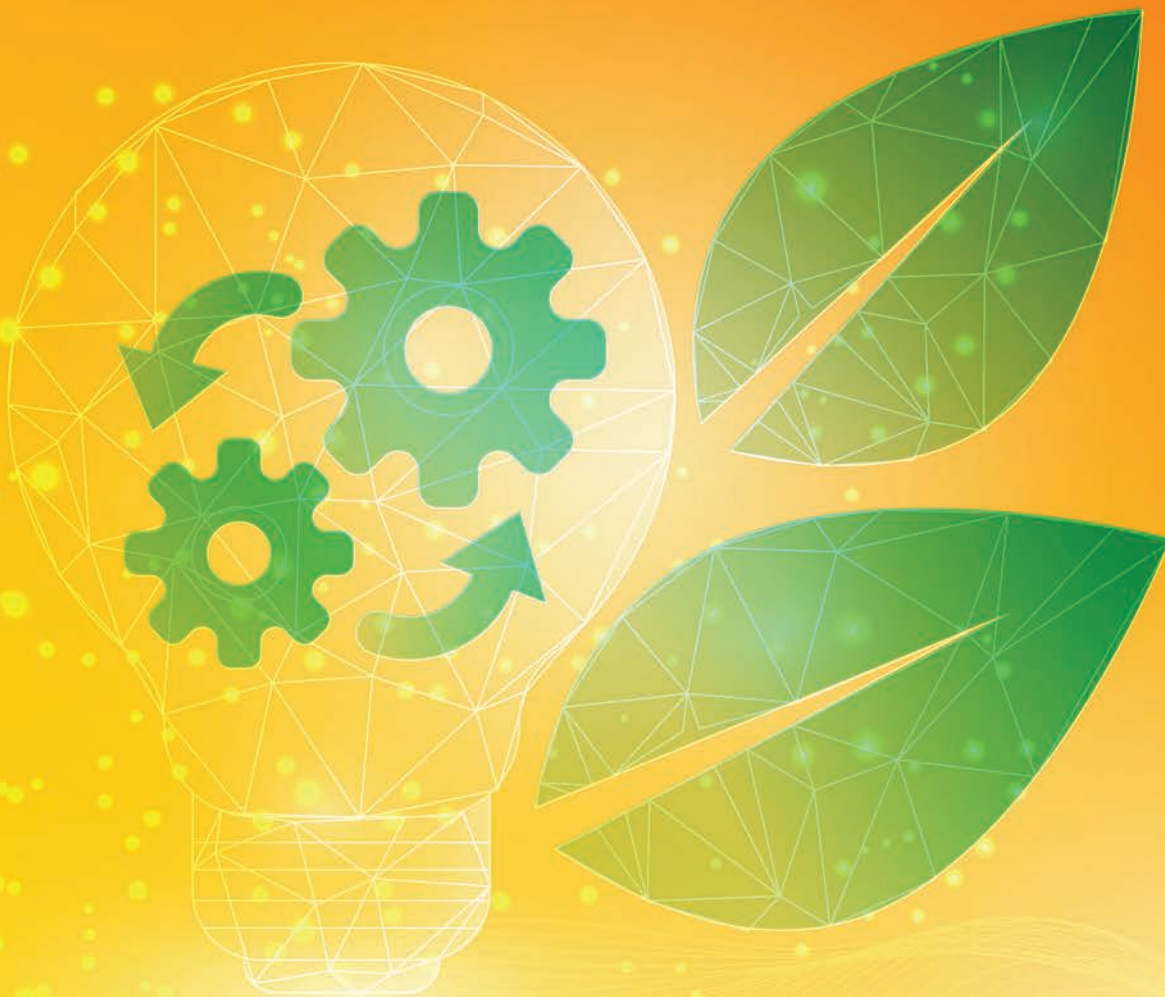


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2023 **FALL CONFERENCE**

SUSTAINABILITY OPPORTUNITIES

END-TO-END RELIABILITY:
MISSION CRITICAL FACILITIES



October 8-11, 2023

Gaylord Texan Resort, Grapevine TX



The end-to-end reliability forum.™

www.7x24exchange.org

SUSTAINABILITY OPPORTUNITIES

WHAT IS 7X24 EXCHANGE?

