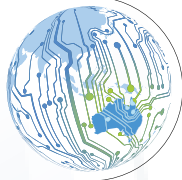


Australian Data Centre Strategy Summit 2015



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DAY 1 - TUESDAY 10TH MARCH 2015

15:00 - 17:30

Summit Registration & Check-in

16:00 - 17:00

VIP only - Strategy Workshop: "The War for Talent" moderated by Joseph Smith, Data Centre Product Manager, Optus

The mainstream adoption of cloud technologies and automation of repeatable IT tasks requires a fresh approach to recruiting for technology talent to sit within the IT team. The technology worker of the future will be expected to have breadth of skills to complement the depth of their knowledge in a specific domain. How do you bridge the gap between the skills required today and those we'll need in the future? Joseph Smith returns to the Data Centre Strategy Summit to discuss how to attract the best talent to your IT shop.

17:00 - 18:00

VIP only - DC Skills panel: "Facilities Management Skills in the Cloud Age" moderated by Trevor Clarke, Tech Research Asia

Invariably, the skills required to run an end-user data centre are slightly different to those required to run a co-lo facility, and different again to run a dedicated cloud computing facility. As more organisations choose to consolidate computer rooms, what skills should you be sharpening to prepare for a future in the cloud and when is the right time to up-skill? Panellists: Glenn Gore, AWS; Mike Andrea, Strategic Directions, and others.

18:00 - 18:45

Welcome VIP Drinks Reception

18:45 - 21:30

VIP Gala Dinner

(19:00 - 19:30)

Dinner Keynote: "2014 in Review & Delegate Survey Benchmarking" Trevor Clarke, Tech Research Asia

DAY 2 - WEDNESDAY 11TH MARCH 2015

07:00 - 08:00

Breakfast for In-house Guests

08:15 - 08:20

Welcome Comments from MC Trevor Clarke

08:20 - 09:10

Advisory Panel: "The Co-lo Kings Talk Hybrid Cloud" moderated by Trevor Clarke, TRA

What role do co-location providers play in the vision of a hybrid cloud? What skills and capabilities are each investing in to smooth out this process for organisations that desire both control and agility? And what happens when organisations decide to go "all-in" on public cloud?

Panellists: **1.** Damien Spillane - Head of Engineering, Digital Realty **2.** Craig Scroggie, CEO, NEXT DC
3. Damon Reid - Managing Director, Global Switch **4.** Jeremy Deutsch - Managing Director, Equinix

09:10 - 09:50

Global Guest Keynote: "Maintaining Operational Resilience in a Changing Threat Landscape"

Paul Williams, Head of Sector Resilience, Bank of England

Data Centres were created to protect the company's most vital asset - data. That data underpins the services that the company's customers rely upon. The current gold standard to protect data is via synchronous data replication and this has served the industry well as an all hazard threat protection mechanism.

As technology ages, people change and new threats arise, the very strength of synchronous data replication could be the greatest weakness to operational resilience. If your data is compromised, either by technical malfunction, user error or malicious intent then all live data sets could be corrupted at the same time. In the digital economy, resilience to this mass data failure is not straight forward and having a safe position to restore to may require a different approach. Resilience needs to be built into the service to ensure that it can run in a degraded position, while a fail forward methodology is utilised.

09:50 - 10:00

Networking Tea & Coffee Break

IT TRACK

MC: Glenn Gore, Technology Solutions Manager, AWS

FACILITIES TRACK

MC: Mike Andrea, Director, Strategic Directions

10:00 - 10:30

"Streamlining Digital Delivery"

Claire Bourke,
GM Service Integration & Operations, Australia Post

"Are you ready to embark on your Data Centre Migration/Transformation strategy?"

Gus Sabatino - Hewlett Packard

As part of its Building Future Ready IT investment program, Australia Post is focused on enabling the digitalisation of its IT environments. Through this program new technology foundations have been established including consolidating a number of data centres, migrating infrastructure to two new state-of-the-art data centre facilities, and establishing public and private cloud capabilities. Claire Bourke delivers the story on what this means for Australia Post's ability to deliver digital services and its impact on the enterprise.

