

2016 FALL CONFERENCE

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

IMPACT

OF TECHNOLOGY TRENDS

October 23 - 26 | JW Marriott Desert Ridge | Phoenix, AZ



The end-to-end reliability forum.™

www.7x24exchange.org

REGISTER BY SEPTEMBER 30TH FOR A CHANCE TO WIN ONE OF THREE "XBOX ONE S CONSOLES"

WHAT IS 7x24 EXCHANGE?

7x24 Exchange is the leading knowledge exchange for those who design, build, operate and maintain mission critical enterprise information infrastructures. We are a not-for-profit organization seeking to promote dialogue among industry professionals to address the many challenges facing owners and operators of these facilities. In addition to the ever present challenge of maintaining and improving end-to-end reliability, addressing the challenges of energy efficiency and sustainability and the potential for increased regulatory oversight have become a major focus of our membership.

The organization was founded on the assumption that professionals involved with data center uptime and operational issues often work in isolation when dealing with strategic, technical, budgetary, regulatory, and career issues. This often results in expensive, time consuming, and, sometimes, painful trial and error efforts. **7x24 Exchange** members work together to advance the state-of-the-art by sharing best practices, lessons learned, and evolving strategies to address the challenges of infrastructure reliability and industry leading energy efficiency. Armed with this information members are enabled to proactively communicate, to technical peers, non-technical team members, clients and corporate management, the solutions necessary to drive operational efficiency and protect their companies' information lifelines.

THE GOAL OF 7x24 EXCHANGE CONFERENCES

The field of mission critical operations continues to evolve. Before its founding in 1989 as the Uninterruptible Uptime Users Group, learning how to deal with reliability and operational issues largely resulted from individual trial and error. Continuing this random rate of reliability improvement increasingly restricts the potential productivity of the large and rapidly growing investments in computer and communication infrastructure. Adding to the challenge has been the rapid growth in energy demand and the ever increasing cost of energy. With 7x24 operations now more common, how much higher will availability requirements be in five years? How much will these facilities cost to operate? How will environmental and regulatory concerns impact operations? How can cost effective, reliable responses be assured? Addressing, and, hopefully, answering these and related strategic questions, **7x24 Exchange** conferences provide stimulating discussion forums. Collectively, we know much about the future options and alternatives available. With **7x24 Exchange**, that knowledge can be

shared. All program elements aim to increase the reliability and availability of an enterprise's information infrastructure by presenting case studies, new ideas, techniques, equipment, and tools. Open dialogue between attendees and presenters is encouraged throughout. Further, by involving the many specialists from end users to service providers to equipment manufacturers in both formal and informal sessions, the experience is rewarding and enjoyable for all. This conference is designed for anyone involved with 7x24 infrastructures – IT, data center, disaster recovery and network/telecommunication managers; computer technologists; facility or building managers, supervisors and engineers. Vendors, consultants, or anyone concerned with uninterrupted access to critical information also will find the conference of value. Attendees and their organizations benefit from the conference because proactive plans and cooperation from diverse corporate functions are needed to improve reliability. By promoting a dialogue and clarifying the synergies among functions, past conferences have enabled teams of attendees from a given organization to better communicate the critical importance of a proactive approach to continuous uptime. Attendees are also able to participate in breakout sessions and network with other professionals in similar companies/industries with like problems. Conference attendees benefit in three ways: professional development and advancement; increased recognition of their function's importance; and exposure to new ideas, contacts and resources. CEU credits are also available.

First-time attendees often discover that many companies face similar, if not identical, technical and organizational challenges in their quest for higher availability levels. **7x24 Exchange** conferences provide insights into what is being planned and executed by others to mitigate or eliminate downtime risks. Recommended changes can then be justified, both on their practical merits and in the context of business cases that have been successful elsewhere.

WHAT IS A TUTORIAL SESSION?

7x24 Exchange has been offering tutorial sessions for many years. These tutorials are designed to deliver value to a broad range of participants. Whether your need is advanced training on a specific topic of the day or a refresher course on fundamental concepts, there is a tutorial that will meet your need. Almost all of **7x24 Exchange** general session presentations are geared towards those with an advanced understanding of the concepts that will be presented. The tutorials are intended to complement the Monday through Wednesday general session presentations and help each attendee deepen their level of comprehension.



