# DATA CENTER WORLD®

**AFCOM®**

**August 24-27, 2020** | Henry B. González Convention Center | San Antonio, TX

# PLAN, MANAGE AND OPTIMIZE YOUR DATA CENTER

## EXPERT INSIGHT AND STRATEGIES YOU NEED TO BUILD THE DATA CENTER OF TOMORROW

**DATACENTERWORLD.COM**

# FORMING THE DATA CENTER OF TOMORROW

*It's apropos that Data Center World in 2020 will be our chance to provide a "clear vision" of the future of the data center. But setting aside the puns, as we approach the next decade it's apparent that we're reaching a true inflection point in the evolution of the data center that requires sharp insight to navigate.*

As we enter our 40th year of AFCOM and Data Center World, we celebrate a proud and rich history around the importance of the data center on the success of the business. But at the same time, there's anticipation about the expansion of the traditional data center, and subsequently the traditional role of the IT and facilities professionals. **Not only are we continuing to expand beyond the raised floor concept with technologies like hybrid cloud platforms, co-location services, and edge computing, but the community is also welcoming many new trailblazing professionals.** Some are passionate newcomers to the industry, while others are visionary veterans who've been working on the periphery of the data center only to find themselves absorbed by this ever expanding platform. **The evolution of the data center and of the workforce itself is creating an inevitable collision that is forming the data center of tomorrow.**

For 2020, **Data Center World will commit to fulfilling the industry's need to better understand where this evolution is going.** We are adjusting our conference tracks to capitalize on emerging technologies, while retaining just enough of the familiar concepts that keep bringing you back to Data Center World, like sessions focused on facilities maintenance and capacity management. You'll notice a **greater emphasis on edge computing, hyperscale, energy efficiency, and cloud** than ever before to satisfy your need to stay on top of the changes. We are going to create new, hand-picked "best practice" user panels that will enable attendees **to learn directly from their peers who have already mastered some of the newest data center design concepts.** And we're ramping up the ever-popular networking opportunities by bringing back Speed Networking, creating exciting new social gatherings, and leveraging our mobile app to make forging valuable partnerships just a click away. Data Center World has always differentiated itself from other industry events by bringing together not just a community of like-minded professionals via our AFCOM membership association, but people who are passionate about advancing the industry. Among the attendees in San Antonio in 2020 will be our Leaders Lab alumni who will be **releasing industry-shaping whitepapers on such topics as scaling workloads, hyperconvergence, co-location, and DCIM.** Additionally, for the first time we'll be

leveraging Analysts from Omdia, a new global technology research powerhouse, established in 2019 with the combination of Ovum, Heavy Reading, Tractica and IHS Markit's technology research portfolio to produce both in-depth reports and participate in conference sessions.

There'll be a new conversation happening at Data Center World in 2020, and it may not be as focused on data center platforms, per se, but on workload distribution. And, as workloads grow, more capacity is needed more quickly, and third-party partnerships increase, that inevitably will lead to a more focused conversation on hyperscale computing. **It'll be an exciting time to be riding this inflection point in the data center. We hope you'll join us to be a part of shaping the conversation.**

**BRIAN GILLOOLY**
CONTENT DIRECTOR

# WHY ATTEND

- **Unparalleled networking — learn from peers, garner fresh ideas and avoid costly mistakes**

- **Top-rated conference sessions on the biggest issues impacting the data center industry**

- **See demos of products and solutions to bring your data center to the next level**

- **Featuring exclusive expertise from our data center-focused resources: Data Center Knowledge, AFCOM, Data Center Institute and AFCOM Leaders Labs**

- **Going BIG in Texas for our 40th anniversary in beautiful San Antonio**

- **It's worth every penny**

# WHAT'S NEW FOR
# 2020

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*Participating in Data Center World enables you to catch up on the advances that have taken place during the past year. You not only can see what vendors have produced, but you can also see what other companies have implemented and hear about their successes and failures. It helps you widen your lens of possibility that will assist you in determining what you might need to do in the coming year.*

**- Gary Bronson,**
  **VP of IT Operations, FedEx**

## EFFICIENCY EVALUATION

Learn how you can make your data center "Energy Efficient" with our evaluation workshop. You can learn best practices to demonstrate your commitment to reducing energy consumption, saving money, and conserving the environment.