7x24 Exchange is the leading knowledge exchange for those who design, build, operate and maintain mission critical enterprise information infrastructures. We are a not-for-profit organization seeking to promote dialogue among industry professionals to address the many challenges facing owners and operators of these facilities. In addition to the ever present challenge of maintaining and improving end-to-end reliability, addressing the challenges of energy efficiency and sustainability and the potential for increased regulatory oversight have become a major focus of our membership.

The organization was founded on the assumption that professionals involved with data center uptime and operational issues often work in isolation when dealing with strategic, technical, budgetary, regulatory and career issues. This often results in expensive, time consuming, and, sometimes, painful trial and error efforts. 7x24 Exchange members work together to advance the state-of-the-art by sharing best practices, lessons learned, and evolving strategies to address the challenges of infrastructure reliability and industry leading energy efficiency. Armed with this information members are enabled to proactively communicate, to technical peers, non-technical team members, clients and corporate management, the solutions necessary to drive operational efficiency and protect their companies' information lifelines.

THE GOAL OF 7X24 EXCHANGE CONFERENCES

The field of mission critical operations continues to evolve. Before its founding in 1989 as the Uninterruptible Uptime Users Group, learning how to deal with reliability and operational issues largely resulted from individual trial and error. Continuing this random rate of reliability improvement increasingly restricts the potential productivity of the large and rapidly growing investments in computer and communication infrastructure. Adding to the challenge has been the rapid growth in energy demand and the ever increasing cost of energy. With 7x24 operations now more common, how much higher will availability requirements be in five years? How much will these facilities cost to operate? How will environmental and regulatory concerns impact operations? How can cost effective, reliable responses be assured? Addressing, and, hopefully, answering these and related strategic questions, 7x24 Exchange conferences provide stimulating discussion forums. Collectively, we know much about the future options and alternatives available. With 7x24 Exchange, that knowledge can be shared. All program elements aim to increase the reliability and availability of an enterprise's information infrastructure by presenting case studies, new ideas, techniques, equipment, and tools. Open dialogue between attendees and presenters is encouraged throughout. Further, by involving the many specialists from end users to service providers to equipment manufacturers in both formal and informal sessions, the experience is rewarding and enjoyable for all. This conference is designed for anyone involved with 7x24 infrastructures – IT, data center, disaster recovery and network/telecommunication managers; computer technologists; facility or building managers, supervisors and engineers. Vendors, consultants, or anyone concerned with uninterrupted access to critical information also will find the conference of value. Attendees and their organizations benefit from the conference because proactive

plans and cooperation from diverse corporate functions are needed to improve reliability. By promoting a dialogue and clarifying the synergies among functions, past conferences have enabled teams of attendees from a given organization to better communicate the critical importance of a proactive approach to continuous uptime. Attendees are also able to participate in breakout sessions and network with other professionals in similar companies/industries with like problems. Conference attendees benefit in three ways: professional development and advancement; increased recognition of their function's importance; and exposure to new ideas, contacts and resources. CEU credits are also available.

First-time attendees often discover that many companies face similar, if not identical, technical and organizational challenges in their quest for higher availability levels. 7x24 Exchange conferences provide insights into what is being planned and executed by others to mitigate or eliminate downtime risks. Recommended changes can then be justified, both on their practical merits and in the context of business cases that have been successful elsewhere.

WHAT IS A TUTORIAL SESSION?

7x24 Exchange has been offering tutorial sessions for many years. These tutorials are designed to deliver value to a broad range of participants. Whether your need is advanced training on a specific topic of the day or a refresher course on fundamental concepts, there is a tutorial that will meet your need. Almost all of 7x24 Exchange general session presentations are geared towards those with an advanced understanding of the concepts that will be presented. The tutorials are intended to complement the Monday through Wednesday general session presentations and help each attendee deepen their level of comprehension.