SUNDAY OCTOBER 23RD

10:00 A.M. – 9:00 P.M.

REGISTRATION

11:00 A.M. – 12:15 P.M.

Tutorial A: HYBRID FIRE SUPPRESSION FOR HYBRID CLOUDS AND HIGH VALUE DATA CENTERS

Technology trends in data center design include increasing power densities, higher efficiency power distribution solutions, and higher temperatures. These trends combine to increase fire risk. While “hybrid cloud” solutions may help mitigate casualty impact to operations, asset investment costs remain high. The evolution in fire suppression design has resulted in solutions that can virtually eliminate risk from fires. In this presentation we will explain how trends in hybrid cloud technologies are affecting the risk of fire events, and look at how implementation of hybrid fire suppression systems using “minimal impact” technologies can minimize both the operational and asset protection risk.

Bob Ballard

*Fire Suppression Technology Manager
Victaulic*

Don Mitchell

*Data Center Division Manager
Victaulic*



2:30 P.M. – 5:00 P.M.

Tutorial B: FLUID MECHANICS 101 – FUNDAMENTALS OF COOLING AIRFLOW IN A DATA CENTER

This tutorial session will introduce basic concepts of air velocity, airflow rate, pressure, and temperature distribution as applied to raised-floor data centers. You will be shown why the flow distribution through the perforated tiles is usually not uniform. It is governed by the air velocity and pressure variation under the raised floor. By calculating this variation, you can predict the airflow coming out of each perforated tile. Such a calculation allows you to study the effect of variables such as: layout of the CRAC units and the perforated tiles, the height of the raised floor, and the presence of obstructions under the raised floor.

Once the flow rates through the perforated tiles are determined, the next step is to calculate, in the above-floor space, the air velocity and temperature as the air moves through the server racks and back to the CRAC units. Many examples will be presented to develop an understanding of the physical processes and to draw practical conclusions. The tutorial will show how to create a computational model of a data center layout and calculate the corresponding airflow and temperature distribution.

Suhas V. Patankar, Ph.D.

*Professor of Mechanical Engineering, University of Minnesota
President, Innovative Research, Inc.*

6:00 P.M. – 9:00 P.M.

WELCOME RECEPTION

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Join us for a reception with open bar and buffet dinner accompanied by music. This is an excellent opportunity to dialogue with conference presenters, meet new people, network, welcome first time attendees, renew old acquaintances, and meet the board members.

MONDAY OCTOBER 24TH

7:00 A.M.

REGISTRATION & BREAKFAST

Check in, pick up your name badge, conference materials and enjoy a hot buffet breakfast.

8:00 A.M.

WELCOME AND OPENING REMARKS

Bob Cassiliano, 7x24 Exchange chairman, will open the conference, provide an overview, review meeting logistics and address general housekeeping items.

8:30 A.M.

Conference Keynote: "ON INNOVATION"

Every business needs to innovate, but few know where to start. In this presentation, Terry Jones gives leaders simple but powerful ideas they can use to create a more innovative organization. Drawing from his experience as founder and CEO of Travelocity.com and from the 10 other startups where he's worked, Jones helps product developers transform innovation from an academic exercise into a daily practice. The stories from his career and personal experiences provide engaging real world examples of how challenging and rewarding it can be to rally a team and establish a culture that encourages change and is committed to innovation.



Terry Jones
Founder and Former CEO, Travelocity
Former Chairman, Kayak.com

9:30 A.M.

REFRESHMENT BREAK

10:00 A.M.

BEYOND RELIABILITY: RISK-INFORMED DATA CENTER DESIGN

A leading global provider of data center, colocation and interconnection solutions retained MTechnology, Inc. (MTech) to analyze the reliability of next generation data center designs. These facilities must have lower costs,



equal or better reliability, better utilization, and simplified operating and maintenance compared to existing properties. They must support a variety of customer needs and loads at any scale, from single cabinets and small cages to partial or full data center halls to entire buildings.

Reliability alone proved to be insufficient to characterize design performance for all loads, customers, and scales. We developed consequence metrics and calculated risk profiles for single cord and dual cord loads for each design. Consequences include failure of a specific load, failure of any load in the data hall, and loss of a cord to dual cord loads. These calculations enable our client to communicate meaningful performance targets to all customers.