## INNOVATION STARTUP CHALLENGE

This year we're including more startup companies with cutting edge technologies designed to help transform the data center of the future. Come learn from entrepreneurs making news and shaping views!
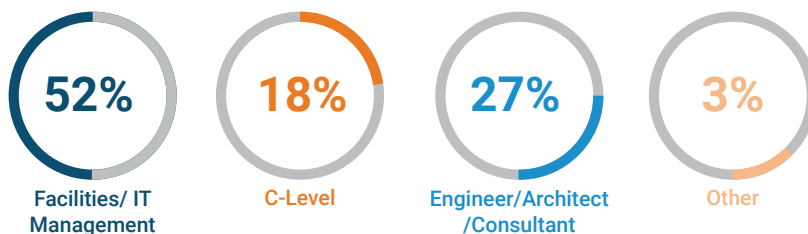
## MORE NETWORKING OPPORTUNITIES

You'll see more receptions and planned gatherings where you can exchange information and ideas with fellow attendees.

# THE #1 EVENT TO NETWORK WITH HUNDREDS OF FACILITIES AND IT INFRASTRUCTURE PROFESSIONALS

Meet with industry peers who share your technology and business challenges, experts with answers to your questions and technology providers with solutions for your enterprise.

## - JOB TITLES -

**52%**
Facilities/ IT Management

**18%**
C-Level

**27%**
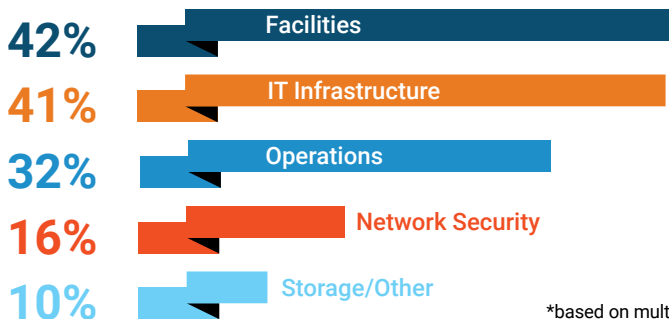Engineer/Architect /Consultant

**3%**
Other

## - INDUSTRIES -



12.9% Government | 12.7% Information Systems | 11.2% Insurance | 9.9% Health Care
9.4% Manufacturing & Distribution | 8.9% Financial Services | 8.9% Universities
5.6% High-Tech | 3.6% Consulting | 3.3% Utilities | 1.3% Telco | 12.3% Other

## - PRIMARY JOB FUNCTIONS* -

**42%** Facilities
**41%** IT Infrastructure
**32%** Operations
**16%** Network Security
**10%** Storage/Other

*based on multi-select data

# 30+ HOURS
## OF NETWORKING OPPORTUNITIES

Opening Networking Reception

Targeted Connections

Exhibit Hall Happy Hour

Knowledge & Networking Stage

Closing Networking Reception

Speed Networking - a quick way to easily connect with others

Meet face-to-face with exhibitors and attendees in the Exhibit Hall

Networking Breakfasts & Luncheons

Dessert Receptions

Sweatworking: Power Walk on the River Walk

Women in Data Centers After-Hours Meetup

# AGENDA AT A GLANCE

## MONDAY AUGUST 24th

| Time | Event |
|---|---|
| 7:00 AM - 6:00 PM | Registration Open |
| 7:00 AM - 7:50 AM | Breakfast – All Access Pass Required |
| 8:00 AM - 10:30 AM | Workshops – All Access Pass Required |
| 10:30 AM - 10:45 AM | Break |
| 10:45 AM - 12:00 PM | Analyst Research Presentation – All Access Pass Required |
| 12:00 PM - 1:00 PM | Lunch - All Access Pass Required |
| 1:00 PM - 3:10 PM | Educational Breakout Sessions |
| 3:10 PM - 3:40 PM | Refreshment Break |
| 3:40 PM - 4:40 PM | Educational Breakout Sessions |
| 4:50 PM - 6:00 PM | Speed Networking |
| 8:00 PM - 10:00 PM | Women in Data Centers Meetup |

## TUESDAY AUGUST 25th

| Time | Event |
|---|---|
| 6:00 AM - 6:45 AM | Sweatworking: Power Walk on the River Walk |
| 7:00 AM - 6:00 PM | Registration Open |
| 7:00 AM - 7:50 AM | Continental Breakfast |
| 8:00 AM - 9:00 AM | Educational & Product Information Tech Talk Sessions |
| 9:10 AM - 10:10 AM | Opening Remarks and Keynote |
| 10:30 AM - 11:30 AM | Educational & Product Information Tech Talk Sessions |
| 11:30 AM - 12:30 PM | Networking Lunch |
| 12:40 PM - 2:50 PM | Educational & Product Information Tech Talk Sessions |
| 3:00 PM - 4:00 PM | Keynote |
| 4:15 PM - 6:15 PM | Opening Networking Reception |

Agenda subject to change.

