ability of an ICE Team to jointly take a proactive approach to strategic and project planning that heightens operating efficiency, effectiveness and reliability of high-performance IT.

Organizations for whom this model will have its greatest short- and long-term benefit are those where continuous uptime availability is strategic and where the operational imperative is that business continuity must not be compromised by risk factors to physical plant and infrastructure systems. The *Institute* has committed its full research and knowledge-exchanging resources, first and foremost, to the urgent challenges of large-scale, high-performance data-center environments.

The ICE Team also serves as a foundation for learning in the *Institute's* Symposium series. In fact, 20 fully-formed, multi-disciplinary corporate teams representing large-scale data centers (greater than 30,000 ft².) were in attendance at the 2006 *High-Density Computing Symposium*.

Beyond the anticipated 35 ICE Teams at the 2007 Symposium, all User Delegates are designated by appropriate team quadrant that best fits their strategic or operational job function. Delegate registration and participation in the Symposium is balanced among these quadrants to facilitate and enhance the highly interactive nature of the Symposium for all Delegates attending.

BENEFITS OF ATTENDANCE

Nowhere else this year will you have an opportunity to fully participate in this level of holistic, all-encompassing, peer-to-peer, senior-level decision-making conversations about the present state and predictable future of large-scale, mission-critical IT computing. In addition to learning how to anticipate and manage the future at this second-in-a-series Symposium, large organizations will learn tips and techniques for saving millions of dollars in power consumption and, potentially, avert or postpone data-center location/construction costs well in excess of \$100M.

Senior corporate financial, IT, and facilities/corporate real estate decision-makers will learn:

- Why these issues are now of critical importance to "C-Suite" executives;
- What they need to know for business risk, continuity and sustainability management, corporate social responsibility, and long-term strategic and financial planning;

- How corporate IT users can fully understand and exploit energy-savings innovations from chip, memory, and hardware manufacturers;
- What decisions need to be made now to affect immediate and long-term improvement in business performance and shareholder value;
- How to quickly and expertly implement new corporate governance policies and management practices that will reduce data-center energy consumption
- What manufacturers of chips, memory, storage, servers, and communications hardware can do -- working in conjunction with site infrastructure power and cooling equipment engineers and providers -- to proactively help corporate users bridge the gap between the data-center facilities capacity problems and the long-term solution of having more energy efficient hardware.

BENEFITS OF ATTENDANCE FOR ICE TEAMS

Attending the Symposium as a four-person, cross-functional ICE Team provides team members a unique opportunity to implement Symposium knowledge within their organization. In addition, it allows teams to network with professionals within their organization – better enabling them to address common goals.

As a key part of the Symposium, itself, there will be papers prepared for ICE Teams and roundtable sessions on each of the days dedicated to ICE Teams interactively reviewing the learnings from the day, giving them a highly practical and useful context. In addition, fully formed ICE Teams having one Delegate member from each of the four quadrants receive the greatest savings of any individual or group attending the Symposium.

2006 & 2007 Symposium ICE TEAM ATTENDEES:

2006 Attendees

Following is a list of forward-thinking companies that attended the first Symposium as a four-person, cross-functional Integrated Critical Environment (ICE) Team.

- BellSouth
- BlueCross BlueShield - Florida
- Chevron
- Citigroup
- Constellation Energy
- Convergys Corporation
- DHL
- Lehman Brothers
- LexisNexis
- Merrill Lynch
- Morgan Stanley
- SIAC
- State Farm Insurance
- The Boeing Company
- Thomson Legal & Regulatory
- U. S. Credit Services
- UCAR
- VISA
- Wachovia Bank, N.A.

2007 Attendees

Following is a current list of registered Integrated Critical Environment (ICE) Team Delegates that you can expect to network with during the 2007 Symposium. The *Institute* anticipates 35 ICE Teams will participate.

- Blue Cross Blue Shield of Florida
- Morgan Stanley
- Securites Industry Automation Corporation
- State Farm Mutual Automobile Insurance Company
- Wachovia Bank
- The Capital Group Companies
- HSBC Bank USA
- SIAC
- Thomson Legal & Regulatory
- Visa USA

ICE TEAM STRUCTURE

Integrated Critical Environment (ICE) Teams are comprised of individuals representing strategic and operational levels in IT and Facilities functions within their organizations.

