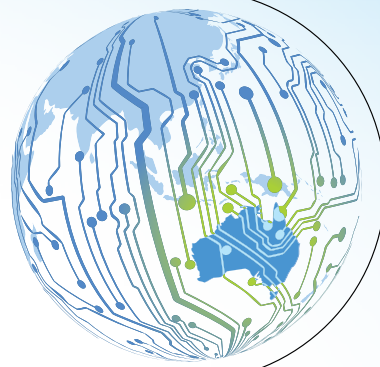


Australian Data Centre

Strategy Summit **2013**

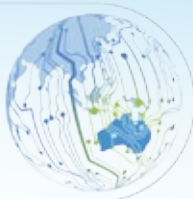


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DAY 1 | AFTERNOON | MONDAY 11TH FEBRUARY

15:00 – 17:30	REGISTRATION & CHECK-IN
16:00 – 18:00	OPENING 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	VIP DINNER KEYNOTE 2012 – Year In Review Brett Winterford Group 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?



DAY 2 | FULL DAY | TUESDAY 12TH FEBRUARY

07:00 – 08:30

VIP BREAKFAST

08:30 – 09:10

OPENING PANEL

Australia as a Cloud Hub

Moderated by **Brett Winterford** | Group Editor | **iTnews**

Does Australia have the 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 interfere?

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

KEYNOTE

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 trialed to meet this challenge.



DAY 2 | CONTINUED

09:50 – 10:20	TRACK ONE (FACILITIES) – SESSION A	TRACK TWO (IT) – SESSION A
	<h3>Clouds and Green Lining</h3> <p>Albert Y. Zomaya Centre for Distributed and High Performance Computing School of Information Technologies, University of Sydney</p> <p>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.</p>	<h3>Negotiating Cloud Contracts (II)</h3> <p>Mark Vincent Partner Shelston IP</p> <p>In 2011, iThnews 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.</p>
10:20 – 10:50	SPONSORED SESSION 1 TRACK ONE – FACILITIES	SPONSORED SESSION 4 TRACK TWO – I.T.
	<h3>Customer Insight</h3> <p>Schneider Electric</p> <p>Session information to come.</p>	<h3>Optimising Critical Infrastructure: DCIM</h3> <p>Peter Simon IT Solutions Architect Emerson Network Power</p> <p>Driven by increased power and heat density, consolidation, virtualisation and cloud computing, data centres are embattled by the gap between facility performance and IT infrastructure requirements. Gartner predicts a 60 percent uptake of Data Centre Infrastructure Management (DCIM) tools by 2014, cognisant of the need to provide better visibility of facility performance. Peter will discuss future DCIM trends and tools that allow users to predict, automate, and be proactive.</p>



DAY 2 | CONTINUED

11:05 – 11:40	SPONSORED KEYNOTE	
	<h3>Removing Roadblocks to Workload Mobility</h3> <p>Aaron Stepart Cloud Infrastructure Product Manager VMware</p> <p>Server virtualisation brought enterprise IT managers achingly close to the nirvana of workload mobility, with applications no longer tied to specific physical servers. But ties to network, storage and other data centre hardware still constrain efforts to mobilise complex applications. The next frontier in the virtualisation story is the abstracting of these relationships to create what VMware calls the 'Software-Defined Data Centre'.</p>	
11:45 – 12:15	TRACK ONE (FACILITIES) – SESSION B	TRACK TWO (IT) – SESSION B
	<h3>Modernising a Legacy Data Centre</h3> <p>Jon Curry General Manager, Managed Data Centres Telstra</p> <p>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.</p>	<h3>The TPP and Data Sovereignty</h3> <p>Ellen Broad Executive Officer Australian Digital Alliance</p> <p>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?</p>
12:15 – 12:45	TRACK ONE (FACILITIES) – SESSION C	TRACK TWO (IT) – SESSION C
	<h3>Transformation, On Time</h3> <p>Matthew Maw CTO Tatts Group</p> <p>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.</p>	<h3>Five Tools that Negate Data Sovereignty Concerns</h3> <p>Bob Hayward CTO CSC</p> <p>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.</p>