Prepare yourself and your business with tips and potential pitfalls as you plan what could be your worst nightmare or the best most invisible project you and your end users have ever participated in.

We will look at how some businesses want a DC Migration/ Transformation to transform, whilst others just lift and shift yet other want a blended model.

What makes sense? What's the best option? Why do it? The choice comes down to simple steps, plenty of planning and the right level of ownership.

This will be an interactive session where your participation will be highly encouraged.

10:35 - 11:05

"The Next Generation Data Centre"

Peter Tuton, Lead Solutions Advisor, IBM

"Unlocking the Potential of your Data Centre"

Andrew Kirker, General Manager - Data Centres, Schneider Electric, Pacific

Practical advice for transformation in the era of cloud. Your data centre is the cornerstone of your IT operations and maximising the value of cloud computing can be challenging. Hear practical advice and steps you can take to cloud enable your IT environment. Get help on how to manage key issues like security, control and flexibility and integrating on-premise and off-premise environments. Peter will share real stories about data centre transformations and the outcomes cloud has delivered.

Schneider discusses how to give your data centre a competitive advantage, save deployment time and costs through prefabricated modules.

Exploring how Schneider's Data Centre Life Cycle can help you create safe, efficient and available data centres in less time with less pressure.

11:10 - 11:45

Strategic Partner Keynote: “Digital Transformation – A journey towards sustainability”

Bob Sharon, CEO & Founder, Green Global Solutions

The cloud, mobility, and big data are some of the key trends that are driving changes to business operational requirements. With this rapidly changing landscape, organisations will need to adopt and transform many of their IT and business processes and change many traditional attitudes. The initial requirement is for application availability and performance, driven by business requirements. However, rightsizing the IT platform and infrastructure with appropriate security are equally important. Base lining your business processes, applications, IT and Data Centre environments will produce a holistic picture and combined with the organisation’s requirements, deliver a compelling digital transformation business case. Increasingly, organisations are looking for trusted advisors to gather baseline facts, then deliver outcomes with minimal risk while maximising savings and operational efficiencies on their digital transformation journey.

1. Where does Digital Transformation start and finish?
2. How will you right size your infrastructure?
3. What effect will this have on the corporate bottom line and the environment?

11:45 - 12:15

“Active-active, without Breaking the Bank”

Dave Chapman, CIO, Teachers Mutual Bank

In 2013, Teachers Mutual Bank survived for an entire week running on its secondary site. The experience led CIO Dave Chapman to consider an additional investment in high availability by building out an active-active pattern between the bank’s primary and secondary sites in Western Sydney.

“Understanding Data Centre Differences”

Matt Gurr, Associate, Aurecon

As the market continues its shift away from the use of small, dedicated, owner-operator data centres towards consolidation of operations in large hyper-scale facilities, we look at the fundamental differences between the two, and the varying challenges that are faced when operating and running them.

12:15 - 12:45

“Flipping DR on it’s Head”

Mitch Miller, IT Manager, St Luke’s Anglican School

Hear about St Luke’s Anglican School unique approach to disaster recovery and business continuity in the education sector by using an on-premise box as DR with production in AWS.

Strategic Partner Session: “Storage Innovation and Impact in Data Centres and Cloud Services”

Gautam Guin, APJ Cloud Sales Lead, Seagate

Hear from Seagate, one of the storage building-block providers for Cloud and the Data Centre, on how the organisation is pushing the envelope and innovating. The company is ensuring that the explosion of storage demand in the Cloud space continues to be delivered securely, efficiently and with manageability.

Storage devices are becoming more important within cloud architecture, more intelligent and need to be individually controlled for power, security and manageability. With the challenge of object storage of video, audio, and scanned images being the primary data source stored in the cloud, there are opportunities to radically change the way applications interact with Disk.

