Australian
Data Centre
Strategy Summit 2013

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Australian Data Centre Strategy Summit 2013
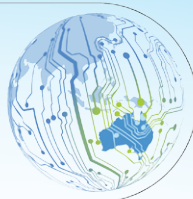
DAY 1 | AFTERNOON | MONDAY 11TH FEBRUARY

15:00 – 17:30	**REGISTRATION & CHECK-IN**

16:00 – 18:00	**STRATEGY WORKSHOP**

Shifting Sands In IT Procurement

Jens Butler | Analyst | **Ovum**

IT shops increasingly need to manage procurement from a mix of internal and external resources. End users will need to develop skill-sets around SLA's, contracts and relationships with service providers. Jens Butler explores the need for new procurement and supplier governance models.

18:00 – 18:45	**WELCOME COCKTAILS**
18:45 – 21:30	**GALA DINNER**

19:00 – 19:30	**ADDRESS**

2012 – Year In Review

Brett Winterford | Editor | **iTnews**

iTnews editor Brett Winterford provides a brief overview of Australia's IT landscape over 2012. What data centre and cloud computing strategy are forward-thinking CIO's pursuing, and what infrastructure has the industry built to cater for this demand?

Australian Data Centre Strategy Summit 2013

DAY 2 | FULL DAY | TUESDAY 12TH FEBRUARY

| 07:00 – 08:30 | **VIP BREAKFAST** |

| 08:30 – 09:10 | **OPENING KEYNOTE PANEL** |

Australia as a Cloud Hub

Discussion moderated by **Brett Winterford** | Editor | **iTnews**

Does Australia have potential to become a 'Cloud hub' in the Asia Pacific? To what degree does telecommunications cost, distance to foreign markets, regulations and the carbon tax create barriers?

PANELLISTS

Matt Healy | Regulatory and Government Affairs | **Macquarie Telecom**
Craig Scroggie | CEO | **NextDC**
Michael Bowolick | Head of Data Centres | **IBM Australia New Zealand**
Sean Casey | Broadband Applications Advisor | **NBN Co**
Joseph Smith | Data Centre Facilities Manager | **Hewlett Packard Enterprise Services**

| 09:10 – 09:45 | **ADDRESS** |

Managing Complexity

Daniel McCabe | Assistant Secretary (Infrastructure Architecture) | **Department of Defence**

Consider the challenge of consolidating 200+ data centres around Australia down to just 10, whilst simultaneously planning for the deployment of 100,000 virtual desktops distributed across the most geographically diverse workforce in the country. The Department of Defence is Australia's largest user of IT and its next generation data centre and desktop projects will set new benchmarks for IT scale and complexity. Assistant Secretary Daniel McCabe discusses what new technologies and architecture Defence has trialled to meet this challenge.

Australian Data Centre
Strategy Summit 2013

DAY 2 | CONTINUED

09:50 – 10:20	**TRACK ONE** – FACILITIES	**TRACK TWO** – I.T.

Clouds and Green Lining

Albert Y. Zomaya | Centre for Distributed and High Performance Computing | **School of Information Technologies, University of Sydney**

Global warming and climate change trends call for urgent action to manage information and communication technologies in a sustainable manner by minimizing energy consumption and utilizing resources more efficiently. Distributed computing environments (clusters, grids, clouds, etc) have become the de facto platforms for many applications. These systems bring a range of heterogeneous resources that should be able to function continuously and autonomously, but often come at a cost: distributed systems can expend a lot of energy. Dr Zomaya discusses the development of new algorithms and tools for energy–aware resource management allocation for large–scale distributed systems, such as clouds, enabling these systems to become environmentally friendly.

Negotiating Cloud Contracts (II)

Mark Vincent | Partner | **Shelston IP**

In 2011, iTnews released a groundbreaking study by Mark Vincent that revealed some alarming terms and conditions within the standard cloud computing contracts of Amazon, Google, Microsoft, Rackspace, Salesforce.com and other cloud providers. Two years later, cloud computing has matured into the mainstream, but have the contracts? Vincent returns with fresh research.