DAY 2 | CONTINUED

12:45 – 13:40	NETWORKING LUNCH	
13:40 – 14:20	SPONSOR KEYNOTE: AMAZON WEB SERVICES	
	<p>Is Your Business Ready for The Cloud?</p> <p>Jeff Barr Chief Evangelist Amazon Web Services</p> <p>Many customers cite agility above cost as one of the main drivers for cloud computing. Amazon Web Services' Jeff Barr will describe how the public cloud is used today for common tasks such as hosting, test and dev, DR and high-performance computing. Tomorrow it will be a logical extension of your data centre - a target for a wider variety of applications. Large organisations will need to adjust their processes to take advantage of the speed-to-market this model enables.</p>	
14:25 – 14:55	<p>SPONSORED SESSION 2 TRACK ONE – FACILITIES</p> <p>Emerging Optical Technologies</p> <p>Doug Coleman Manager Technology & Standards, Enterprise Network Corning Cable Systems</p> <p>Due to its unsurpassed bandwidth, high reliability and low latency, optical fibre is the choice for mission critical data centre networks. With the proper selection, your data centre cabling and connectivity infrastructure is an asset you can use for 15 years or more. This presentation will review data centre cabling trends, the benefits of optical connectivity versus copper, emerging activity around Ethernet and Fibre Channel standards, the advantages bend-optimized OM3/OM4 fibre, and how to support existing 10G transmission while providing a seamless migration path to 40/100G transmission.</p>	<p>BOARDROOMS – PRIVATE VIP ROUNDTABLES 1 & 2</p> <p>See over page for details.</p>



DAY 2 | CONTINUED

14:55 – 15:25	PRIVATE VIP ROUNDTABLE 1	PRIVATE VIP ROUNDTABLE 2
	<h3>The Software-Defined Data Centre</h3> <p>Aaron Steppart Cloud Infrastructure Product Manager VMware</p> <p>Jens Butler Analyst Ovum</p> <p>Legacy data centres have become fragmented environments, with numerous types of proprietary software siloed inside specialised hardware components. Server virtualisation was the first step in simplifying this inherently complex and rigid infrastructure. While many data centre operations remain constrained by dependencies between software and specialised hardware, IT progresses toward greater simplicity and flexibility due to the shrinking cost of raw computing power, the pervasive virtualisation of most applications and the virtualisation of hardware appliances such as firewalls, load balancers and WAN accelerators. The cumulative effect is a convergence toward a fully software-defined environment—a far more effective, resilient and cost-efficient approach to delivering and managing infrastructure.</p>	<h3>Building An Effective Foundation For Cloud Computing</h3> <p>Denis Curran Head of Strategy and Innovation National Australia Bank</p> <p>Brett Winterford Group Editor iTnews</p> <p>Whether you are deploying an internal or external cloud deployments, being clear on user requirements is key. How do you go about determining your requirements? How do you know what quality looks like? This session presents an opportunity for CIOs and IT Leaders to discuss the challenges they face in cloud adoption and hear from NAB about its approach and leadership in the Open Data Centre Alliance (ODCA), a user-oriented voice in setting requirements for the cloud that service providers and vendors are adopting. It comprises more than 300 members worldwide representing \$100B+ of IT spend.</p>
15:25 – 15:40	NETWORKING BREAK	
15:40 – 16:20	KEYNOTE	
	<h3>Designing a Data Centre From Scratch</h3> <p>Marco Magarelli Data Centre Design Engineering Manager Facebook</p> <p>Facebook has embarked on a once-in-a-generation opportunity to rethink 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.</p>	



DAY 2 | CONTINUED

16:20 – 17:00	TRACK ONE (FACILITIES) – SESSION D	
	The Assumption Of Scale Glenn Gore Chief Technology Officer Melbourne IT <p>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?</p>	
17:00 – 17:15	BREAK	
17:15 – 18:00	Generators and Blade Server Farms: The Wrong Fit? Lindsay Wood Regional General Manager - Power Systems Business Cummins <p>This debate will explore the business case for sizing generator sets to take into account capacitive (blade server) loads, exploring the cost impacts of these decisions and the fundamentals of why your average generator set is (generally) not well equipped to deal with these loads. This session aims to promote discussion around the cost implications of demanding ultimate performance and considerations around facility design and load sequencing.</p>	Sustainability and Technology: A Nice To Have or A Must Have? Bob Sharon Principal Green Global Consulting <p>While many organisations are grappling with what “sustainability” means to them, thought leaders are stealing the march from their competitors through a holistic and integrated approach. The IT and Data Centre world as we know it is about to change with the introduction of new audit standards, (NABERS for DC Infrastructure, IT Workload and whole data centre). Using these tools, EBIT can be improved dramatically, even by orders of magnitude. We at the dawn of a new and exciting era that will present many challenges and rewards. Welcome aboard.</p>