This presentation will disclose new methods that will interest data center builders, owners, operators, and customers. We will address the risk and cost profiles of dual utility feeders; additional redundancy in standby generation; STS supporting single-cord loads and losing one cord to dual cord loads. The talk will propose new ways for providers and customers to discuss complex issues of data center reliability, availability, and risk. The concepts and techniques can be applied by all 7x24 Exchange members in continuous improvement of end-to-end reliability.

Steve Fairfax

President
MTechnology

11:00 A.M.

Panel: HYPERSCALE CREATES LARGE SCALE CHALLENGES & OPPORTUNITIES FOR EVERYONE

A panel comprised of Google, Equinix, Schneider, Emerson, and Caterpillar will discuss the challenges and opportunities due to both the sheer scale and growth rate. Long range capacity planning in today's environment creates significant challenges for both suppliers and buyers. Like it or not, the overall industry trend is an "on demand" model that is much faster than manufacturing and construction can respond.

Moderator:

Don Beaty

President
DLB Associates Consulting Engineers, PC

Panelists:

Diraj Bamola

Vice President, Global Design & Construction
Equinix

Nicholas Franzoni

EP Supply Chain Performance Manager
Caterpillar

Joe Kava

VP of Data Centers
Google

Daren Matthews

VP Supply Chain Planning
Schneider Electric

Jack Pouchet

VP Market Development
Emerson

12:00 P.M.

LUNCH AND NETWORKING

12:00 P.M.

END USER XCHANGE FORUM

Designed to encourage in-depth discussion and debate on the latest challenges in data center planning, design and operation, topics will include: trends in infrastructure design resiliency, energy efficient design and operational practices, capacity planning and management, and the day-to-day challenges in managing data center operations. The moderator will guide the discussion with the use of PowerPoint slides and handouts; however, the real star of this session will be you, the end user! Bring your appetites, but more importantly, be ready to engage your peers for an exciting interactive discussion on the latest challenges of our industry. Don't forget those business cards as this will be a great opportunity to meet your peers in the industry!

Moderator:

David Schirmacher

President

7x24 Exchange International

1:30 P.M.

ZAP THE GAP

Meagan tackles the generational challenges, myths and misunderstanding head on. Unwilling to accept standard by-the-book generational generalizations Meagan demonstrates to audiences, through her own in depth research and program customization, that all generations have differences and strengths that go beyond mere age and appearance. Move beyond complaining about the generations and revisiting old generational information to learning what you can do right now to make the most of all the generations.

Meagan Johnson

Partner

Johnson Training Group

2:30 P.M.

7x24 EXCHANGE TRADITIONAL CREATE YOUR OWN SUNDAE BREAK

3:00 P.M.

Concurrent Breakout Sessions

Breakout A: A CASE STUDY – BUYING THE HYPE OF CONTAINMENT?

CallisonRTKL will present a case study on why containment for your data center may or may not be the best solution. This presentation will provide theory and implementation analysis of green field and renovation data center projects that may be considering containment solutions. We will demonstrate the design and operations limitations of different containment solutions available on the market, discussing limitations through CFD analysis completed for various projects and field measurements. The presentation will help the end user understand the merits and limitations of containment systems.

Rajan Battish

Vice President

CallisonRTKL

Bob Rosenberger

Executive Vice President – Operations

Cloud HQ

Hardeep Singh

Senior Associate Vice President

CallisonRTKL



Breakout B: DATA CENTER BEST PRACTICES – DESIGN, CONSTRUCTION, OPERATION

This presentation will review many of the best practices associated with facility layout, physical security, mechanical system selection and operation, electrical system selection and operation and facility maintenance policies and procedures for a mission critical facility.

Steven Shapiro

Mission Critical Practice Lead

Morrison Hershfield Mission Critical

Breakout C: LEVERAGING TELEMETRY FOR DATA CENTER EFFICIENCY

There are some fantastic new embedded sensors (in server silicon) available to help professionals understand the capability and impact of workload on servers and IT devices. Using this telemetry data requires the right extraction tools, assembling the data in a purposeful way to make better decisions on orchestration, assessing impact, and long term data center planning. In this presentation, learn how to access this new out of band utilization data without inhibiting server performance or developing agent solutions to monitor systems. Find out how to compose more agile pools of data center resources, and simultaneously drive up IT efficiency, optimize energy requirements, increase data center resilience, and strengthen disaster recovery plans.