2023 FALL CONFERENCE

SUSTAINABILITY

OPPORTUNITIES

END-TO-END RELIABILITY:
MISSION CRITICAL FACILITIES



Welcome Reception at the Spring Conference

SUNDAY OCTOBER 8

1:00 P.M. – 9:00 P.M.
Registration

6:00 P.M. – 9:00 P.M.
Welcome Reception

Join us for a reception with open bar and buffet dinner accompanied by music. This is an excellent opportunity to dialogue with conference presenters, meet new people, network, welcome first-time attendees, renew old acquaintances, and meet the board members.

Sponsored in part by: **ABB** **CATERPILLAR®**



7x24 Exchange Women in Mission Critical Operations (WimCO) speakers at the Spring Conference

SUSTAINABILITY OPPORTUNITIES

MONDAY OCTOBER 9

7:00 A.M. – 4:00 P.M.

Registration & Breakfast

Check in, pick up your name badge, conference materials and enjoy a hot buffet breakfast.

8:00 A.M. – 8:30 A.M.

Welcome and Opening Remarks

Bob Cassiliano, 7x24 Exchange International Chairman and CEO, will open the conference, provide an overview, review meeting logistics and address general housekeeping items.



Bob Cassiliano
Chairman & CEO
7x24 Exchange International

8:30 A.M. – 9:30 A.M.

Conference Keynote: Inspired and Connected- People and the Natural World

Socio-environmental speaker Céline Cousteau travels the world, documenting the interconnection of nature and humans. From the jungles of the Amazon to remote islands near the Arctic, people have always maintained strong connections with the natural world around them. Through film, photo, and voice Céline reveals how our cultures and the plants and animals that surround us are all interconnected, illustrating the undeniable connection between the health of the environment and the survival of us all.



Céline Cousteau
Explorer and Filmmaker

9:30 A.M. – 10:00 A.M.

Refreshment Break

10:00 A.M. – 11:00 A.M.

Harnessing the Power of AI: Navigating the Environmental Sustainability and Climate Resilience Impacts on Data Centers

This panel will delve into the profound effects of artificial intelligence (AI) on data center sustainability and climate resilience. Industry experts, technology innovators, and sustainability practitioners will provide insights into the positive and negative impacts of AI in this context. Key themes to

be discussed include AI-driven energy optimization, green practices, and resource management, highlighting the potential for enhanced sustainability and reduced environmental footprint. Additionally, the panel will address concerns such as increased energy consumption, e-waste, and the ecological implications of AI technology. By examining both sides of the coin, this panel will shed light on the crucial role of AI in shaping data center sustainability and climate resilience, enabling informed decision-making and responsible practices in the face of a rapidly evolving digital landscape.

MODERATOR:

Jim Davis

Principal
Data Center Sustainability & Resilience
Ramboll

PANELISTS:

Spiros Liolis

Senior Data Center Consultant & Chief Technologist, Strategy
EYP Mission Critical Facilities, Part of Ramboll

Justin Murrill

Director of Corporate Responsibility
AMD

Kyle Myers

VP EHS, ESG, External Affairs
Cyrus One

Lin Nease

CTO, Sustainability Services
Hewlett Packard Enterprises

11:00 A.M. – 12:00 P.M.

Adobe Data Center Case Study

This session will provide a case study of the Adobe 117,000 sq.ft. purpose built corporate data center. The presentation will highlight the project that began with programming in 2010 followed by a 13-year journey that included site selection, design, and five phases of construction that ultimately completed in early 2023. For each phase of the project, the team will share the approach, accomplishments, lessons learned, and the key sustainability objectives and accomplishments.

