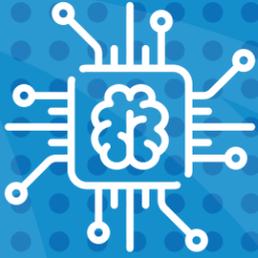# 2019 OBJECTIVES FOR DATA CENTER PROFESSIONALS

OBJECTIVE
Stay current on the very latest in data center technology

SOLUTION
Data Center World has more than 30 education sessions dedicated solely to the true, bleeding-edge technologies like AI, edge computing, predictive analytics, liquid cooling, and blockchain. Our workshops on data center design and co-location strategies will help you understand how to put it all together. And you'll see exciting new product demos of sensors and VR on the show floor stage!

OBJECTIVE
Network and share best practices with the brightest minds in the data center industry

SOLUTION
Our speakers take the time to meet with attendees to answer questions and help solve problems. We've created exciting networking opportunities with our exhibit hall happy hour, our opening and closing networking receptions, morning "Sweatworking" yoga, and special receptions for Women in Technology and Leaders Labs alumni.

OBJECTIVE
Pick up pointers from peers on how they're solving real-world problems

SOLUTION
We host dozens of panel and case-study sessions where data center peers will share their secrets for improving data center management, bolstering security, reducing energy consumption, and keeping business processes flowing. Our workshop, "The 25-Kilowatt Challenge," is being led by data center manager Kevin Kent, who will unveil practical solutions for making small, incremental steps in energy efficiency that will lead to big savings.

OBJECTIVE
To get my hands on products and make real-world comparisons of competing technology so I'm sure I'm making the right buying decisions

SOLUTION
More than 150 exhibitors will demonstrate hundreds of products that you can compare in real time. Are you still doing your homework on improving your data center asset management? Is it time to put more effort into your data center security strategy? First attend our sessions on sensor technology and predictive maintenance, and then wander the show floor to see multiple vendors demonstrating those technologies.

OBJECTIVE
Get a better handle on where the data center industry is headed as a whole

SOLUTION
Data Center World kicks off with our annual "State of the Data Center" keynote and research report, where we provide trustworthy data and a reliable forecast on where the data center industry is and where it's headed. You'll also hear from two giants in data center usage – FedEx and Verizon's Oath subsidiary – during keynotes tailored to inspire your own data center improvement quest.

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