10:20 – 10:50	**TRACK ONE** – FACILITIES	**TRACK TWO** – I.T.

Optimising Critical Infrastructure

Peter Simon | Asia Pacific Senior IT Architect | **Emerson Network Power**

Customer Insight

Schneider Electric

10:50 – 11:05	**NETWORKING BREAK**

11:05 – 11:40	**ADDRESS**

The Modern Data Centre: A Logistics Hub

Mark Thiele | Executive VP of Data Centre Technology | **Switch**

The modern data centre is rapidly taking on digital equivalent of a major port. They are the hubs in projects akin to the superhighway and railroad infrastructure builds of the past. With the appropriate strategy of development, placement and design, your data centre can be the economic development opportunity railroads and sea ports once were.

Australian Data Centre Strategy Summit 2013

DAY 2 | CONTINUED

11:45 – 12:15	**TRACK ONE** – FACILITIES	**TRACK TWO** – I.T.
	### Heart Surgery at 36,000 Feet	### TPP and Cloud Sovereignty
	Jon Curry	General Manager, Managed Data Centres	**Telstra**	**Ellen Broad**	Executive Officer	**Australian Digital Alliance**
	Telstra has engaged in a wholesale refit of its Melbourne data centre – a high stakes exercise that general manager of data centres Jon Curry colourfully describes as "Heart Surgery at 36,000 feet". The new data centre will enable Telstra to offer its customers a broader range of homegrown cloud computing services. Curry will detail the expansive planning and stakeholder management required before switching over to a new facility.	The US Government equates data sovereignty laws in regulated Australian sectors as a barrier to free trade. To what degree would Australia signing the Trans Pacific Partnership impact data centre operators?

12:15 – 12:45	**TRACK ONE** – FACILITIES	**TRACK TWO** – I.T.
	### Transformation, on time	### Five Tools that Negate Data Sovereignty Concerns
	Matthew Maq	CTO	**Tatts Group**	**Bob Hayward**	CTO	**CSC**
	The Tatts Group recently transformed a 30-year old legacy data centre to meet the gaming company's current and future requirements, retrofitting the power, cooling, servers and networking components. Matthew Maw says people and process were just as central to the successful transformation project as the new kit.	Banks and other regulated industries have been asked to steer clear of public cloud solutions due to perceived risks around data sovereignty. But former analyst and CSC CTO Bob Hayward has identified several nascent solutions that have the potential to render such concerns irrelevant. Organisations considering a hybrid approach shouldn't miss this session.

12:45 – 13:40	**NETWORKING LUNCH**

13:40 – 14:20	**KEYNOTE ADDRESS**
	### International Star Keynote – Stay Tuned!

Australian Data Centre Strategy Summit 2013

DAY 2 | CONTINUED

14:25 – 14:55	TRACK ONE – FACILITIES	TRACK TWO – I.T.
	The Assumption Of Scale **Glenn Gore**	Chief Technology Officer	**Melbourne IT** IT infrastructure and data centre suppliers continue to innovate with disruptive, modular, high density solutions that prove cost-effective at scale. But will these designs suit the many thousands of Australian data centres not operating at such scale? What strategies should an IT manager consider if they are buying new data centre services or equipment within the provisioning lifecycle of their existing IT infrastructure?	**Private Roundtable #1**

14:55 – 15:25	TRACK ONE – FACILITIES	TRACK TWO – I.T.
	Emerging Optical Technologies **Corning**	**Private Roundtable #2**

15:25 – 15:40	NETWORKING BREAK

15:40 – 16:20	ADDRESS

Designing a Data Centre from Scratch

Marco Magarelli | Data Centre Design Engineering Manager | **Facebook**

Facebook has embarked on a once-in-a-generation opportunity to re-think everything associated with data centre design, with a special focus on efficiency. The company has innovated in a number of key areas, including its evaporative cooling system, its custom servers, and its power distribution units. As Facebook embarks on the construction of its third-generation facility, Marco Magarelli offers insights into what corporate customers should demand from vendors and co-lo providers.