The Kinetic Open Object Storage platform, Seagate’s Open Stack Solution, revolutionizes large data storage at an affordable cost.

Making Cold Archive data available online for analysis is imperative to monetization and competitive advantage. Technologies like SMR can be utilised to push the boundary of disk capacity to 8TB/10TB and beyond.

- Does the customer purchase Storage for Cloud based on brand?
- How is SW defined Storage changing the Cloud storage landscape?
- Key Considerations of Technology for developing Cloud Storage Services.

Seagate’s technologies will also be demonstrated at their booth

11:45 - 12:45 VIP Closed Door Boardroom Roundtables - pre-selected Strategic Sessions run with Chatham House Rules

Roundtable #1: “The increasing relevance of modular data centers in decision making” Patrick Yantz, Data Center Solutions - CommScope

Moderated by Penny Wolf, *iTnews*

Modular data centres have matured to become relevant in the decision making of companies seeking new data centre solutions. Whether evaluating modular for new construction, expansion, hosting, distributed data centres, or for any number of reasons, the unique and proven benefits of modular data centres have increased the number of relevant options available to decision makers.

Please join CommScope in a discussion about real world modular data centre benefits, and how those benefits have become relevant in the decision making of companies with differing data centre requirements. Learn from our global experience and share your own.

Topics will include modular data centre design, TCO, choice, efficiency, capacity planning, adaptability, flexibility, scalability, operability, hosting, and time to market.

What do you see as the most important modular data centre benefits to customers seeking new capacity?

What types of companies are seeking modular solutions and why?

What are reasons why customers may not choose modular?

Roundtable # 2: “Who stole my Datacentre? Networking and Security in the cloud era”

Nick Smith, Advisory Services VMware ANZ & moderated by Trevor Clarke, TRA

As virtualisation (or software defined compute) has dramatically changed the landscape for server and end user computing over the last 15 years, so too will it change the landscape for data centres. With the introduction of greater levels of network and security virtualisation it is now possible to virtualise your entire datacentre and host it wherever makes the most commercial and operational sense.

This opportunity however comes with a requirement to place greater focus on protecting your organisation’s technology assets. The model for the cloud where the networking and security personality of a server is defined at the Virtual

Machine layer as an attribute and therefore becomes portable to whichever cloud it may reside in.

As the pioneers of the virtualisation of the x86 compute platform, learn how VMware is leading the industry in the virtualisation of data centres through enabling enterprise ready network and security virtualisation.

12:45 - 13:45

Networking Lunch

13:45 - 14:20

Global Keynote: “The Potential Impact of IoT/loE/II on the Data Centre”

Mark Thiele, EVP Data Centre Technology, SWITCH SuperNAP

What does going from 7 billion connected devices in 2014 to 40 plus billion in 2020 do to your data centre and or infrastructure strategy? The truth is that no one really knows for sure. My perspective is that there will be significant impacts, but that these impacts might not be as obvious as just “more stuff”. It would seem that the majority of us believe loX will be big, but fewer of us understand where new opportunities will arise or where stresses will occur. I hope to shine a light on the subject, start some debate, and at a mini mum give you some food for thought on next steps for your organization.

14:25 - 14:55	<p>“Future Trends within the Data Centre” Steve Madara, VP, Global Thermal Management, Emerson Network Power</p>	<p>“Planning for Big Data: The Transformation of the Physical Layer for Hyperscale Data Centres” Clive Hogg, Enterprise Networks, Optical Comms, Corning</p>
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Aside from the infrastructure technology trends of high efficiency power and cooling, what are the wider trends that Emerson sees within the industry?
Complexity, application dynamism, sustainability demands and staffing resources combine with the other business demands of competition, time to market and the management of data centre assets.
This short session will touch on each of these, linked with Emerson’s Data Centre 2025 research and consider “where we are heading?”

