

# Seminar sessions

## Wednesday 24th September



Mike Daly

### 10.30am The demands of mobility

The demand for mobility is already with us – concerns over terrorism and pandemics have combined with the green agenda to make larger organisations consider how to operate when their employees are away from their conventional workplaces.

The concept of working remotely has a number of impacts that need to be carefully considered. The first and most obvious issue is that business applications need to be functional and independent of user location. This requires simplification of the application and reduction of the data rates required to operate that application. This trend towards commonality allows increased use of non-cabled networks in the workplace and broadband outside it.

Mike Daly of HSBC will question whether the drive for mobility will lead the drive towards redefined cabling infrastructures and reduced costs of ownership.



Rajesh Sinha

### 11.15am Sustainable IT systems – reducing your carbon footprint

The ICT sector in the UK is responsible for two per cent of all CO2 emissions, resulting in a carbon footprint equivalent to that of the aviation industry.

Energy costs have not traditionally been a major concern to IT directors or systems architects, however awareness is now growing as to how crucial ICT can be in both consuming energy, and in helping to minimise energy usage within an organisation.

Rajesh Sinha of Bailey Teswaine will share his recent experiences, discuss the key drivers for green IT solutions and offer a practical approach to achieving significant energy savings and carbon reduction through effective use of ICT.



Mike Gilmore

### 12.00pm Energy efficient enablement

The 'greenwash' being liberally applied by many in the IT industry is beginning to wear a bit thin – even with the most gullible customers.

While it is true that developments such as Energy Efficient Ethernet may actually reduce the power consumption of network cards and the associated switches, their influence will be largely dependent on where, when and how they are used. Similarly, European Union Directives and Codes of Conduct may address the consumption of a wider range of equipment.

However, both of these valuable types of actions draw attention away from the fact that IT is actually an enabler of energy efficiency and reductions of power consumption – which will undoubtedly have a significantly greater impact on overall power consumption than any IT equipment specific action.

Mike Gilmore of e-Ready Building will summarise the work already undertaken, and that underway, to address the use of IT infrastructures to enable the monitoring of energy usage and to provide direct control of that consumption.



Liam Newcombe

### 1.30pm EU Code of Conduct on data centre energy efficiency

Liam Newcombe of The British Computer Society introduces the European Union Code of Conduct on data centre energy efficiency by reviewing the context surrounding its development in terms of its political, industrial, economic and social aspects.

The seminar sets out the goals and scope of the document and explains the activity of the various working groups involved in its development.

The examples of best practice are reviewed as are the updates the scheme currently underway.

The operational details of the Code of Conduct are discussed including the process of becoming a Code of Conduct signatory – both as participants and endorsers – and summarises the data analysis and reporting processes to which participants are obliged to operate.



Toby Abbott

### 2.15pm ICT – an enabler of CO2 reductions

The ICT sector has two major roles to play in future carbon dioxide emissions reduction scenarios in the UK. Increased use of ICT equipment requires large amounts of electricity and as such is responsible directly for increased carbon dioxide emissions, though efforts by manufacturers and better management by users can significantly reduce these emissions.

Arguably far more significantly within the bigger national and international context, ICT equipment can also be used to enable the reduction of carbon dioxide emissions across many areas of private and public activity.

Toby Abbott of The Hannover Trust will look at the how ICT can enable the 'low carbon worker' and the potential impacts of low carbon working on the carbon footprint of a business. In particular – what are the roles of remote working, teleconferencing, collaborative working and 'smart' buildings in delivering reduced carbon dioxide emissions?



David Stefanowicz

### 3.00pm What technology is being used in today's intelligent buildings?

Intelligent and green buildings are much maligned terms, but do they mean anything and what constitutes an intelligent or green building?

David Stefanowicz of The Electrical Contractors' Association will define what constitutes an intelligent or green building – looking at the latest technology, the major players, legislation and standards being used in intelligent buildings today.

He will also examine the case for an 'all Ethernet' based system to connect all of a building's different technologies and considers whether Powerline will ever replace Ethernet cables as the main IT network in tomorrow's buildings. He will look at and discuss some of the barriers to integration and examine the cost justification, which has become even more important than ever in today's 'credit crunched' economy.

### 3.45pm Open forum – Speakers' panel

All of the day's speakers will assemble to take part in a panel discussion and answer your questions.