MODERATOR:

Rich Garrison

Partner
Alfa Tec

PANELISTS:

Paule Bates

Project Delivery Manager
Adobe

Tim Chadwick

CEO
AlfaTech

Mike Hamershock

Sr. Manager, Global Data Center Operations
Adobe

Bill Launikitis
CEO
AT-PD

12:00 P.M. – 1:30 P.M.
Lunch and Networking

1:30 P.M. – 2:30 P.M.
Digital Infrastructure Sustainability - Some Inconvenient Truths

Our Digital Infrastructure Industry is big on messaging. In a review of recent industry messaging, we noted that the IT data center industry leads in sustainability, and efficiency gains outpace most industries. We talk about industry goals, commitments, and innovations. But the truth is - we have a way to go. In the recent Uptime Intelligence Global Survey of IT and data center managers, 45% of those surveyed said they didn't think the global data center sector is delivering meaningful reductions in environmental impacts, and our environmental commitments in curbing data center energy use, water usage, and greenhouse gas emissions are lacking. So, which is correct? The truth is, corporate net-zero goals will be frequently missed, and overall difficulties and costs are underestimated. Our good intentions need more push from the executive level. And that same good intention needs to channel itself into better and more ongoing sustained collaboration with critical, regular, and ongoing collaboration between finance, IT, sustainability, and procurement in order to make more impact on sustainability progress. We must be sure that exterior collaboration must be included in the mix with colos, cloud providers, utilities, and energy providers along with IT equipment and service providers. Collaboration like this is imperative and key to solving these issues. This session will look at what needs to be done collectively to achieve sustainability goals and how to work collectively to take ownership and employ better communication and strategy to impact digital infrastructure sustainability goals.

Andy Lawrence
Executive Director of Research
Uptime Institute

2:30 P.M. – 3:00 P.M.
Refreshment Break

3:00 P.M. – 4:00 P.M.
Concurrent Breakout Sessions

Breakout A:
Platforms in Efficiency and Sustainability

This session delves into the innovative integration of IoT platforms within data centers to address emerging sustainability and efficiency goals, including LEED for data centers. This engaging session aims to demonstrate how leveraging IoT platforms can facilitate ESG (Environmental, Social, and Corporate Governance) objectives while simultaneously reducing operational expenses and meeting LEED standards. Through insightful explanations and real-life examples, attendees will gain a comprehensive understanding of the potential of emerging digital platforms in enhancing sustainability practices within the data center arena.

The seminar will highlight the transformative impact of IoT technologies while also helping to clarify the recently added LEED for data centers specification, paving the way for a greener and more cost-effective future in the data industry.

Luke Dalske
Chief Operating Officer
RadixIoT, LLC

Michael Skurla
Chief Product Officer
RadixIoT, LLC

Breakout B:
Greenhouse Gas Target Setting: Science Based Targets Initiative for Data Centers

The number of companies publicly announcing commitments to attain net-zero carbon emissions is growing. A study by the United Nations showed a three-fold increase in just one year, from 500 companies with net-zero targets in 2019 to 1,500 in 2020. Amazon, Apple, AT&T, Microsoft, and T-Mobile are among those with near-term, long-term, and/or net-zero emissions targets, and the trickle-down effect as they establish supplier codes of conduct is influencing other companies in their value chains to do the same. This presentation will explore the Science Based Targets initiative, which provides sector-specific criteria for companies to set science-based targets.

Jennifer Pohlman
Senior Consultant
Trinity Consultants

Breakout C:
Ceiling Systems as a Critical Part of Containment Strategy


In an air-cooled data center, airflow management is about delivering cool air to the IT equipment and returning warm air to the computer room air handler. Designers must pay attention to components that are sources of fugitive leaks to reduce bypass losses. In the case of HAC systems, ceilings form a return air plenum and help to separate the warm return air from the cool conditioned room. We will share recent experiment and CFD work that illustrates the importance of the ceiling system to the overall air containment strategy.

Paul Bemis
President
Applied Math Modeling

Bill Frantz
Senior Principal Scientist
Armstrong World Industries

4:00 P.M. – 5:00 P.M.
WiMCO® Networking Reception

Join the National Women in Mission Critical Operations Committee for a networking reception

Sponsored by:  Meta

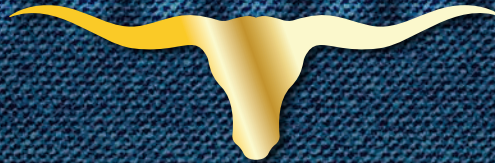
Marquis Plus+ Partner Showcase

Monday, 6:30PM – 9:30PM

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WELCOME BACK TO THE LONE STAR STATE,

where Denim is a staple in every dress code from the rodeo to the ballroom, and Diamonds... well we here at 7x24 Exchange like to think that Data Centers are the Diamonds that make the Mission Critical field shine bright!