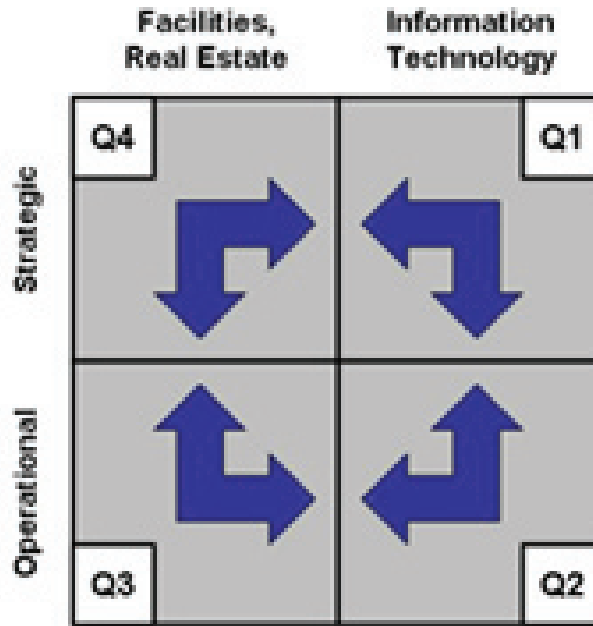


Figure 1: The Integrated Critical Environment (ICE) Team Model

Individuals working as Integrated Critical Environment (ICE) Teams have strong upward planning and decision-making influence, complementing control over day-to-day operations.

- Quadrant One** – IT Strategic Planners/Investment Decision-makers: CIO, EVP/SVP IT (or their direct reports); Senior Systems Strategists, Data Architects, Analysts; IT/Business Unit Relationship Managers, Capacity Planners, Procurement Managers, IT Finance Managers, and Business Continuity Professionals
- Quadrant Two** – IT Tactical/Operational Planners and Data-Center Managers: Data-center operations managers, computer-room planners, hardware configuration planning and installation managers, critical physical-layer managers
- Quadrant Three** – Mission-Critical Facilities Managers and Technical Professionals: Data-center facilities managers and their technical staffs
- Quadrant Four** – Corporate Finance, Corporate Real Estate, Property Portfolio, Capital Project Planners/Decision-makers: CFO, EVP/SVP Corporate Finance (or their direct reports); EVP/SVP Corporate Real Estate (or their direct reports), SVP Property Portfolio Management and/or Major Construction Projects, SVP/VP/Directors: Corporate Social Responsibility, Environmental Sustainability, and Corporate Risk.

"I can only tell you that it has been a very positive relationship with The Uptime Institute, the Site Uptime Network (and) with your new ICE Team program. This is not an advertisement for those, but in my opinion, our participation since 1996 has really helped us raise the bar in terms of our mission-critical delivery. We built a new data center back in 1999. We've just received the seventh consecutive award for 100 percent uptime. I'm not sure we could have delivered that without the benefits that accrued to us in the network participation we got from many members of the organization. (When Wachovia recently built its new Birmingham, AL data center) it was not only \$100-plus million project, it was really a \$1 billion decision over a ten-year period. (The success of this was aided by) putting together an expanded team, which included not only corporate real estate, but also the technology services organization, security, risk, audit, and then the expanded team putting together a team of people who are subject matter experts in their own rights, but putting them together in the same room so we had a very collaborative and not a silo'd environment approach to this major (project)."

-- Bob Cashner, Senior Vice President, Corporate Real Estate organization, Wachovia Bank, responsible for ensuring high reliability in mission critical computing and operating facilities. Wachovia participated as one of the 20 corporate ICE Teams last year, and has renewed for the 2007 Symposium. Wachovia is a 10-year-veteran member of the Site Uptime Network.

REGISTRATION INFORMATION

There are four Delegate types and three registration models. Tuition rates vary, depending upon each. To register, please visit www.uptimeinstitute.org/symposium to download an ICE Team registration form.

Delegate type	Early bird before 1/15/2007	Regular before 2/15/2007	Late/Walk-in after 2/15/2007	Regular promo code to use:
ICE Team of 4	\$7,995	\$9,595	\$9,995	Fax form only
ICE Team (First for Company)	\$6,995	\$8,595	\$9,995	Fax form only
Additional ICE Team delegate	\$1,995	\$2,395	\$2,495	Fax form only

Please contact the individuals below if you have questions regarding ICE Team registration for *The Invisible Crisis in the Data Center Symposium*.

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