



Global Strategic Management Institute

Save \$400 USD!

Register by April 27, 2012 and save \$400 USD

# THE GREEN DATA CENTRE CONFERENCE & EXHIBITION

Part Of Our Ongoing  
**GREEN**  
EDUCATIONAL  
FORUMS

## SINGAPORE

Discover Data Centre Strategies that Enhance Efficiency and Maximise ROI

24-26 July 2012 | Singapore



First GDCON  
installation in the  
APAC region!

Explore efficiency innovations in power, cooling, storage and virtualization that will optimize critical facility performance and cut infrastructure spending.

- Learn new trends in data centre design and cutting edge equipment innovations.
- Analyze techniques that will maximize power and cooling efficiency .
- Discuss virtualization, cloud and storage efficiency topics from a critical facility perspective.
- Listen to experts and cutting edge case studies from end users in the industry.

**Register Today!**

Call: +1.888.409.4418

Web: [www.gsmiweb.com](http://www.gsmiweb.com)

[www.greendatacenterconference.com](http://www.greendatacenterconference.com)

# Welcome!



Twitter: @gsmigreen



Facebook: Facebook.com/gsmiweb



Blog: www.techaccess.com

## Data Centre Executives,

Mark your calendars for July 24-26, 2012 when the **Green Data Centre Conference and Exhibition** makes its debut in the APAC region!

The Green Data Centre Conference and Exhibition has quickly become the most comprehensive event of its kind. "Greening" your facility through innovative design, building and operational techniques is a process, and the first step of this process is education. GDCON offers data centre managers, engineers and IT executives the most complete and applicable solutions needed for today's ever-changing data centre environment.

### Topics covered include:

- Maximising power and cooling efficiency
- Virtualisation and cloud computing in the data centre
- Storage efficiency
- Metering, metrics and measurements
- Green infrastructure management and operational strategies

The Green Data Centre Conference and Exhibition is an intimate gathering of the most innovative efficiency leaders in the data centre space. Delegates will have the opportunity to interact with colleagues and thought leaders without the overbearing crowds of standard exhibitions. The conference seeks to provide strategic information for data centre professionals looking to optimise their facility through increased energy efficiency and innovative data centre design trends.

Mark your calendars, and I will see you in Singapore!

Sincerely,

Ben Zvaifler  
Director of Event Production  
The Green Data Centre Conference

## Who Should Attend

Attendees at the Green Data Centre Conference are decision makers from corporate, non-profit and government agencies. Delegate titles will include:

- Data Centre/ Facilities Manager
- Chief Information and Technology Officers
- VP of Technology
- IT Director and Manager
- Infrastructure Manager
- Network and Communication Engineers
- Chief Information Security Officers
- Architects and Building Manager
- Risk Management Executives
- Business Development and Strategy Executives
- Financial Planners/ Executives
- Product and Purchasing Managers
- Strategy Directors
- Server, Storage, and Application Administrator
- Designers and Developers
- Facilities Engineers
- Application Engineers
- Server Consolidation
- Disaster Recovery
- Hardware Migration Experts

## Save \$400 USD!

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# Discover the value and enhanced performance behind your data centre efficiency efforts



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## Conference Themes

Three Data Centre themes focused on innovating and optimising data centre efficiency and performance:



### Power and Cooling Infrastructure Efficiency

Driving the green data centre movement, and central in any efficiency discussion is power and cooling systems. Whether designing and building out a critical facility or upgrading your legacy system data centre managers must be up to date with all available power and cooling options. Sessions within this conference theme will look at techniques and technologies that will maximise your PUE and get you on the path toward efficiency and cost savings.



### DC Design and Green IT Innovations

Innovation is a central theme of the green data centre conference and will be represented as such. The Design Innovation conference theme will analyze both new and existing technologies that can be implemented to optimise your facilities performance. Topics addressed within the Design Innovation stream will include storage efficiency, virtualisation, cloud, modular and container rollouts and much more!



### Management and Operational Strategies

While DC design and equipment tends to get the most scrutiny in the green data centre arena, the importance of management, metrics and measurements cannot be ignored. The Data Centre Management and Operations track will consist of key strategies that even the most advanced data centre manager can learn from. Topics addressed will range from site selection and cost of ownership to DCIM and utilisation techniques.