Telecoms 09 will feature a series of seminar sessions over the course of the two day event from leading experts in the field of IT network infrastructures.

## Thursday 25th September



Carrie Higbie

### 10.30am Evaluating green IT solutions

One bad decision or following the wrong vendors' advice can turn green initiatives into red ink.

Data centre managers are faced with decisions and a myriad of information that is vendor suited, incorrect, and in many cases shortsighted. Whether you are planning to build new, move, remediate, or consolidate, there are simple steps to assure a workable design over the life of your data centre in the greenest possible way.

Carrie Higbie of Siemon will examine colocation for the owner and potential tenant, simple steps to green an existing site, and considerations for a new build. Her session will be based on case studies allowing the viewer to learn from the mistakes of others and will cover facilities, networking and standards.



Ken Hodge

### 11.15am 2009 – The Year of 10 Gigabit Ethernet

Ken Hodge of Brand-Rex will address the topic of 10Gb/s technologies – fibre optic and copper – and explore which solutions are winning and why. He will report on a practical investigation of the limits of the performance envelope of each.

In particular, 10GBase-T has been with us since 2006 but transceiver products have only just been brought to the market and are competing for space against the established twinax and fibre optic solutions.

What is the position today? Can 10GBase-T be supported on Class E UTP cabling? Do we really need Class EA screened products? Is it sensible to go straight to singlemode fibre solutions, bypass multimode fibre and copper cabling?



TC Tan

### 12.00pm Building services and the fourth utility concept

The main driving force for supporting building services under one structured cabling infrastructure has been the technological advancements in building automation systems (BAS). Inefficient mechanical systems have been replaced with more efficient, intelligent and low voltage microprocessor controlled varieties.

The ANSI/TIA/EIA-862 Building Automation Cabling Standard will accelerate the acceptance of a common cabling infrastructure for supporting voice, data, video and building services. This standard specifies a generic cabling system for BAS used in commercial buildings that will support a multi-vendor environment. The purpose of this standard is to enable the planning and installation of a structured cabling system for BAS applications in new or renovated commercial premises.

TC Tan of CommScope will discuss the benefits of the fourth utility concept. He will also discuss the architecture and topologies provided by the ANSI/TIA/EIA-862 standard and examine IP camera technology.



Deri Llewellyn-Davies

### 12.45pm Standards update

Mike Gilmore of e-Ready Building will host a lunchtime session to explain all the latest standards developments affecting the specification and installation of IT network infrastructures.

### 1.45pm Next generation cabling systems

The data centre environment is experiencing a dramatic transformation. Data centre managers must be able to respond to the continuous increase in bandwidth demand and adapt to rapid market changes, while they strive to reduce capital and operational expenses, increase performance and maximise lifecycle investments.

The data centre of the future looks today at structured cabling and new technologies such as Infiniband, server virtualisation and consolidation, as means to address increasing business needs.

Deri Llewellyn-Davies of Corning will explain that while structured cabling provides obvious benefits in terms of planning, scalability and manageability, it does not offer a single answer to the current challenges. Data centre designers must think of modular, high density, MTP based connectivity cabling infrastructures.



Richard Clark

### 2.30pm Power optimisation

Richard Clark of Raritan will review the options available for tackling power optimisation in the data centre before presenting a case study on how Raritan tackled the problem in its own data centre and delivered six per cent power savings within two months.

The case study explains its PUE figure, what was learned from this and what was subsequently required to improve on the initial measurement and deliver savings. The presentation and case study explore the need for a holistic approach tackling power optimisation where simply changing one of the variables would have had a limited effect. It focuses on the need to increase measurement data as a key to tackling the problem for the long-term.



Rob Cardigan

### 3.15pm Green legislation and the data centre

As ICT expands within the data centre to support business growth and new applications pushing energy utilisation upwards, data centre owners are being forced to reduce energy consumption as a result of new government legislation called the Carbon Reduction Commitment (CRC).

Those that fail to comply and continue to increase energy usage year on year could face heavy financial penalties as well as a loss of reputation.

Although there are existing measures in place such as server consolidation that can help reduce energy utilisation, there is more that can be done with new ICT technologies and cabling infrastructure designs to stem the growth of energy consumption and reduce its impact.

Rob Cardigan of Nexans will provide an overview to the CRC and what can be done to improve energy utilisation and efficiency.