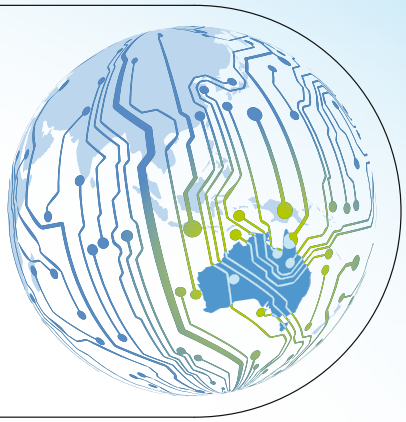
Australian Data Centre

Strategy Summit 2014



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Australian Data Centre Strategy Summit 2014

DAY 1 | AFTERNOON | TUESDAY 18TH MARCH

15:00 – 17:30	REGISTRATION & CHECK-IN
16:00 – 18:00	STRATEGY WORKSHOP

So I married a megavendor…

Jens Butler | Analyst | **Ovum**

The consolidation of major vendors in the technology industry means that increasingly your IT function will be dealing with multiple points of contact within the same service provider. How do you manage these suppliers from a contractual (procurement), operational (IT), business-alignment perspective (CIO)? Ovum's Jens Butler offers advice on controls in the mega-vendor era.

18:00 – 18:45	WELCOME COCKTAILS
18:45 – 21:30	GALA DINNER
19:00 – 19:30	ADDRESS

2013 – Year In Review

Brett Winterford | Editor-in-chief | **iTnews.com.au**

iTnews editor and Summit curator Brett Winterford provides a brief overview of Australia's IT landscape over 2013, and crunches the numbers of your IT project plans over 2014. 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 2014

DAY 2 | FULL DAY | WEDNESDAY 19TH MARCH

07:00 – 08:30 VIP BREAKFAST

08:30 – 09:10 OPENING KEYNOTE PANEL

The Answer to the Data Centres, the Universe and Everything

Discussion moderated by **Brett Winterford** | Editor-in-chief | **iTnews.com.au**

Data centre analysts from several of the world's most respected IT research firms come together for our opening keynote to answer just about anything you can throw at them.

PANELLISTS

Trevor Clarke | Analyst | **Tech Research Asia**
Jens Butler | Analyst | **Ovum**
Sally Parker | Analyst | **IDC**

09:10 – 09:45 KEYNOTE ADDRESS

Container Data Centres

Xavier Desdoigts | Director of Technical Operations | **Animal Logic**

What IT infrastructure is required to render the intense graphics produced by Australia's most successful animation studios? Xavier Desdoigts discusses Animal Logic's use of a container data centre - with an introduction by Tech Research Asia analyst Trevor Clarke.

DAY 2 | CONTINUED

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

Introducing the multi-tier data centre

Glenn Allan | Data Centre Transformation Manager | **National Australia Bank**

Today's enterprise data centre assumes that IT systems - no matter how robust - are ultimately fallible. Data centre designers build into their facilities the level of redundancy required for the most mission critical system to be hosted within it. But as organisations push to the edge of efficiency, as hardware becomes increasingly resilient and as redundancy increasingly becomes a function of software, Glenn Allan envisions a future state in which facilities will be built to accommodate multiple tiers of redundancy - each with a corresponding price point.

Calculating ROI on business continuity projects

Peter Alexander | Chief Information Officer | **Treasury**

It's one of the hardest questions CIO's and IT infrastructure managers to ever encounter: How do you calculate a return on investment when undertaking business continuity projects? How can you provide a figure that will satisfy the scrutiny of a board? Peter Alexander has faced this challenge at both the Australian Government Information Management Office and in his current role as CIO of the Treasury. In this session, he'll provide insights into how to use risk modelling to quantify a calculable return to the business.

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

Neglecting Access Control: War stories

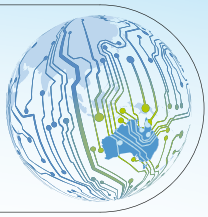
Mike Henshaw | Engineering Manager | **Morgan Stanley**

IT-centric organisations invest significant amounts of investment into both data centre design and IT security. But the goals of both those disciplines can all too easily be undermined by a lax approach to physical security. Mike Henshaw has spent his career securing data centres in the highly sensitive financial services sector. He will share war stories from banking and other critical system sectors and provide recommendations for formulating bulletproof Access Control policies.

Transform today or pray later?

Joseph Smith | Strategic Programs Manager | **HP**

Cloud computing has caused a tectonic shift in the IT and business markets. Any organisation that has traditionally relied on big investments in IT to ward off new competition will find it far more difficult to fend off the challenge of nimble start-ups. Australian organisations have been slow to transform and this hubris could come to haunt the economy decades down the track. Where is your organisation on the journey toward simplification of your IT infrastructure, will you even have a data centre ten years from now?