## 5 Reasons to Attend GDCON Singapore:

1. Discover best practices through case study presentations. Sessions will highlight end-user perspectives that supply the audience with actionable solutions.
2. Develop a data centre blueprint that bridges the gap between strategy and technology.
3. Explore the ROI created from increased DC efficiency and communicate the cost savings to your team.
4. Explore the APAC specific data centre movement and see why Asia has become a data centre hotspot for some of the worlds largest companies.
5. Network with industry colleagues and world-class data centre experts in a uniquely intimate conference setting.

“Essential Resource for anyone in the Data Centre World - you’ll learn what you didn’t know, you didn’t know!”



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## Why Attend a Pre-conference Workshop?

Dive into intensive training sessions that provide you with interactive demonstrations, small group learning and hands-on activities.

Obtain direct assistance and answers to isolated questions about the obstacles your organisation faces.

Broaden your knowledge base by accessing unique themes and topics not covered in the general conference.

Network with colleagues, industry experts and conference speakers before the event and establish relationships that will maximise your conference experience.

# Agenda at a Glance

\* Full agenda and speaker line-up to be released soon

## Workshops Day One: July 24, 2012

8:30 Registration

### Morning Workshops

9:00 Workshop A: Finding the ROI in your “Green” Investment

Workshop B: Data Center Virtualisation Techniques and the Efficiency Impact

12:00 Workshops Conclude and Lunch

### Afternoon Workshops

13:00 Workshop C: Managing for Enhanced Efficiency: Infrastructure Metering and Measurements

Workshop D: Maximise Data Centre Cooling Efficiencies

16:00 Workshops Concludes

16:30 Welcoming Reception

## Main Conference Day Two: July 25, 2012

8:00 Registration and Continental Breakfast

8:50 Summit Welcome and Chair Address

9:00 Opening Keynote: Industry Case Study- Best Practices for Efficient Data Center Design and Operations

9:45 10 for 7 Sponsorship Showcase

10:00 Panel Discussion: The State of the Data Centre Industry in the APAC Region-The Epicenter of Data Centre Activity

10:45 Refreshment Break and Exhibitor Meet and Greet



“Essential Resource for anyone in the Data Centre World - you’ll learn what you didn’t know, you didn’t know!”



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# Agenda at a Glance

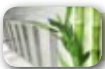
\* Full agenda and speaker line-up to be released soon

## Main Conference Day Two: July 25, 2012



### Theme 1: Power and Cooling Infrastructure Efficiency

- 11:00 Driving Down PUE through Optimised Infrastructure and Equipment
- 11:45 Cooling System Design: Lower Operating Cost and Maximise Efficiency
- 12:15 Networking Lunch
- 13:15 How UPS Systems Come Into Play in the Efficiency Arena



### Theme 2: Data Centre Design and Green IT Innovations

- 14:00 Considerations for Designing and Building a High Powered “Green” Facility in Asia
- 14:45 10 For 7 Sponsorship Showcase
- 15:00 Afternoon Break
- 15:15 Deploying Modular and Cloud Based Solutions for a Scalable Infrastructure
- 16:00 10 For 7 Sponsorship Showcase
- 16:10 Green Storage Offerings and the Growth of Solid State in the Critical Facility
- 17:00 Sessions Conclude and Evening Networking Reception



*Join us for a Networking Reception!*

*Network with conference speakers, delegates and sponsors over cocktails and appetizers!*

*We will offer both a pre-conference welcoming reception and general conference reception for all attendees.*

## Main Conference Day Three: July 26, 2012

8:30 Registration and Continental Breakfast



### Theme 3: Management and Operational Strategies

- 9:00 Establishing Benchmarks for Efficiency Efforts - PUE, CUE, WUE Techniques and Standard
- 9:55 10 For 7 Sponsorship Showcase
- 10:10 Analyzing Total Cost of Ownership: Site Selection, Design and Utility Rebates
- 11:00 Refreshment Break
- 11:15 Maximising your Server Utilisation with Virtualisation and Cloud Computing
- 12:05 DCIM: Infrastructure Measurement, Metering and Monitoring
- 13:00 Conference Concludes





## Interested in attending?

E-mail today for more info:  
[Jessica.Drew@gsmiweb.com](mailto:Jessica.Drew@gsmiweb.com)



Twitter: @gsmigreen



Facebook: [Facebook.com/gsmiweb](https://www.facebook.com/gsmiweb)



Blog: [www.techaccess.com](http://www.techaccess.com)



**Discover best practices** in data centre efficiency from the most innovative data centre managers and IT professionals in the industry!