Join us and our Marquis Plus+ Partners as they show off what's shiny and new in their collection of products and services as we provide an evening of food, drink, networking and fun!

SPECIAL THANKS TO OUR MARQUIS PLUS+ PARTNERS AS THIS EVENT WOULD NOT BE POSSIBLE WITHOUT THEIR SUPPORT.

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TUESDAY OCTOBER 10

7:00 A.M. - 8:30 A.M. Breakfast & Registration

8:30 A.M. - 9:00 A.M. Opening Remarks

Bob Cassiliano will review day one highlights, recognize the conference Corporate Leadership Program sponsors and give a 7x24 Exchange update.

9:00 A.M. - 10:00 A.M. Tuesday Keynote: Can you Handle the Heat? Data Center Cooling Considerations in Machine Learning, Deep Learning and AI Applications

The proliferation of Deep Learning (DL), Machine Learning (ML), and Generative Artificial Intelligence (AI) is fast becoming a driver of data center growth, innovation, and optimization. The infrastructure and engineering teams required to house and run these workloads require data center providers to accommodate surges in density and processing capacity utilization, as well as a reimagined cluster network infrastructure, among other things. Managing these surges has caused data centers and customers to take a closer look at cooling technologies that can "handle the heat" without breaking the bank or their sustainability commitments. These include air, liquid, immersion - or a hybrid thereof, while environments continue to scale.



Phill Lawson-Shanks
Chief Innovation and Technology Officer
Aligned Data Centers

10:00 A.M. - 10:30 A.M. Refreshment Break

10:30 A.M. - 11:30 A.M. Finally, Cost Effective Options to Replacing Diesel Backup Power in Data Centers

As the demand for powerful data centers continues to grow, the climate crisis has made clear the need to reduce emissions while also building resiliency against grid outages and supporting the grid. Presenters will share the business case for their decision to pursue a natural gas and renewable natural gas microgrid at their data centers, including considerations of reliability, cost, and decarbonization. Audience members will learn how data centers can make use of net-zero carbon backup generation to ensure operational continuity, opening the door for a new standard.

Paul Froutan
Chief Technology Officer
Enchanted Rock

Nancy Novak
Chief Innovative Officer
Compass Datacenters

11:30 A.M. - 12:30 P.M. Don't Fear Liquid Cooling - Plan for IT

The data center trend toward liquid-cooled ITE is escalating, driven by chip density and sustainability. Forecast that liquid cooling will become the preferred method by the end of the decade. Key challenges faced by the industry include whether to build around liquid to rack today or design for adaptability to add liquid to rack. The Open Compute Cooling Environments Project is working with the global data center community to develop best practices and guidance to simplify the transition to liquid-cooled ITE. The panel highlights best practices and key steps data center owners are doing to prepare for the future.

MODERATOR:

Don Mitchell
Global Mission Critical Lead
Vistaulic, and
Cooling Environments Project Co-Lead
OpenCompute.org

PANELISTS:

Todd Gale
Vice President - Engineering
Flexential Data Centers

Phill Lawson-Shanks
Chief Innovation and Technology Officer
Aligned Data Centers

Terry Rennaker
Vice President Development
Hyperscale, Equinix

12:30 P.M. - 2:00 P.M. Lunch & Networking



Attendees networking during the Spring Conference.

SUSTAINABILITY OPPORTUNITIES

2:00 P.M. – 3:00 P.M.

The Elephant in the Room: An Industry/ University Perspective on the Current and Future Challenges in Data Center and Sustainability

Data center sustainability comprises a multitude of factors - from the energy needed to run it, to the life-cycle of the equipment within it, as well as the materials needed to make up the components of that equipment - just to name a few. With the increase in number and size of data centers, and the focus on environmental and climate impact of data centers, it has become increasingly important that businesses run their data centers as sustainably as possible. The Center for Energy-Smart Electronic Systems (ES2) is an NSF-sponsored Industry University Cooperative Research Center focused on making data centers more energy-efficient. ES2 is now expanding its focus to look at broader sustainability issues in data centers, which now include mobile and edge platforms. This panel is a combination of academics and industry members who will discuss end-to-end sustainability as it pertains to data centers, along with the progress ES2 has made in addressing sustainability, as well as the current and future challenges that remain. Topics include sustainability metrics, grid power generation vs. direct data center emissions, cooling technologies, sustainable fluids, waste heat reuse, and water scarcity metrics, among others.

