



You are invited!

If you are a CIO, Facilities manager, Data center manager, IT manager, IT decision-maker, or system administrator, this is one event you won't want to miss!

The Data Center Alliance presents:

Winds of Change: Creative Concepts for Increasing Data Center Efficiency

Scalable designs for rack enclosures let you optimize airflow, giving you the ability to control energy expenditure. Exciting developments in data center mobility let you decide where you want your data center to be, and to use innovative technology for lowering cooling costs. Power management can also be an excellent tool for driving down energy use. How you build your facility can directly impact data center efficiency as well. Delivering uninterrupted uptime and premier - IT service requires creative solutions in order to maximize resources.

Get real-life answers for real-life scenarios from industry leaders about how to make your data center work for you. Enjoy the opportunity to network with others facing the same data center challenges.

Come hear keynote speaker William Dunckel, Energy Committee Chairman of the Critical Facilities Roundtable, speak about "Myths & Facts Driving Data Center Energy."

The event offers tips and insights that you won't find elsewhere.



Theme: The Winds of Change: Creative Concepts for Increasing Data Center Efficiency-

When: July 27, 2010

Where: Biltmore hotel, 2151 Laurelwood Road, Santa Clara, CA, www.hotelbiltmore.com

Time: 8am – 12am

Agenda:

- 8:00-8:30 Continental breakfast & registration
- 8:30-8:45 Opening, David Zucker (Director Business Development, Minicom)
- 8:45-10:00 "Winds of Change" presentations (Digi International, Elliptical, Minicom, PDI, WrightLine)
- 10:00-10:30: Networking break
- 10:30-11:15 Keynote speaker: Mr. Bill Dunckel*, PG&E Energy Efficiency
Topic: "Myths & Facts Driving DC Energy"
- 11:15-12:15 Panel discussion: Moderator-David Zucker, Minicom

* William Dunckel is a senior project manager in the Customer Energy Efficiency division of Pacific Gas & Electric Company. William is a licensed Professional Engineer in California and is currently the Energy Committee Chairman of the Critical Facilities Roundtable, a consortium of data center and critical facilities owners and operators in the San Francisco Bay Area.

Looking forward to a great event!