The emergence of hyperscale data centres has changed the way data centre managers think about the physical layer. Longer transmission distances and higher port counts have necessitated a transition to high-bandwidth high-density connectivity solutions. This session will introduce cutting edge connectivity solutions which provide the ultimate in bandwidth, port density, usability and reliability, enabling a physical layer which accommodates the needs of today’s hyperscale data centres, and the emerging needs of tomorrow.

- Are you going to rely on traditional infrastructure designs, hoping transmission technology will continue to support your choice?
- Will BiDi and Silicon Photonics steal the show, or just remain as players in transmission options?
- How big is big? What fibre count could you imagine between data centre device locations? Realistically?

15:00 - 15:30	<p>“DevOps in Cloud – How to increase throughput & achieve consistency at Market Speed for your organisation, and cultural changes it required in this journey” - Kamal Nankani, GE</p>	
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Today’s data centres and clouds are creating opportunities for IT to lead with technology. Business looks for “Commercial Intensity” where IT has shifted from being a back-office function to a core-part of the value we deliver to our customer, and responsibly moving at “Market Speed”, where we can deliver faster than our competitors, but more importantly, quickly deliver more value to our customers.
Successfully transforming your company to reap the benefits of “DevOps in cloud” requires more than just an understanding of technology such as how different tools meld with the different cultural aspects into this glorious paradigm known as “DevOps”.
This is a session on sharing key pillars to successful DevOps in cloud, culture, tools and best practices.

15:30 - 15:45	<i>Networking Tea & Coffee Break</i>	
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15:45 - 16:25	<p>“Putting Training Wheels on a Cloud Strategy” Chris Taylor, CTO, Qantas</p>	
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How does a large, established IT shop with a shared history working with valued technology partners go about proving out the value of public cloud? What skills need to be embraced to take advantage of the promise of cloud? How can technology leaders help their existing suppliers move at similar speeds?
Qantas CTO Chris Taylor shares some lessons from the airline’s initial trials of cloud services.

16:25 - 17:10

Advisory Panel: "Everything OpenStack: What is it, what it means" moderated by Penny Wolf, *iTnews*

OpenStack is shaping as an alternative cloud stack that is both open standards and open source, and is aimed squarely at those organisations with lock-in concerns when it comes to cloud services. The industry's biggest names have thrown their considerable weight behind it - are they likely to agree on every aspect of its future development? Who in Australia have signed up to commit to the platform? Can it take on the might of AWS, Microsoft and IBM?

Panellists

1. Michael Gindy - Senior Director, Cisco Systems (at Telstra)
2. Steve Manos - Associate Director, Melbourne University
3. Craig Fulton, Head of Cloud Engineering, Telstra
4. Michael Still - Nova & Oslo Core Reviewer, Rackspace

17:15 - 18:00

**POD Sessions: Practical Open Discussions -
Smaller interactive Deep-Dive Groups of 10-20 people**

POD 1 - Mark Thiele - Switch	"How does Agility apply to your data centre?"
POD 2 - Glenn Gore - AWS	"Security: 2014 was our worst year yet for large scale security incidents - what can you do about it?"
POD 3 - Bob Sharon - Green Global Solutions	"The effects on the Data Centre due to the explosion of cloud services"
POD 4 - Paul Williams - RBS	"Approaches to achieving operational resilience"
POD 5 - Dr Pedro Harris - NSW Govt	"The SaaS, PaaS Community"

18:00 - 18:30

Break

18:30 - 19:15

VIP Cocktail Reception

19:15 - 21:15

VIP Gala Dinner & Special Guest Keynote: Olympian and Sports Personality - Steven Bradbury

DAY 3 - THURSDAY 12TH MARCH 2015

07:00 - 08:00

Breakfast for In-house Guests - [Check out & leave bags]

08:15 - 09:00

Advisory Panel: "High Performance Computing Super Session" moderated by Trevor Clarke, TRA

For the first time ever, the Australian Data Centre Strategy Summit hosts the engineers responsible for taming two of Australia's largest supercomputers. What can the Bureau of Meteorology teach us about housing high-density supercomputers in co-lo facilities? What can iVEC teach us about reducing power consumption using geothermal energy? What can the National Computational Centre at Australia's National University teach us about free air cooling? Trevor Clarke hosts two of the best brains in Australia's high performance computing sector.