MODERATOR:

Gregory Ratcliff
Chief Innovation Officer
Vertiv

PANELISTS:

Saket Karajgikar
R&D Engineer
Meta

Alfonso Ortega
James R. Birle Professor of Engineering Technology and ES2 Site Director
Villanova University

Bahgat Sammakia
Vice President for Research and ES2 Center Director
Binghamton University, State University of New York

Arad Azizi
Senior Advanced R&D Engineer/Scientist
Honeywell

3:00 P.M. – 3:30 P.M.

Refreshment Break

3:30 P.M. – 4:30 P.M.

Concurrent Breakout Sessions

Breakout A: The Ultimate Sustainability Strategy Checklist

Everybody loves a good checklist: pilots, astronauts, and surgeons all use checklists to provide the necessary reminders to ensure a positive outcome. So why not have one to set you on the right track for your data center sustainability strategy? While knowing every organization's requirements can be different, there are some shared common elements that all data centers could follow to ensure their sustainability strategy is heading for success. So, buckle up as we zoom through how you can start your journey towards sustainability success!

Melissa Chambal
US Canada & LATAM Technical Manager
CNET Training

Breakout B: Building Sustainable Substations Using Digital and Modular Techniques

Increased demands of AI, ML, and other high-performance computing loads drive larger data centers. Substations have become an effective way to connect to the grid more reliably. Let's look at some techniques to build a sustainable substation.

Dave Sterlace
Global Account Director
Hitachi Energy



Attendees learning at the Spring Conference.



Attendees learning at the Spring Conference

Breakout C: What? You Moved Your Mission Critical Data Center During the Pandemic! How?

This session is a case study on migrating a mission critical data center into colocation. Extensive planning and getting answers to important questions are essential for success. We will share from our combined 50 years of experience what a data center strategy should include, how to use the data, what is often left out and the consequences. This session will review the smart way to do site selection, eliminate mistakes and reduce time and cost substantially. Hear a migration specialist's proven planning process including many important factors that are often overlooked.

Al Nichols

*Executive Consultant
Silverback Data Center Solutions*

John Parker

*President
Enterprise Strategic Solutions*

6:30 P.M. – 9:30 P.M.
Rock n Roll BBQ



Tuesday Keynote speaker, Chris Crosby, addresses the audience at the Spring Conference.



Spring Conference Keynote and Congressional Medal of Honor Recipient, Florent Groberg, addresses attendees.



Panel at the Spring Conference

SPONSORED EVENT | TUESDAY OCTOBER 10 • 6:30PM – 9:30PM

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THE Rock'n Roll BBQ IS BACK AGAIN!

Featuring

"Wally Palmar & Friends"

Starring

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Talking in Your Sleep - What I Like About You
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John Cafferty

of *The Beaver Brown Band*™
(*Eddie And The Cruisers*™)
On The Dark Side - Tough All Over - C-I-T-Y

**The event will start with a networking barbecue
and will conclude with a high energy concert !**



Wally Palmar



Johnny Edwards



John Cafferty

SPECIAL THANKS TO OUR PARTNERS THAT MAKE THIS EVENT POSSIBLE



WEDNESDAY OCTOBER 11

8:30 A.M. – 8:45 A.M.

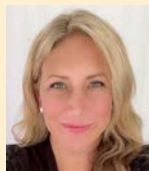
Opening Remarks

Bob Cassiliano will review highlights from day two and address housekeeping items of interest.

8:45 A.M. – 9:45 A.M.