Australian Data Centre
Strategy Summit **2013**

DAY 2 | CONTINUED

16:20 – 17:00	**PANEL SESSION**

Shared Services in Government
Discussion moderated by **Josh Gliddon** | **iTnews**

Shared infrastructure services have worked with some success in smaller jurisdictions such as the ACT. But even the staunchest advocates of shared services in Queensland and Victoria would admit that the model has had its problems. As New South Wales embarks on its own scheme, the panel discusses what approaches work.

PANELLISTS
Bob Hayward | CTO | **CSC**
Monique McIntosh | CEO | **AC3**
Brett Winterford | Editor | **iTnews**

17:00 – 17:15	**BREAK**
17:15 – 18:00	**THINK TANK SESSIONS**

Details Coming – Stay Tuned!

18:00 – 18:45	**BREAK**
18:45 - 19:30	**VIP COCKTAIL RECEPTION**
19:30 - 21:30	**VIP GALA DINNER**

Australian Data Centre
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DAY 3 | MORNING | WEDNESDAY 13TH FEBRUARY

| 07:00 - 08:30 | **VIP BREAKFAST** – CHECK OUT & LEAVE BAGS |

| 08:00 - 08:30 | **CHECK OUT THE EXHIBITION** – CATCH UP WITH EMAILS |

| 08:30 - 09:10 | **ANNOUNCEMENT** |

A Major State and Federal Government Data Centre Initiative
Do not miss this session!

| 09:10 - 09:50 | **DC ADVISORY PANEL** |

Sustainability and Standards
Discussion moderated by Brett Winterford | iTnews

What impact will NABERS ratings have on data centre efficiency in Australia?
Will the market regulate use and abuse of ratings?

PANELLISTS
Matthew Clark | Director | **Water and Energy Branch, NSW Office of Environment & Heritage**
Bob Sharon | CEO | **Green Global Consulting**
Mike Andrea | **Strategic Directions**
Greg Boorer | **Canberra Data Centres**
Glenn Allan | **National Australia Bank**

| 09:55 - 10:25 | **TRACK ONE** – FACILITIES | **TRACK TWO** – I.T. |

Before the build
Glenn Allan | Data Centre Transformation Manager | **National Australia Bank**
The National Australia Bank has modernised its data centre footprint, consolidating 30 computer rooms into a new 5000m2 facility that aims to balance high availability with sustainability, driving a target PUE of 1.35. Why did NAB choose to build? What designs won out, and why?

Private Roundtable #3

Australian Data Centre Strategy Summit 2013

DAY 3 | CONTINUED

10:25 - 10:55	**TRACK ONE** – FACILITIES	**TRACK TWO** – I.T.
	### Frozen in the Dark Ages	### Private Roundtable #4
	Kris Kumar	Senior VP and Head of Asia Pacific	**Digital Realty**	
	Many Australian corporations continue to sweat out capital investments in ageing data centres with insufficient power and inefficient cooling. Too often facilities managers look to short-term retrofits to meet changing IT requirements, rather than investing in long-term change. Is there an easier path out of this cycle?	

10:55 – 11:10	**NETWORKING BREAK**

11:10 – 11:50	**KEYNOTE**
	### The Enterprise Data Centre: Are You Building a Ghost Town?

11:50 – 12:20	**KEYNOTE**
	### Details Coming – Stay Tuned!

12:20 – 13:20	**LOCKNOTE PANEL**
	### Designing for Availability in the Cloud
	Brett Winterford	Editor	**iTnews**
	iTnews launches the second addition of its 'Cloud Availability Matrix' – a study that provides high level advice on design considerations Australian IT users should consider when building a cloud-hosted application with high availability in mind.
	PANELLISTS
	Tony Simonsen	Managing Director	**Equinix Australia**
	Nigel Beighton	CTO	**Rackspace**

13:20 – 13:30	**CLOSING REMARKS & PRIZE DRAW**

13:30 – 14:30	**FAREWELL NETWORKING BUFFET LUNCH**