## WEDNESDAY AUGUST 26th

| Time | Event |
|---|---|
| 6:00 AM - 6:45 AM | Sweatworking: Power Walk on the River Walk |
| 7:00 AM - 6:00 PM | Registration Open |
| 7:00 AM - 7:50 AM | Continental Breakfast |
| 8:00 AM - 9:00 AM | Educational & Product Information Tech Talk Sessions |
| 9:10 AM - 10:10 AM | Keynote |
| 10:20 AM - 11:20 AM | Educational & Product Information Tech Talk Sessions |
| 11:20 AM - 12:20 PM | Networking Lunch |
| 12:00 PM - 6:00 PM | Exhibit Hall Open |
| 12:30 PM - 5:30 PM | Data Center Knowledge Stage Activities |
| 1:00 PM - 2:00 PM | Dessert Reception in Exhibit Hall Lounge |
| 4:00 PM - 6:00 PM | Exhibit Hall Happy Hour |

## THURSDAY AUGUST 27th

| Time | Event |
|---|---|
| 7:00 AM - 4:30 PM | Registration Open |
| 7:00 AM - 7:50 AM | Continental Breakfast |
| 8:00 AM - 9:00 AM | Keynote |
| 9:00 AM - 12:00 PM | Exhibit Hall Open |
| 9:00 AM - 12:00 PM | Data Center Knowledge Stage Activities |
| 11:30 AM - 12:00 PM | Exhibitor Awards Presentation and Raffle Prize Drawing |
| 12:00 PM - 1:30 PM | Networking Lunch |
| 1:30 PM - 3:40 PM | Educational & Product Information Tech Talk Sessions |
| 3:45 PM - 5:00 PM | Keynote |
| 5:00 PM - 6:30 PM | Closing Networking Reception hosted by Texas AFCOM Chapters |

# PRE-CONFERENCE WORKSHOPS

## THE AFCOM DATACENTER ENERGY EFFICIENCY WORKSHOP

**Kevin Kent, Data Center Operations Manager,
The Ohio State University Wexner Medical Center**

In this workshop, Ohio State University data center manager, Kevin Kent, a leading global expert on energy efficiency efforts for the data center, leads a discussion outlining AFCOM's efforts to help members with a data center energy efficiency evaluation program. He'll explain not only how to become a more energy efficient and sustainable data center, but how companies can get involved in the evaluation of their data centers. You'll learn to conserve energy, recycle water and components, and reduce carbon footprint, saving your company lots of money.

## OPTIMIZING DATA CENTER PERFORMANCE AND RELIABILITY THROUGH EDGE COMPUTING

**Tim Kittila, General Manager, Data Center,
Parallel Technologies**

When planning an edge computing strategy, it's even more critical today to consider the benefits and risks, but also the unforeseen impacts on the performance of your data center and on your business as a whole. While edge computing can reduce latency for critical workloads and improve security through distributed networks and architectures, there's also an increase in complexity of management and in the number of vulnerable endpoints. Then there's the impact on facilities design and operations technology.

In this workshop, our experts will discuss how you can make sense of it all and assure your colleagues not only that an edge strategy is right for your company, but that you've got the right design to support this evolving landscape. We'll tackle resource issues, proper provisioning, workload management, networking limitations, and security protocols.

## 10 THINGS YOU NEED TO KNOW TO PLAN & OPERATE AN EFFECTIVE DATA CENTER

**Kelly Bates, Infrastructure Engineer, Department of Veterans Affairs**

Every data center practitioner, whether IT or facilities, needs to be able to understand the basic electrical, mechanical, and logical concepts that go into designing and operating an effective, efficient computer room.  This workshop will provide you with the tools to get your designs right, optimize the sizing of your electrical and environmental control systems, and operate your systems as efficiently as possible.  Every IT operations manager, data center manager, data center operations technician, facilities manager, and facility owner should have these simple tools in their kit.