DAY 2 | CONTINUED

17:15 – 18:00	THINK TANK 3	THINK TANK 4
	<p>Hands On: Data Centre Monitoring</p> <p>Brett Winterford Group Editor iTnews</p> <p>As more organisations look to outsource or remotely manage their data centre operations, the industry has responded with a variety of monitoring tools. Today's IT and facilities managers can gain dashboard-like insights into everything from temperature and humidity, security and audit, power and the availability of services operating from the facility. What should your dashboard include? Join this session to find out.</p>	<p>Revisiting Higher Education Shared Services</p> <p>Dr. Nick Tate Director RDSI</p> <p>This session will bring together the key infrastructure stakeholders from Universities across Australia to discuss the growing impetus for Higher Education Shared Services. What services are useful, feasible, and represent cost savings when built, supplied, and consumed on a national basis? What areas would Universities prefer not to directly provide?</p>
18:00 – 18:45	BREAK	
18:45 - 19:30	VIP COCKTAIL RECEPTION	
19:30 - 21:30	VIP GALA DINNER	



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 - 09:05	KEYNOTE ANNOUNCEMENT: A Major State and Federal Government Data Centre Initiative Matthew Clark Director Water and Energy Branch NSW Department of Environment and Climate Change
09:05 - 09:50	PANEL Sustainability and Standards 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 Albert Zomaya Sydney University Chris Heffernan Global Switch Greg Boorer Canberra Data Centres Glenn Allan National Australia Bank
09:55 - 10:25	TRACK ONE (FACILITIES) – SESSION E Before the Build Glenn Allan Data Centre Transformation Manager National Australia Bank The National Australia Bank has embarked on a plan to modernise its data centre footprint, consolidating 30 computer rooms into a new 5000 square metre 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? What should other large organisations consider before embarking on such an endeavour? Glenn Allan explains.



DAY 3 | CONTINUED

10:25 - 10:55	TRACK ONE – FACILITIES	
	<h3>Frozen in the Dark Ages</h3> <p>Adil Attlassy Vice President, Technology Digital Realty</p> <p>Many Australian corporations continue to sweat out large capital investments in ageing data centres that suffer from insufficient power and inefficient cooling infrastructure. 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?</p>	
09:55 - 10:55	PRIVATE VIP ROUNDTABLE 3	PRIVATE VIP ROUNDTABLE 4
	<h3>The Challenge of Building an ideal Data Centre in a Metro Area</h3> <p>Chris Heffernan Technical Director Global Switch</p> <p>Brett Winterford Group Editor iNews</p> <p>Data centre strategy is now just as important as the IT strategy it protects and provides for and the business strategy that both empower. Big infrastructure has bigger challenges in bigger cities. The approval process for the development of a top end data centre facility can be exhausting and highly demanding. Global Switch's Regional Technical Director, Chris Heffernan, discusses the challenges of hosting some of the country's largest IT users – and building an entirely new facility in downtown Sydney.</p>	<h3>Are you building a Ghost Town?</h3> <p>Jens Butler Analyst Ovum</p> <p>The recent deluge of data centre building by traditional service providers, telcos and property players in the Australian market has raised the question of the value of building one's own enterprise data centre. As enterprise budgets are continually squeezed, especially on the capex side, big ticket items are fast becoming a luxury only a few can afford. The business case factors supporting the building one's own data centre (security, control, customisation and quality) are getting drowned out by the volume and value of "space" being offered by the multitude of providers.</p>
10:55 – 11:10	NETWORKING BREAK	
11:10 - 11:45	KEYNOTE	
	<h3>The Modern Data Centre: A Logistics Hub</h3> <p>Mark Thiele Executive VP of Data Centre Technology Switch</p> <p>The modern data centre is rapidly taking on digital equivalent of a major port. They are the hubs in projects akin to the super-highway 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.</p>	



DAY 3 | CONTINUED

11:45 – 12:20	KEYNOTE Beginner's Guide to Openstack Nigel Beighton CTO Rackspace OpenStack, a collaborative project that aims to build an open source software stack for private and public cloud computing, began as a discussion between Rackspace and NASA and now has contributions from 150 organisations and 7000 individuals. What lessons can be learned from the pioneering organisations that moved to adopt the software?
12:20 – 13:20	LOCKNOTE PANEL SESSION Designing for Availability in the Cloud Moderated by Brett Winterford iTnews iTnews launches the second addition of its ' <i>Cloud Availability Matrix</i> ' – 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 MD Equinix Australia Anthony Woodward CEO Bulletproof Networks Nigel Beighton CTO Rackspace Jeff Barr Chief Evangelist Amazon
13:20 – 13:30	CLOSING REMARKS Including Glenn Gore & Mike Andrea as MoC's
13:30	PRIZE DRAW
13:30 – 14:30	NETWORKING BUFFET LUNCH