George Clement

Senior Solution Architect

Intel Data Center Management Team

4:00 P.M. – 5:00 P.M.

7x24 EXCHANGE WOMEN IN MISSION CRITICAL OPERATIONS (WiMCO) NETWORKING EVENT

As the leading knowledge exchange in the mission critical space, 7x24 Exchange recognized the importance of increasing the engagement and participation of women in the industry which led to the development of WiMCO. The committee focuses on recruiting women into the organization, supporting WiMCO initiatives at a Chapter level and providing leadership opportunities through the community. Join us for an interactive networking session and engage with your peers in the industry.

October 24th
6:30 PM – 9:30 PM

MONDAY

MARQUIS PLUS+ PARTNER SHOWCASE

We are pleased to present the 4th Annual
Marquis Plus+ Partner showcase...
Bring on autumn and pull on the Lederhosen
at this special Oktoberfest Celebration!

Visit with our top tier partners while enjoying
the traditional Bavarian festivities and fare!

Oktoberfest

This premier, one of a kind exposition will
allow attendees the opportunity to network
and view the latest and greatest equipment,
products and services available to assist you
in your day to day data center operational needs.

*Special thanks to our Marquis Plus+ Partners as this
event would not be possible without their support!*

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SIEMENS

TUESDAY OCTOBER 25TH

7:00 A.M.

BREAKFAST & REGISTRATION

8:30 A.M.

OPENING REMARKS

Bob Cassiliano will review day one highlights, recognize the conference
Corporate Leadership Program sponsors and give a 7x24 Exchange update.

9:00 A.M.

Keynote: TWIN SONS OF DIFFERENT MOTHERS – LEGACY AND BANDWIDTH AND WHY

IDC estimates that 50% of existing data center networks cannot support IoT applications. Data center operators need to be developing and implementing their strategies to reduce latency and bandwidth to ensure they can support the escalating requirements driven by more attached devices and the volume and variety of packet sizes that characterize IoT and new large, rich packet applications. This presentation will explore the nature of latency and bandwidth issues, the shortcomings of today's existing networks, and the solutions and equipment that data center operators need to incorporate into their network plans.



Chris Crosby
CEO
Compass Datacenters

10:00 A.M.

REFRESHMENT BREAK

10:30 A.M.

Panel: DATA CENTER DELIVERY & OPERATIONS

Organized by the 7x24 Exchange Women in Mission Critical
Operations Committee (WiMCO)

Panelists will deliver a dynamic discussion sharing real work examples on how to be successful in your career while delivering on your core professional objectives. This panel will provide views from construction, operations and health and safety on current technical and business trends.

Moderator:

Heather Dooley

Data Center Business Operations, Google Data Centers and
Member, 7x24 Exchange Women in Mission Critical Operations Committee (WiMCO)

Panelists:

Jenna Dumke

Project Manager, Critical Environment
Mark G. Anderson Consultants (MGAC)

Marisa McGough

Estimator
DPR Construction

Cindy Joos

Senior Director Global Operations
CenturyLink

Anita Tarab

Director of Environment, Health,
Safety and Sustainability
Google

11:30 A.M.

REMOVING THE FINAL CONSTRAINT – THE BATTERY

Lead acid batteries have been the standard transitional/backup energy source in both mission critical and outside plant applications for many decades. One of their challenges operationally has been the need to ensure they were not exposed to working in elevated and prolonged temperature environments. This in turn placed design constraints on the larger systems they supported. This lecture analyzes the impact of newer high temperature capable batteries on the design of, and operation specifically within, the data center and telecom mission-critical environments.

Zahl Limbuwala

CEO

Romonet

Benjamin Mitten, P.E.

Vice President, General Manager – Pennsylvania

TierPoint

Brian Zimmerman

Senior Technical Support Engineer

East Penn Manufacturing, Reserve Power Division

12:30 P.M.