Keynote: Jumpstarting the Journey to Decarbonization

As large consumers of energy, data centers are increasingly challenged to decarbonize their operations through improved efficiency and use of clean energy. For owners who haven't yet started the journey to decarbonization or are still in early stages, this can feel like an overwhelming and financially difficult undertaking. During this presentation, two experts will help data center owners jumpstart their journey by breaking down the levers for decarbonization and walking through the planning process for successful implementation. Lastly, we explore what the first steps of the journey can look like to show early results and build momentum.



Stacy Mahler

*Head of Sustainability, Siemens Smart Infrastructure
SIEMENS*



Sean Metivier

*Head of Energy Efficiency and Sustainability
Consulting
SIEMENS*

9:45 A.M. – 10:15 A.M.

Refreshment Break

10:15 A.M. – 11:15 A.M.

Increasing Sustainability through Modular Data Center Design – Best Practices in Modular Data Center Construction

This panel discussion will highlight the best practices in modular data center construction based on a recent case study. Skybox Data Centers will provide the data center design overview. Topics of focus will include sustainability initiatives of the data center and why they are becoming more important to the industry. Panelists will discuss the history of the project and how its needs were supported.

MODERATOR:

Aaron Schott

*Director of Product Management
ZincFive*

PANELISTS:

Gordon Kellerman

*Senior Vice President
Skybox Datacenters*

Greg Mac Neill

*Director of Engineering
Integra Mission Critical*

Mason McPike

*Executive Vice President
Telios*

11:15 A.M. – 12:15 P.M.

Is Nuclear the Key to Sustainable Energy for Data Centers and Beyond

The lecture will focus on the problems facing our industry in regard to the ever-increasing power demands of data centers in conjunction with other increasing demands and how nuclear energy may be the long-term answer to provide this power sustainably.

Michael Crabb

*VP Finance
Last Energy*

Jimmy Sneed

*Managing Director, Critical Facilities
WB Engineers+Consultants*

12:15 P.M.

Conference Adjourns



Spring Conference attendees networking

TWO QUICK STEPS TO REGISTRATION

1. CONFERENCE REGISTRATION

Complete a Conference Registration Form for each participant online or email or fax a copy of the Conference Registration Form on the next page to:

7x24 Exchange International

Email: conferences@7x24exchange.org

Fax: 212-645-1147

www.7x24exchange.org

To guarantee early bird rate, registrations must be received by September 15th.

2. HOTEL RESERVATIONS



1501 Gaylord Trail, Grapevine, TX 76051

To take advantage of 7x24 Exchange's special rates at the Gaylord Texan Resort & Convention Center you can visit the conference website at www.7x24exchange.org to make an online reservation, or call Gaylord Texan Resort & Convention Center Reservations directly at 877-491-5138 and ask for the 7x24 Exchange Conference room rate of \$279.00/night for a single or double plus tax.

Please refer to 7x24 Exchange 2023 Fall Conference when calling.

Please Note: Room reservations are available on a first come, space available basis. Space permitting, this block will be available until September 15th. Register for the conference and make your hotel reservations early, as the block will likely sell out. Previous 7x24 Exchange conference room blocks have sold out. 7x24 Exchange is not responsible for matching rates, finding additional rooms or providing transportation to hotels that have not been contracted by 7x24 Exchange once the block is sold out. 7x24 Exchange makes every effort to reserve the appropriate number of room nights for attendees. In the event of a sellout 7x24 Exchange will recommend nearby accommodations.



VENDOR/CONSULTANT POLICIES & PROCEDURES

HOSPITALITY SUITES

Due to the success of the Marquis Plus+ Partner Showcase, hospitality events will not be permitted at this conference. All are invited to join us on Monday, October 9th for another spectacular event.



GUEST/SPOUSE SHOPPING SHUTTLE

Monday, October 9th

10:00 A.M. – 4:00 P.M.

Enjoy a day of leisure in Historic

Downtown Grapevine – this walkable, preserved historic area is home to winery tasting rooms, the Glockenspiel Clock Tower, one-of-a-kind shops and art galleries.

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

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2023 FALL CONFERENCE SUSTAINABILITY OPPORTUNITIES

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QUESTIONS? CALL **646-486-3818**

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