



## Gartner Data Center Summit 2009

5 – 6 October 2009, London | [europe.gartner.com/datacenter](http://europe.gartner.com/datacenter)

### Suggested Timetable for a CIO / Business Leader at the Gartner Data Center Summit, October 5 - 6, 2009

## Cost Optimization and Beyond: Enabling Business Change and the Path to Growth

Cost optimization, cost reduction, cost... has been the focus for many organizations so far in 2009. But business does not stop, should not stop, will not stop.

As a Data Center professional you are expected to “do more with less” and be a key enabler towards business growth and manage business change. Find the nuggets of fresh learning and knowledge that will show the business why they should count on you and how you can help the business look beyond the cost discussion to new opportunities for growth.

Gartner will guide you to plot your journey from cost optimization to business growth. This conference will help you understand short term, medium term and long term cost optimization opportunities; identify organizational, process and technology opportunities that will put you on a path towards managing incessant business change and opportunities for business growth.

Gartner will help you to manage this unique turbulence of our time: cost optimization and enabling business growth at the same time.

As a CIO or Business Leader, there are certain topics covered at this event that are likely to be of particular interest to you. Below is a suggested agenda that you can follow during the event. We hope you find this useful. Please note that this timetable is a suggestion and other presentations will be relevant to you depending on your role and your organization's focus on portals, content and collaboration. Please visit [www.europe.gartner.com/datacenter](http://www.europe.gartner.com/datacenter) to see the full agenda, and use the Agenda Builder Tool to plan your own specific timetable for the summit. We also suggest that you avail of the many opportunities to network with your peers at workshops, roundtables and designated networking points.

## Monday, 5 October 2009

**07:30 – 18:00**

**Registration, Information and Refreshments**

**08:00 – 08:45**

**Foundation session: How IT Commoditization can Reduce Costs**

The debate of customization versus commoditization is over. Customization increases costs; learn how commoditization can lower IT costs by reducing unnecessary spending. However, everything cannot be commoditized, this presentation also examines where IT customization can be useful and beneficial.

- How is commoditization of IT reshaping enterprise choices?
- How is commoditization of IT affecting hardware and software deployment decisions?
- How should enterprises take sustainable advantage of IT commoditization?

**Brian Gammage, Gartner**

**09:00 – 09:20**

**Conference Opening Presentation: The I&O Response to Turbulent Times**

**Andrew Butler and Milind Govekar, Gartner**

**09:20 – 10:00**

**CIO Keynote: Responding to Turbulent Times Through new Thinking for Growth: I&O Optimization — The Gartner CIO Approach**

At Gartner we advise and support your efforts in the current economic climate — now come and see what we are doing ourselves to ensure IT can enable the business and ensure the best platform for returning to growth. Darko Hrelc, the CIO of Gartner, will provide a deep dive into the practical approaches and judgments made in relation to Gartner's own IT I&O budget. IT is a need-to-have requirement for maximum organizational efficiency and effectiveness so here

we'll discuss how you can deliver the savings your senior leaders require, while continuing to deliver maximum capability. Also, we'll help you to understand how you can make the case for your projects, what factors are foremost in the minds of a CIO and what you need to be telling your CIO in order to survive the present unscathed.

- To help you communicate your value to the organization, identify things you can change and things you cannot. Darko will show you the picture from inside the world's foremost IT advisory firm explaining how he has made the IT organization an essential partner in the downturn
- What we cut and what we did not cut
- Fresh investments to advance the business
- How and where we spent smarter

**Darko Hrelc, Gartner**

## Monday, 5 October 2009 (continued)

10:25 – 11:15

### Keynote: 10 Trends and Technologies Impacting Infrastructure and Operations

In today's economic climate, companies of all sizes are focused on improving operational efficiencies in their data centers and spending capital only where absolutely necessary. This presentation will look at both the emerging technologies that will help IT continue the trend to more efficient operations as well as best practices in using existing data center technologies.

- What are the trends in today's mid-sized data centers, and where will the most improvement in efficiencies be found?
- What technologies are emerging that will have the greatest impact on mid-sized data centers?
- What best practices can mid-sized data centers employ to get the most out of their existing environments?

**David J. Cappuccio, Gartner**

11:15 – 12:00

### Premier Session

*Please visit website for updates*

12:00 – 13:15

### Lunch in the Solution Showcase

13:15 – 14:05

### Taming the Data Center Energy Beast

One-third of the electricity consumed by your data center is for cooling, but much of that energy is wasted in the vast majority of data centers. In this presentation, we

will demystify data center cooling, and provide best practices for new data center construction and retrofits.

- What are the primary causes of inefficiency in data center cooling?
- What are the best practices for the design of efficient data center cooling systems?
- How can users retrofit current data centers to reduce cooling costs?

**Rakesh Kumar, Gartner**

14:15 – 14:50

### End-User Case Study: The Economics of a Virtual Data Center

With data doubling annually, yet stuck with power supplies from the 1970s, the London Borough of Hillingdon virtualized its server and storage infrastructure. Server footprint was cut by 97% while the number of HDDs needed was reduced by almost half. Power consumption dropped by 90% cutting annual electricity bills by £20,000.