LUNCH AND NETWORKING

2:00 P.M.

MASTERING DATA CENTER COOLING SUPPLY & DEMAND WITH THERMAL OPTIMIZATION

Today, digital demand continues to drive more data – equaling to more heat in the data center and consecutively, a greater need to better optimize cooling. Luckily, facility improvements to address such added heat are no longer constrained by the lack of visibility into your data center.

Utilizing a thermal optimization approach can help you address reliability, consumption and capacity needs in addition to improving efficiency and reducing costs. Additionally, innovative analytics and automation solutions are available to dynamically address energy consumption, IT server utilization, and white space cooling analysis. Attend this session and learn what cooling optimization opportunities exist in your data center, how to achieve operational and capital savings accordingly, and the ROI you can expect from a thermal optimization approach.

Clifford Federspiel

President & Chief Technology Officer

Vigilant

Jay Hendrix

Portfolio Manager

Data Centers, North America Region, Building Technologies Division

Siemens Industry Inc.

Aaron Rallo

Chief Executive Officer

TSO Logic

3:00 P.M.

REFRESHMENT BREAK



3:30 P.M.

Concurrent Breakout Sessions

Breakout A: DATA CENTER SOLAR – OPPORTUNITIES, RELIABILITY AND COST

The price of solar electricity has dropped dramatically in recent years and some data centers have been early adopters of this technology. This session will separate real renewable opportunities from hype. It will shed light on how the growing renewable sector may impact reliability and how to mitigate risks. Participants will also be able to benchmark their company's clean energy commitments, find opportunities where solar can improve the bottom line, and identify red flags when solar is not a good fit. The participants will benefit from survey results of the industry, case studies and a detailed financial analysis.

Michael Shore

Managing Director

Tipping Point Strategies

Breakout B: IMPLEMENTING YOUR NFPA 70E SAFETY PROGRAM – A HOW TO GUIDE

This presentation covers how you go about implementing an NFPA 70E (Arc Flash Safety) program in your facility. It covers the roles that each individual needs to fulfill (from executive to end user) and will address how Engineering and IT can work together to make it successful.

Michael Liberman

Mission Critical Services

BASS Electric

Breakout C: LEVERAGING TECHNOLOGY TO OPTIMIZE DATA CENTER TRENDS

This business case analysis will review several recent project examples where the design and construction teams leveraged technology to facilitate data center trends such as total cost of ownership (TCO), reduced capital expenditures (CAPEX), and increased time to market.

Greg Botteon

Vice President Mission Critical / Mechanical-Electrical Services

The Whiting Turner Contracting Company

Christopher McLean

Director, Mission Critical Projects

Vanderweil Engineers

SPONSORED EVENT

An Evening at “THE YARD” – Games, Grub & Fun!

Join 7x24 Exchange at one of Phoenix's hottest venues, “The Yard.” Located in a renovated motorcycle garage... “The Yard” houses three of the hippest restaurants in the area; Culinary Dropout, Barrio Urbano and Little Cleo's. Join 7x24 Exchange for an evening of games, great food and fun. Don't miss the conference's final networking and information sharing opportunity at “The Yard.”

Tuesday, October 25
6:30 P.M. – 9:30 P.M.

SPECIAL THANKS TO THE PARTNERS THAT MADE THIS EVENT POSSIBLE:

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WEDNESDAY OCTOBER 26TH

8:30 A.M.

OPENING REMARKS

Bob Cassiliano will review highlights from day two and address housekeeping items of interest.

8:45 A.M.

Keynote: DATA CENTER UPGRADES – REAL WORLD BEST PRACTICES FOR IMPROVING EFFICIENCY WITHOUT DOWNTIME

Many of the data centers built in the 1990s have reached a point where technology and data demands have exceeded functionality and effectiveness. Once state-of-the-art data centers are now unable to support the reliability requirement demanded by the new business needs and level of growth companies forecast. As a result, companies are moving to colocation facilities, building new data centers or upgrading their existing facilities. In 2014, MoneyGram sought to strengthen its electrical and mechanical data center infrastructure and convert their 27 year old infrastructure into concurrently maintainable, dual path topology. The goal of the project was to ensure uninterrupted service to the company's millions of customers worldwide in 357,000 locations across 200 countries and territories. A critical element for project success was project implementation without interruption to data processing throughout construction; all execution (IT, facilities, server, network, storage) was undertaken during five predetermined maintenance "work windows." In this session, we'll explore the project from both the design (facilities supporting concurrent maintainability) and implementation process to coordinate proper cooling for high-density compute equipment.