## Save the Dates:

The Green Data Center Conference and Exhibition is scheduled through 2012. If you can't join us in Singapore, make sure to reserve your seat at one of our other conference locations.

Keep us on your calendar and let us know if you have any questions about our upcoming events. For more information, please contact Jessica Drew:

E: [Jessica.Drew@gsmiweb.com](mailto:Jessica.Drew@gsmiweb.com) | P: +1-888-409-4418 ext. 708



**Singapore**  
July 24-26, 2012

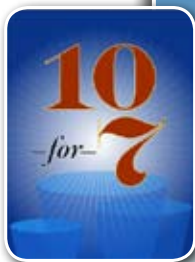


**London, UK**  
September 18-20, 2012



**Bay Area, CA**  
October 9-11, 2012

## 10 for 7 Sponsorship Showcase



From the moment an organisation makes the decision to green their data center or migrate to the cloud, they are faced with a dizzying array of available pathways to follow, options they may consider and products from which they might choose. The 10 for 7 showcase puts the decision in your hands by allowing each of our sponsors to present their products and services to our entire audience base for strictly seven minutes. No hard pitch or awkward excuses. Just seven minutes of sales so you have the best opportunity available to learn and connect with your vendor of choice. The 7-minute presentations are short commercial breaks for our audience and are distributed throughout the two main conference days.

## All Axxess Members:

Create your all Axxess membership account today to receive free research, webinars and conference materials!

Visit us at [GreenDataCenterConference.com](http://GreenDataCenterConference.com) to create your free membership



### Registration:

TUITION - US Dollars: (USD)	1st Early-Bird 27 April 2012	2nd Early-Bird 25 May 2012	3rd Early-Bird 29 June 2012	Regular
Summit Only	<input type="checkbox"/> \$795 <b>Save \$400</b>	<input type="checkbox"/> \$895 <b>Save \$300</b>	<input type="checkbox"/> \$995 <b>Save \$200</b>	<input type="checkbox"/> \$1195
Silver Pass: Summit + 1 Workshop	<input type="checkbox"/> \$1090 <b>Save \$400</b>	<input type="checkbox"/> \$1190 <b>Save \$300</b>	<input type="checkbox"/> \$1290 <b>Save \$200</b>	<input type="checkbox"/> \$1490
Gold Pass: Summit +2 Workshops	<input type="checkbox"/> \$1290 <b>Save \$400</b>	<input type="checkbox"/> \$1390 <b>Save \$300</b>	<input type="checkbox"/> \$1490 <b>Save \$200</b>	<input type="checkbox"/> \$1690
<b>Government and Non-profit</b>				
Summit Only	<input type="checkbox"/> \$595 <b>Save \$400</b>	<input type="checkbox"/> \$695 <b>Save \$300</b>	<input type="checkbox"/> \$795 <b>Save \$200</b>	<input type="checkbox"/> \$995
Silver Pass: Summit + 1 Workshop & Roundtable	<input type="checkbox"/> \$890 <b>Save \$400</b>	<input type="checkbox"/> \$990 <b>Save \$300</b>	<input type="checkbox"/> \$1090 <b>Save \$200</b>	<input type="checkbox"/> \$1290
Gold Pass: Summit +2 Workshops & Roundtable	<input type="checkbox"/> \$1090 <b>Save \$400</b>	<input type="checkbox"/> \$1190 <b>Save \$300</b>	<input type="checkbox"/> \$1290 <b>Save \$200</b>	<input type="checkbox"/> \$1490
<b>Workshop Only</b>				
1 workshop	N/A	N/A	N/A	<input type="checkbox"/> \$295
2 workshops	N/A	N/A	N/A	<input type="checkbox"/> \$495 <b>Save \$95</b>