Panellists:

1. Barry Nugent - CTO, Bureau of Meteorology
2. Alan Williams - Associate Director, National Computational Infrastructure (ANU)

09:00 - 09:35

"Who stole my Datacentre? Networking and Security in the Cloud Era" Nick Smith, Advisory Services, VMware ANZ

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09:40 - 10:10

"Clayton Build - Crossing the Finish Line"

with Jon Curry, GM DC Facilities, Telstra

In late 2014, Telstra completed the build of the Clayton data centre in Melbourne, a project of a scale rarely rivalled outside of the major co-location providers. The Clayton facility will now play host to at least two large public cloud providers and many of Telstra's enterprise customers. Telstra's Jon Curry describes why the telco's big investment will be worth the effort.

10:15 - 10:45

Strategic Partner session with Verizon

09:45 - 10:45 VIP Closed Door Boardroom Roundtables - pre-selected Strategic Sessions run with Chatham House Rules

Roundtable # 3 - "The role of application performance in the age of the cloud" with Green Global Solutions.

Moderated by Steven Kiernan, CRN.
A lively discussion around application performance management and what it will mean for all stakeholders through the journey to the cloud.
How will your applications perform once they have migrated to the cloud?
How will your applications perform through the prism of the cloud for various stakeholders of your organisation covering aspects of latency, reliability, efficiency and performance?
How will this impact Colocation and Managed Service providers?

Roundtable # 4 - "Critical Environments Strategy and Management with Global Switch.

Moderated by Trevor Clarke, TRA.
A discussion about critical environments strategy and management and the importance of 100 percent uptime and system availability. Global Switch operates a world leading Critical Environments Program (CEP) that assists operational staff in the design and implementation of data centre world best practice while providing a quality assurance service to ensure each facility in the GS group operates to standardised processes and procedures for all plant maintenance and methods of procedure.
Global Switch would like to share its approach and discuss options and alternative best practice with businesses requiring data centre facilities.

10:45 - 11:00 Networking Tea & Coffee Break

11:00 - 11:40 "How Smart is Your Data Centre?" James Young, Director, Data Centres, Asia Pacific CommScope

The power of intelligence is the power to turn data into actionable information that drives informed decision-making. When designing, building, and managing a data centre, today's data centre owners and operators must ask the question – are the technology products I'm working with as smart as I need them to be? Intelligence requires an open, collaborative approach with a focus on interconnectivity and a deep understanding of the interdependencies that reside within one of the most complex interconnected entities on earth.

11:40 - 12:15 "The Data Centre Ecosystem" Pedro Harris - Executive Director, ICT Strategic Delivery, NSW Dept of Finance

Engineer, academic and policy-maker Pedro Harris is fascinated by industrial ecosystems. At this year's Data Centre Summit, he will propose that just as efficient ecosystems were once built around industrial parks or indeed shopping malls, the industrial ecosystem of the future will revolve around connectivity between data centres. If willing to collaborate, he argues Telcos and Tier III data centre colocation providers will play a vital role in the development of modern cities.

12:15 - 13:00 Advisory Panel: "Your Data Centre and The Law: Understanding Recent Changes" Moderated by Trevor Clarke, Tech Research Asia

What do recent legislative changes – from privacy through to national security - mean for data centre operators and enterprises? Hear some of Australia's top legal minds spell out the implications.
With expert Panelists:
1. Paul Kallenbach - Partner, Minter Ellison Lawyers
2. Michael Morris - Partner, Allens Linklaters

13:00 Closing Remarks & Prize Draw

13:00 - 13:45 Farewell Networking Buffet Lunch