Tim Kittila, P.E.
Director, Data Center Strategy
Parallel Technologies



Rob Lawrence
Vice President
MoneyGram



Wayne McGurk
Chief Information Officer
MoneyGram

9:45 A.M.

REFRESHMENT BREAK

10:15 A.M.

NATURAL GAS OPPORTUNITIES IN DATA CENTER APPLICATIONS

This presentation will educate the audience on utilizing natural gas generators in conventional diesel generator set data center applications, which can favorably impact data center operation. This session will cover the benefits of natural gas generators for data centers, such as energy independence, resiliency, sustainability, and reduced operating costs. It will further explain when natural gas should be considered as a fueling option for reciprocating generator sets while taking into consideration local and federal emission regulations, gas and electric utility incentives, and corporate sustainability goals. The presentation will also cover how, at a high level, natural gas generators can approach the performance of diesel generators with respect to starting capability and transient load performance and acceptance by utilizing new engine designs and control systems.

Brian George

Global Data Center Segment Manager
Caterpillar Inc. – Electric Power Division

Tim Scott

North American Sales Manager
Caterpillar Inc. – Electric Power Division

11:15 A.M.

IMPACT OF CYBER SECURITY OF DATA CENTER DESIGN AND OPERATIONS

With Cyber events the fastest rising and second leading cause of data center outages in 2015 we examine the implications on data center design and operations, supply chain security, professional service considerations, and best practices as deployed in a real-world data center.

Jack Pouchet

VP Market Development
Emerson

12:15 P.M.

CONFERENCE ADJOURNS



1. Conference Registration

Complete a Conference Registration Form for each participant online or mail or fax a copy of the Conference Registration Form on the next page to:

7x24 Exchange International

322 Eighth Avenue, Suite 702, New York, NY 10001
Phone: 646-486-3818 | Fax: 212-645-1147
www.7x24exchange.org

To guarantee early bird rate, registrations must be received by **September 30th**.

2. Hotel Reservations



5350 East Marriott Drive, Phoenix, AZ 85054

To take advantage of 7x24 Exchange's special rates at the **JW Marriott Desert Ridge Resort & Spa** you can visit the conference website at www.7x24exchange.org to make an online reservation, or call **JW Marriott Desert Ridge Resort & Spa Hotel** directly at **1-800-835-6206** and ask for the **7x24 Exchange Conference room rate of \$279/night for a single or double plus tax**.

Please refer to 7x24 Exchange 2016 Fall Conference when calling.

Please Note: Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until September 26th. Register for the conference and make your hotel reservations early, as the block will likely sell out. Previous 7x24 Exchange conference room blocks have sold out. 7x24 Exchange is not responsible for matching rates, finding additional rooms or providing transportation to hotels that have not been contracted by 7x24 Exchange once the block is sold out. 7x24 Exchange makes every effort to reserve the appropriate number of room nights for attendees. In the event of a sellout 7x24 Exchange will recommend nearby accommodations.

Hospitality Events

Due to the success of the Marquis Plus+ Partner Showcase, hospitality events will not be permitted at this conference. All are invited to join us on Monday, October 24th for another spectacular event.

Vendor/Consultant Policies & Procedures

Information Tables

All vendors and consultants are encouraged to participate in 7x24 Exchange.

However, the group is primarily driven by user interest. Tables are provided at the conference for the distribution of product literature, educational material and other useful information at no cost. Display signs are not permitted on literature tables. Overt selling at 7x24 Exchange meetings and the use of 7x24 Exchange membership lists for direct selling are prohibited.



Guest/Spouse Shopping Shuttle

MONDAY, OCTOBER 24TH

10:00 A.M. – 4:00 P.M.

Enjoy a day of leisure at some of Scottsdale's finest shopping malls.



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Register online today at www.7x24exchange.org
Questions? Call **646-486-3818**



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