**Roger Bearpark, London Borough of Hillingdon**

15:00 – 15:30

### Sponsor Presentation of your choice

16:00 – 16:30

### Sponsor Presentation of your choice

16:40 – 17:30

### Desktop Virtualization: Making Inroads Rapidly

The goal of most enterprises is to balance cost pressures against achieving agility in

the desktop area. In this presentation we examine the role of desktop virtualization in achieving this goal. We also look at how these virtualization technologies will evolve and how enterprises need to manage this environment.

- What does virtualization technology do and why should you care?
- How will use of virtualization technology in client computing evolve through 2012?
- What are the best practices for deploying and managing virtualization technologies in end-user devices?

**Brian Gammage, Gartner**

17:40 – 18:30

### The Enterprise Storage Scenario

Organizations are beginning to look beyond the traditional tools and vendors for help in meeting their storage requirements. In some cases this means augmenting existing solutions and, in other cases, replacing them. Learn what new technologies are available, such as archiving, CDP, solid-state disk, duplication, thin provisioning and virtual tape libraries, to help you better address your current and the upcoming storage challenges.

- What business trends will shape storage in the next five years?
- What will the storage infrastructure look like in 2013?
- How will we manage the storage infrastructure in 2013?

**Roger W. Cox, Valdis Filks, Gartner**

18:30 – 20:00

### Networking Reception

## Tuesday, 6 October 2009

07:30 – 08:50

### Emerging Trends in Data Center Design: Modernizing the Beast

Is it possible to build the 60 year data center? This presentation will look at emerging trends in retrofitting existing data center space or building smaller, more energy efficient, and yet highly scalable data centers that can have life cycles well beyond 60 years.

- What emerging trends will have the greatest impacts on data center design and operations?
- What are the critical design considerations and best practices in emerging data centers?

- How can efficiency and scalability be implemented in the data center, while keeping costs reasonable?

**David J. Cappuccio, Gartner**

09:00 – 09:35

### End-User Case Study

*Please visit website for updates*

09:45 – 10:15

### Sponsor Presentation of your choice

10:45 – 11:35

### Top 10 'Hardball' Negotiating Tactics for Difficult Vendors

Customers sometimes complain that vendors use aggressive of hardball tactics

against them. Now you can turn the tables by using these simple but effective techniques. Please use them appropriately and responsibly or they might do lasting damage to your market reputation as a customer.

- When to consider hardball negotiation tactics and what are the risks and rewards of playing win/lose?
- How to make the vendor understand you mean business and that they have pushed you too far.
- Five steps to redress the balance and give your vendor their last chance to win you back.

**Stewart Buchanan, Donald Feinberg, Gartner**

## Tuesday, 6 October 2009 (continued)

11:45 – 12:15

### Sponsor Presentation of your choice

13:30 – 14:20

### Green IT and the Virtualization Cloud — Not Just Someone Else's Problem!

Cloud base IT services are the “in” thing this year. This presentation explores the issues around internal and external cloud provisioning balanced with a green IT efficiency and potential conflict with legislation and measurement. It also looks at best practices for externalizing IT services and measuring some direct and indirect costs and savings.

- What are the principles to determine if a service can be source from the internal/external cloud?
- What are the issues around cloud services from a green IT and legislation perspective?
- How can you alternately source IT and help protect from unknown factors?

**Philip Dawson, Rakesh Kumar, Gartner**

14:30 – 15:20

### High-Performance Computing Scenario: Cauldron of Innovation

This presentation covers the important trends happening in the HPC market. Some trends are peculiar to this market, but others are generalized technology shifts that will deliver value in HPC in addition to being useful in

wider commercial processing roles. Clusters are the mainstream of the HPC market, with grid as an extension of the approach to larger and more-general tasks. We address key players, usage styles and advantages in the last portion of this session.

- What are the trends with multicore and heterogeneous systems?

**Carl Claunch, Gartner**

10:25 – 11:15

### Industry Guru Keynote: The Challenge for Enterprise in the Economic and Financial Climate of 2009-2010

As a data center professional, you do not exist independent of, and immune to, the overall fortunes of your organization and its finances. There are difficult times ahead that will impact your ability to acquire adequate funding for vital investments and will affect the return on investment expected by your leaders. You need to ensure you can see what is coming and plan accordingly, not just to the micro-economics within your organization, but also to the macro-economics that are rearranging the face of European trade and industry.

Digby, Lord Jones of Birmingham is a recognized leader and authority who has played a leading role in safeguarding protecting and identifying the best interests of business over the last decade. In this guru keynote presentation he will demonstrate the direction in which the world is moving,

how the global forces unleashed will impact the flow of wealth within Europe, and what the short-term prospects and ongoing long-term trends for the economy are going to be.

The downturn has not “turned off” the ongoing move toward an Asia-focused world and it has not stopped the impact that has on the survivability and needs of western business. It has, however, created conditions that mean you may need to focus on stop-gap measures and investments to tide you through this period of retrenchment and prepare you for the return to growth.

This broad lens view of the world as it looks and as it will look over the next 12-18 months is an exclusive opportunity to hear from the highest level what you're facing as you react to the needs and requirements from above.

**Digby, Lord Jones of Birmingham**

16:35 – 17:25

### Keynote: Closing Locknote: A Check List for a Return to Growth

Join our Gartner analysts in this session as they guide you through a number of steps for cost optimization and planning for the economic recovery that we know is around the corner. You'll be able to checklist your priorities and ask any final questions.

**Stewart Buchanan, Andrew Butler, David J. Cappuccio, Carl Claunch, Philip Dawson, Milind Govekar, Gartner**