## WHAT'S THE BIG IDEA? INTERPRETING THE RESEARCH BEHIND THE INDUSTRY'S BIGGEST ISSUES

**Cliff Grossner, Executive Director Research & Technology Fellow, Omdia**

Data center research experts from Omdia, the leading-edge market research firm and new partner of Data Center World, take a look at the data behind some of the industry's most pressing issues to understand the big ideas that are shaping the data center industry. From IoT and edge computing to energy consumption and facilities management, the team from Omdia offers their unique forward-looking approach to data analysis to present ideas and insight well before the rest of the market even begins to unravel the issues. You'll get a sneak peak into topics that'll have you prepared for technology advancements that your competitors haven't yet begun to understand.

All Access Pass Required for Pre-Conference Workshops

# 2020
## CONFERENCE TRACKS

### DESIGN, BUILD, OPERATE AND AUTOMATE

Whether your company is still at the design process for your data center or considering a cost-improving retrofit, this track will help you understand the latest options in such areas as site selection, build vs. upgrade, capacity optimization, automation, DCIM, and disaster recovery – everything you need to know from the design, build, operate, and control phases of data center operation and management. Learn how to:

- Decide where to locate your resources for maximum availability and efficiency
- Leverage analytics for improved operation
- Choose preventive vs. predictive maintenance for reliable outcomes

### OPTIMIZING DATA CENTER PERFORMANCE AND DELIVERY

How do you choose which models for delivering data center processes are right for your business? With choices like on-premises, co-location, cloud services, hyperscale, and edge computing, making the right call and optimal combinations is critical. In this track, our experts will provide insight into both existing and evolving strategies for data center design that best suit your enterprise and business strategies.
Learn how to:

- Decide on the right models for your company, and how to make those decisions
- Choose the right ratio of on-premise vs. cloud platforms, and determine which applications are best for each environment
- Get IT and facilities working together to address cost, performance, security, and availability issues for everyone

## DATA CENTER PLANNING FOR INNOVATION

Whether it's the near future of a few months from now, or a glimpse into the years ahead, this track will help you determine how the data center is evolving, with deep dives into emerging technologies and data center design concepts. Learn from our experts how such technologies as AI, predictive analytics, advancements in cooling, and IoT are going to shape your decision making in the days ahead. Whether you're currently planning to invest in these advancements or just curious to see where things are headed, be proactive and get yourself educated now. Learn how to:

- Foresee the impacts of emerging technologies on your current data center operations
- Leverage new concepts to improve data center efficiency and automation
- Make smarter purchasing decisions based on a better understanding of the future

## DATA CENTER IT INFRASTRUCTURE AND PLATFORMS

For many, the lifeblood of the data center are the compute, storage, networking, and software that makes up the backbone of your centralized computing operations. In this track, our experts provide insight into the IT components of the data center and how to integrate, manage, and optimize their performance. As the data center expands to include co-location, edge computing, and cloud services, you'll need a better understanding of how technology and platforms will be impacted and make decisions on how best to design and place these resources for maximum performance. Learn how to:

- Determine the right server capacity for your infrastructure and workload needs
- Decide if a converged infrastructure or distributed approach makes sense for your business
- Optimize your workloads with the most advanced IT infrastructure and platform approach

## MISSION CRITICAL FACILITIES AND ENERGY MANAGEMENT

Whether your data center responsibilities involve facilities or IT, you'll need to know the impact of your technology decisions on mission critical facilities like power, cooling, generators, UPS systems, cabling, telecom, networks, and physical security. Your data center's reliability and uptime depend on excellent execution of all aspects of facilities. In this track, our experts will discuss the technologies, strategies, and systems that support data center operations and ensure you're operating efficiently and keeping costs down. Learn how to:

- Ensure IT and facilities are working hand-in-glove when planning a new build or site expansion
- Keep energy costs down despite the demands for more and faster compute power
- Evaluate leading edge approaches to cooling, airflow, cabling, and energy distribution

## DATA CENTER ESSENTIALS

This track isn't just for the rookies! Everyone needs professional development, and our experts in this track offer no-nonsense, nuts-and-bolts education and training on all aspects of data center operation and management so you can either learn about unfamiliar technologies and concepts, or brush up on some of your existing skills. From primers on edge computing and DCIM to how-to sessions on data center design, you'll be able to improve your understanding across all aspects of the data center. Learn how to:

- Break out of your comfort zone and expand your opportunities for career advancement
- Better understand how operations outside your area of responsibility impact your own decisions
- Improve your prospects for career advancement by shoring up your knowledge of important data center concepts

# EXPO HALL

## NETWORK WITH HUNDREDS OF DATA CENTER EXPERTS AND LEADING SOLUTION PROVIDERS AND UNCOVER ALL THE LATEST TECHNOLOGY MUST-HAVES FOR YOUR COMPANY.