#### TEAM LEARNING PAYS!

**Groups of 3 or more \$695 each. Groups of 5 or more \$595 each.**  
 For more information about group discounts and team learning opportunities for **The Green Data Centre Conference and Exhibition: Singapore**, please contact Jessica Drew +1-888.409.4418 ext. 8 or [jessica.drew@gsmiweb.com](mailto:jessica.drew@gsmiweb.com)

#### GSMI OFFERS 6 WAYS TO REGISTER:

**Tel:** +1-888-409-4418, ext. 1  
 Monday - Friday 8:00 a.m.  
 6:00 p.m. US Pacific Time

**Fax:** +1-619-923-3542  
 24 Hours a Day

**Mail:** GSMI  
 1501 India St. Suite 103-60  
 San Diego, CA 92101 USA

**Scan:** Completed registration forms can be emailed to:  
[registration@gsmiweb.com](mailto:registration@gsmiweb.com)

**Email:** [registration@gsmiweb.com](mailto:registration@gsmiweb.com)  
 Please include your name & telephone number

**World Wide Web:**  
[www.greendatacenterconference.com](http://www.greendatacenterconference.com)  
[www.gsmiweb.com](http://www.gsmiweb.com)

#### ADMINISTRATIVE NOTE:

For cancellations received in writing -

<b>Four weeks or more prior to the event:</b> Full refund or Full Credit Voucher	<b>Four weeks or less prior to the event:</b> No Refund; a Credit Voucher minus the \$300 cancellation fee
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If you do not cancel your registration by the day of the event you will be charged your full registration fee

Credit vouchers may be applied toward any future GSMI event within one calendar year of the date of the cancellation. If GSMI decides to cancel any part of this event, the Company is not responsible for covering airfare, hotel or any other costs. Speakers, agenda, networking and recreational events are subject to change without notice. For more information regarding refunds please contact the customer service department at: +1-888.409.4418, ext. 1

#### SUBSTITUTION POLICY:

Substitutions may be made up to the day of the event.

#### PAYMENT POLICY:

Payments can be made by American express, Visa, MasterCard, Company Check (USD checks must be drawn on a US bank), or by wire transfer.

If registering 2 weeks or less prior to the start of the Conference, you must submit your credit card information as a form of payment. If registering more than 2 weeks prior to the start of the Summit and payment is not received at the time of registration, a credit card hold will be required to maintain your registration status. If payment is not received 2 business days prior to the conference date, the respective credit card will be utilized as the form of payment. Please make all checks payable to Global Strategic Management Institute. In the memo area of the check please write the name(s) of **The Green Data Centre Conference and Exhibition: Singapore** registrants(s).

#### VENUE:

To be announced.

- ◆ Please fill in the following information and fax back to: **+1-619-923-3542**
- ◆ Please submit one form for each delegate attending.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Department: \_\_\_\_\_

Approving Manager Name & Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip/Post Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Twitter ID: \_\_\_\_\_

Linkedin.com Profile: \_\_\_\_\_

**Payment Method:** Credit Card:  Amex  Visa  MasterCard |  Check

Credit Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Do you have any dietary restrictions (e.g. kosher; vegetarian)?  Yes  No

If so, please specify: \_\_\_\_\_

Do you require any accommodations that require special attention?  Yes  No

If so, please specify: \_\_\_\_\_

(e.g. wheel-chair access) \_\_\_\_\_

How did you hear about this event? \_\_\_\_\_

#### EXHIBITION AND SPONSORSHIP INFORMATION:

To learn more about exhibiting at this years **The Green Data Centre Conference and Exhibition: Singapore**, please contact Jessica Drew at +1888.409.4418 ext. 708 or e-mail her at [jessica.drew@gsmiweb.com](mailto:jessica.drew@gsmiweb.com).

A limited number of table-top and booth exhibits will be open during the course of the event. Sponsors/Exhibitors will have the opportunity to promote products and services of special interest to conference attendees.