DAY 2 | CONTINUED

10:50 - 11:05 — NETWORKING BREAK

11:05 – 11:40 — PARTNER SESSION

Cloud brokerage and the journey to the Software Defined Data Centre

Aaron Steppat | Sr Product Marketing Manager | **VMware**

The software defined data centre promises operational efficiency, more effective decision making through benchmarking and cost visibility/allocation and a lower total cost of ownership through consolidation and better use of internal and external IT services. What steps are required to realise a software defined data centre, with the relevant attention paid to governance, visibility and control?

11:45 – 12:15

TRACK ONE – FACILITIES

Designing for unpredictable demand

Matt Gurr | Associate | **Aurecon**

How do you design large data centre facilities, but avoid the plague of stranded plant? What are the pros and cons of a modular approach versus a centralised plant system? Aurecon's Matt Gurr offers lessons learned from the design of extensions to Equinix and Global Switch in Sydney.

TRACK TWO – I.T.

Building repeatable IT services

Steve Dumbrell | Independent IT consultant

Australian IT shops are looking to build repeatable IT services, whether physical or virtual, on-premise or in the cloud. Server virtualisation got us halfway there - the next wave of innovation will couple virtual machine mobility with virtualised storage and network resources. What options might IT infrastructure managers consider to virtualise the entire data centre? What's holding us back?

DAY 2 | CONTINUED

12:15 – 12:45

PARTNER SESSION

To 100G and beyond - The evolution of the physical layer in the data centre

Clive Hogg | Technical Sales Manager, Enterprise Networks | **Corning**

Optical cabling and connectivity continue to advance deeper into the physical layer of the data centre. This presentation will explain why multimode fiber dominates the optical layer of the data centre, network monitoring via optical taps, and physical layer requirements for 40G & 100G transmission. The presentation will also discuss cabling implications for emerging Fibre Channel and Ethernet requirements, and what can be done to ensure that you increase the return on investments you make today in the physical layer.

PARTNER SESSION

Defining your data centre ecosystem

Adam Wilkinson | Data Centre Segment Manager | **Schneider Electric**

As the IT market continues to evolve at pace, organisations must determine how they will best deliver business processes and services. Is 'Cloud' the answer? How does it compare to 'Hosted or Managed Services'? What about the remaining 'On Premise' data centre? This session will help participants map business process requirements to the most suitable data centre delivery method.

12:45 – 13:40

NETWORKING LUNCH

13:40 – 14:20

GLOBAL KEYNOTE

The great data centre opportunity - on Australia's doorstep

Scott Noteboom | Founder and CEO | **LitBit**

The United States is responsible for only ten percent of global internet traffic, but serves up 35 percent of the world's content from its data centres. Scott Noteboom played a key role in the build-out of this infrastructure as a data centre engineer for Yahoo! and Apple, but quit his 'dream job' to focus on emerging opportunities in Asia. There, several hundred million new internet users will soon be demanding content that - for reasons of network performance and data sovereignty - must be served from within the region. There is a tremendous opportunity to take 20 years of efficient data centre design and innovation to ensure this build-out is sustainable.

DAY 2 | CONTINUED

14:25 – 14:55	PARTNER SESSION	PARTNER SESSION
	The State of the data centre **Tony Gaunt** | Director, Internet Data Centres and Global Enterprise | **Emerson Network Power** The exponential growth of data in recent years has resulted in larger-capacity data centres, and underscores the increasing criticality of maintaining them to support global operations. While the incidence of downtime has lowered, the cost of each incident is on the rise, placing more responsibility on data centre managers to design for maximum availability while running lean. Tony Gaunt shares the latest data centre market trends and best practices in power protection, thermal management and data centre infrastructure management.	**Reimagine the Data Centre** **Toby Bowers** | Cloud & Enterprise Marketing | **Microsoft** It's a new day in IT. There are more apps, more devices, and now, more data than ever — all driven by the rise of cloud computing and the use of cloud services. With these technologies playing an ever present role in businesses, how can IT drive more efficiency and deliver new forms of value? Microsoft's answer is the Cloud OS.
14:55 – 15:25	TRACK ONE – FACILITIES	TRACK TWO – I.T.
	Emerging opportunities in Asia **Verghese Jacob** | Director | **FMEvolution** The explosion of digital services in Asia has provided huge opportunities for data centre designers and engineers that can help organisations in emerging economies build next generation facilities. Verghese Jacob, who has delivered facilities for organisations as diverse as Woolworths and Pacnet, discusses these opportunities within the context of a massive deal he has won with a large Chinese telco. How should data centre and IT infrastructure talent approach Asian markets? What do you need to keep in mind when pitching your expertise abroad?	**From Data Centre to DevOps: Case studies** **Brett Winterford** | Editor-in-chief | **iTnews.com.au** How have the world's most agile companies transformed their IT operations in the name of agility? iTnews editor Brett Winterford discusses case studies from the likes of NetFlix, REA Group, Bankwest and carsales.com.au to help paint a picture of how IT Operations might function in the future.
15:25 – 15:40	NETWORKING BREAK	

DAY 2 | CONTINUED

15:40 – 16:20	**KEYNOTE**

Enterprise apps and the public cloud

Glenn Gore | Technology Solutions Manager | **Amazon Web Services**

As enterprise IT departments come to grips with public cloud services, which applications are proving easy wins, and which are proving a challenging fit? Glenn Gore provides an update on the state of play and describes what cultural challenges stand in the way of broader enterprise adoption.