- Wander the show floor and meet with 150+ vendors demonstrating hundreds of products and services that can help you identify the best technology solutions to improve your data center management strategy.

- Learn what's new in the industry and compare your options to ensure that you make the best purchasing decision for your company.

## ALL DATA CENTER WORLD PASS HOLDERS HAVE ACCESS TO THE EXPO FLOOR, WHICH INCLUDES:

Virtual Reality Zone • Cutting-edge Experiences • Product Demos • Special Programming from the Data Center Knowledge Stage • Dessert Reception • Relaxation Station • Bookstore • Data Center Game Show • Professional Headshots • Happy Hour • Contests and Prizes • and More!

**EXPO HALL HOURS**
Wednesday:
12:00 PM - 6:00 PM
Thursday:
9:00 AM - 12:00 PM

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*This will be an event I send my staff to or I will attend every year. The event addresses the issues we are facing each year which helps us overcome business hurdles.*

*- Data Center World Past Attendee*

# DATA CENTER WORLD—AFCOM'S NATIONAL EVENT FOR DATA CENTER AND IT INFRASTRUCTURE PROFESSIONALS IN ENTERPRISE, COLOCATION, AND HYPERSCALE ENVIRONMENTS

Data Center World draws upon powerful sister brands to deliver the most comprehensive, vendor-neutral education and bring together hundreds of engaged attendees and leaders shaping the future of data centers.

**DataCenter Knowledge**

Data Center Knowledge is the leading online source of daily news and analysis about the data center industry and an official content partner of Data Center World. Each month, hundreds of thousands of data center professionals turn to Data Center Knowledge to help them develop data center strategies and build and manage world-class data centers.
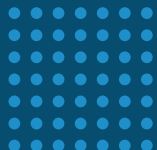
**AFCOM**

AFCOM is the official Data Center World 40-year-old membership association that has served thousands of professionals in the data center and IT infrastructure industry. With 35+ local chapters in North America and Australia, exclusive round-table Leaders Labs workshops, forward-looking research by the Data Center Institute, a webinar series and multiple publications, AFCOM has earned recognition as the market leader in educating, connecting and guiding the data center community.

## AFCOM LEADERS LABS

AFCOM Leaders Labs are a series of regional workshops across the U.S. comprised of data center professionals who explore ideas and develop solutions to the most critical issues impacting data centers today. These exclusive gatherings of thought leaders drive innovation, education, and advancement of data center concepts and technologies, culminating with a published whitepaper.

## THE DATA CENTER INSTITUTE

The Data Center Institute is a think tank that produces independent research on the major issues and emerging trends around innovation, technological change, macro-economic shifts and workforce dynamics shaping the data center and IT infrastructure industry worldwide.

## NOT CURRENTLY AN AFCOM MEMBER?
Register for an All Access or Conference pass and get a one-year AFCOM membership for free. (Redeemable for non-member registrants only).

# CONNECT WITH YOUR PEERS

Data Center World gives you the opportunity to connect with and learn from like-minded peers. Here's just a sampling of titles and companies that have attended.

## COMPANIES – A SAMPLING THAT HAVE ATTENDED

American Family Insurance
Bank of America
Bloomberg L.P.
Booz Allen Hamilton
Carnegie Mellon University
Cisco
Cyxtera Technologies Inc.
Department of Defense
Dillard's
Duke Energy
eBay

Facebook
Fiserv
Ford Motor Company
Gannett
GoDaddy
Humana
Intuit
Iron Mountain
Kaiser Permanente
KPMG
Meijer

Merck
Microsoft
Nestlé
Norfolk Southern
PayPal
Penn State University
Progressive Insurance
Public Safety Canada
Qualcomm
Spectrum Health
State Farm

Swedish Armed Forces
Toyota North America
U.S. Bank
U.S. Department of State
Uber
University of California, Berkeley
University of Cincinnati
US Air Force
VMware
Walmart

## TITLES – A SAMPLING THAT HAVE ATTENDED

CTO
Data Center Admin IT – Infrastructure Engineering
Data Center Colocation Services Manager
Data Center Infrastructure Architect
Data Center Infrastructure Engineer
Data Center Manager
Director Data Center Operations & Construction

Director of Engineering
Director of Operations, Sustainability and Energy Management
Disaster Recovery & Global Data Center Operations Manager
Infrastructure Analyst
Infrastructure and Operations Sr. Manager, Data Center Implementation
Infrastructure Specialist
IT Data Center Facilities Manager

Manager Information Systems
Manager of Security Operations
Manager, Economic Development
Mechanical Senior Engineer
Mission Critical Engineer
Principle Engineer
Sr. Facilities Manager
Sr. Systems Engineer
Sr. Technology Product Manager, IT Facilities

SVP of Construction
Technology Project Manager
VP, Leasing & Operations
VP, Data Center Operations
VP, Data Center Project Delivery

# VISIT ✴ SAN ANTONIO

A picturesque city in the heart of Texas, San Antonio, home to the legendary Alamo and world-famous River Walk, hosts a vibrant mix of culture, cuisine, legendary architecture and moving history.

The city's heritage and traditions are rich, as are its modern pleasures. With a cosmopolitan blend of top-notch golf courses, remarkable dining and nightlife options, art galleries, spas, theme parks and shopping, there's no shortage of authentic experiences.

Much of the city's unforgettable landscape has grown along the banks of the River Walk where stone paths run aside the San Antonio River connecting hotels, restaurants, shops and the Henry B. González Convention Center in the downtown core.

The 15-mile River Walk also links Spanish Colonial Missions (a World Heritage Site, along with the Alamo), museums, public art and the Pearl, a former brewery reborn into an eclectic mix of shops, restaurants and entertainment.

Famed for Tex-Mex, San Antonio is gaining attention for Tex-Next as the nation's next big culinary destination. From notable restaurants to the Culinary Institute of America, there's something to satiate every palate.

Plus, over 50 golf courses and theme parks like SeaWorld San Antonio and Six Flags Fiesta Texas make the city a wonderful place for families.

## HOST HOTELS

We have secured discounted room rates at three hotels near the convention center. Our host hotels are the best place to network with fellow attendees and exhibitors and be under the same roof. Book your hotel room early to guarantee the best rate as rooms typically sell out.



### Hilton Palacio del Rio San Antonio River Walk

Reserve your room at the special rate of $239 by calling 800.445.8667 and referencing Data Center World 2020 and group code INF. To reserve your room online, visit: ubm.io/DCWHilton.



### San Antonio Marriott Rivercenter and Marriott Riverwalk

Reserve your room at the special rate of $239 by calling 800.648.4462 and referencing Data Center World 2020 and group code INF. To reserve your room online, visit: ubm.io/DCWMarriott.

## SAVE ON TRAVEL:

**Flights** | **Delta:** NMTPN | **United:** ZHP9371513
**Car Rentals** | **Hertz:** 2YR0026 | **Enterprise:** L540097

| PASS OPTIONS & PRICING | REGULAR RATE<br>ENDS 8/23/20 | ONSITE RATE<br>STARTS 8/24/20 |
|---|---|---|
| ALL ACCESS PASS | $2,595 | $2,795 |
| CONFERENCE PASS | $1,995 | $2,195 |
| AFCOM MEMBER PRICING:<br>ALL ACCESS PASS | $2,295 | $2,495 |
| AFCOM MEMBER PRICING:<br>CONFERENCE PASS | $1,695 | $1,895 |

Sign up for an All Access Pass and take advantage of everything Data Center World has to offer – including the Conference and exclusive Workshops and VIP access.

| | All Access Pass | Standard Pass |
|---|---|---|
| Standard Conference including educational sessions and keynotes | ✔ | ✔ |
| All recorded Conference presentations | ✔ | ✔ |
| Access to the Expo Hall | ✔ | ✔ |
| Continental breakfast, networking luncheons and refreshment breaks | ✔ | ✔ |
| Networking events such as the Opening Reception, Exhibit Hall Cocktail Reception, and more | ✔ | ✔ |
| Attendance Certificate | ✔ | ✔ |
| One-year AFCOM Membership (redeemable for non-member registrants only) | ✔ | ✔ |
| Preconference Workshops | ✔ | |
| Preconference networking breakfast and luncheon | ✔ | |
| Access to VIP Lounge | ✔ | |
| Preconference Workshop presentations | ✔ | |