16:20 – 17:00	**KEYNOTE**

When plan(s) come together

Craig Magee | Head of Infrastructure Transformation | **Department of Defence**

At last year's summit, Defence gave the industry an insight into the lift and shift of an entire data centre's worth of workloads onto new architecture into a modern co-location facility. Craig Magee will provide this year's Australian Data Centre Strategy Summit an update on how this project set Defence up for an ambitious program of change over the next few years.

17:00 – 17:15	**BREAK**
17:15 – 18:00	**PRACTICAL OPEN DISCUSSIONS**
18:00 – 18:45	**BREAK**
18:45 - 19:30	**VIP COCKTAIL RECEPTION**
19:30 - 21:30	**VIP GALA DINNER**

Australian Data Centre Strategy Summit 2014

DAY 3 | MORNING | THURSDAY 20TH MARCH

07:20 - 08:20	**VIP BREAKFAST** – CHECK OUT & LEAVE BAGS
08:20 - 09:05	**BREAKFAST PANEL**

The *iTnews* fibre breakfast

Market disruption and new competition has enabled a range of new network interconnection products for IT and facilities managers to consider. The price of dark fibre has dropped in major capitals by up to 30 percent, and even the largest and most rigid of Australia's telcos are introducing greater pricing flexibility. Hear from some of Australia's network innovators in a panel discussion on what bargaining power IT, network and facilities managers can now enjoy when negotiating their next connectivity deal.

PANELLISTS

Bevan Slattery | CEO | **Megaport**
James Spenceley | CEO | **Vocus**
Skeeve Stevens | CEO | **Eintellego Networks**

09:05 - 09:35	**PARTNER SESSION**

Securing Your Infrastructure in the Age of Snowden

Paul Vallée | CEO | **Pythian**

On June 9, 2013, Edward Snowden triggered the most costly insider security leak in history, putting a spotlight on the enormous threat insiders pose to data security. Paul Vallée supervises over 200 database and system administrators working for some the world's most mission-critical data infrastructures, including Toyota, National Geographic, and American Apparel. Paul will walk attendees through the methods, processes, and technologies Pythian uses to ensure client data is protected and tips for mitigating the risk insiders pose using real-time monitoring, black-box auditing and two-person authorisation.

09:35 - 09:45	**BREAK**
09:45 - 10:15	**PARTNER SESSION**

Have you got protection?

David Morley | Data Centre Engineer | **CITEC**

The use of RCD's (residual current protection) in data centres has been mandated in several jurisdictions, but the majority of data centre operators are not fully across their obligations or best practice in use of these devices. David Morley argues that a business case for RCD's should rest on redundancy as much as on OH&S and compliance.

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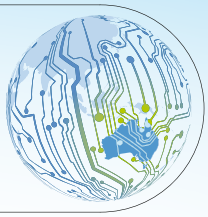

DAY 3 | CONTINUED

10:15 - 10:45	PARTNER SESSION

Case study sessions (TBC)

10:45 – 10:55	NETWORKING BREAK
10:55 – 11:35	KEYNOTE

Introducing the 'composable enterprise'

Mark Thiele | EVP Data Centre Technologies | **Switch SuperNAP**

Businesses are demanding new functions and processes at low cost and high speed, driving technologists to consider new approaches to software development and technology adoption. Processes like agile and 'the composable enterprise' will drive IT shops to models for technology and solution adoption that support real-time response to business requirements. IT infrastructure managers need to become part of a strong IT ecosystem, in proximity to a wide range of independent and competitive services and solution offerings.

11:35 – 12:10	PARTNER SESSION

The GREENfield data centre: Breaking 1.1

Bob Sharon | Director | **Green Global Consulting**

Is it possible to build a data centre that can break the 1:1 PUE barrier? Is a NABERS six-star rating even possible? Green Global Consulting director Bob Sharon believes you can - with the right environmentals (location) and innovation (plant) in place. In this session, Sharon provides a blueprint for what technologies he would use if he had the luxury of building a greenfield facility.

12:10 – 12:55	LOCKNOTE PANEL

Update: NABERS for Data Centres

Discussion moderated by **Brett Winterford** | Editor-in-chief | **iTnews**

Why are data centre operators stepping up and evaluating the environmental and operational performance of their data centres? Brett Winterford hosts a panel of data centre operators ready to announce their commitment to achieve a NABERS data centre rating.

12:55 – 13:00	CLOSING REMARKS & PRIZE DRAW
13:00 – 13:45	FAREWELL NETWORKING BUFFET LUNCH