

## DCA Lines up its first annual general meeting



I'M PLEASED TO ANNOUNCE that Tuesday January 22nd will see the first DCA members only Annual General Meeting, my thanks goes to QinetiQ, Keysource and Datum who are kindly providing venue and refreshment support. We are limited to 90 seats so I would urge you to book your places at [www.data-central.org](http://www.data-central.org) ASAP to avoid disappointment. An AGM certainly feels

long overdue and it will provide members with the opportunity to learn more and participate more in the ever increasing range of DCA projects and initiatives. I'm look forward to chairing the session, introducing you to some engaging speakers and to hearing your views and feedback.

Whilst on the subject of hot air (!) the DCA is currently working on developing a project to finally answer the old question of what to do with data centre waste heat. Some seasoned data centre professionals may roll their eyes, but people outside of the data centre industry often ask the DCA why data centres don't regularly re-use their waste heat – so we need to answer the question once and for all to either find a solution or satisfy our critics.

The submission deadline is fast approaching and I would like to thank Aimes Grid Services, AEE Intec, PSNL, Cerios Green, Universities at Leeds and East London and Green IT for their nocturnal working shifts and support.

## Collaboration is what is needed!

Scott Roots, Business Development Manager at ADA Networks discusses how collaboration with the 'unsung heroes' in your organisation is key.



With today's spotlight within the DC on power, PUE figures, virtualization and white fluffy things that don't really exist (they do in Blighty! Big grey wet ones!), let us not forget the other guys in your organisation that can have a huge impact on what goes on. Network guys, they are often seen by their DC peers as the slightly hairier, slightly less hygienic cousins, talking in funny languages. (I

once heard that Cisco engineers can speak Klingon!) However, it's time to make these guys your friends. How they design and build your network will potentially have a huge impact on the performance and reliability of your precious data centre. Facilities peeps, often seen with a cigarette packet and biro planning the upgrade of the cooling systems while claiming there is no more power available for your latest and greatest piece of kit you were talked into buying.

Love them or hate them, it's time to start working together. You may not understand their line of work, they probably don't understand yours, however the networking guys in particular can have a greater impact on the performance and reliability of your DC than you give them credit for.

Top of rack or end of row switching is one huge decision that needs a collaborative approach. They might want an easier to manage potentially lower cost per port end of row design, but you may want the tidier high performance top of rack design, the facility guys may side with you as they don't want the cooling ducts under the floor crammed with cabling for patching. The best approach is to sit down and work out between the three parties the best performance for the organisation. Too often decisions are already made and the poor network guy for arguments sake has to manage a network he doesn't like, doesn't perform and ultimately could have designed you a much slicker system that would out-perform what he given as a foundation.

## Datum's launch event

Tuesday, 22nd January 2013

From: 16.30 until 19.00 hours

QinetiQ Conference Centre, Cody Technology Park,  
Ively Road, Farnborough, Hampshire GU14 0LX.



DATUM announces the opening of its flagship environmentally intelligent datacentre on the QinetiQ Cody Technology Park. To celebrate this occasion, Datum in collaboration with the DCA are organising an informal Networking Event on the 22nd of January on the QinetiQ Cody Technology Park. This event is for Datacentre professionals and for companies

looking for the right Datacentre provider. As such it presents an ideal networking opportunity. To register please visit [www.data-central.org/event/network](http://www.data-central.org/event/network)

### About Datum

Datum delivers environmentally intelligent colocation and datacentre services underpinned by a highly available and highly secure, carrier-neutral environment. Datum's state -of-the-art datacentres provide Clients with single or multiple racks, or dedicated and custom suites for bespoke requirements; all offerings are backed by extensive support services including a 24/7 manned helpdesk, advanced Datacentre Infrastructure Management (DCIM) system, 24/7 technical support and specialist engineering services.

It's a tough and miserable world out there, when was the last time you spoke to stranger on the tube? I recently advised a chap he had his collar up on his jacket, and while he was appreciative of having his fashion misdemeanour pointed out to him, he did give me a look of "you just kicked my cat". It's time to schedule in a group hug of all parties involved in the DC I think, why not send an outlook request (other email and calendar tools are available!) for this Friday afternoon for Network Manager, Facilities Manager and DC Manager to have a cup of tea and maybe suggest you end the meeting with a hug? (That is if the FM is not playing golf and the NM not playing WOW...) But hopefully this will be the start of a beautiful relationship. A Swiss fellow once told me, "running a data centre is a lot like making love to a beautiful woman..." Not sure where he was going with it, but Tony always was a strange chap.

## Choosing a logical home for your cloud

Jelle Frank van der Zwet, Cloud Marketing Manager at Interxion, explains what to consider in a data centre partner for system integrators thinking about the cloud as a new revenue stream.

THE RISING ADOPTION of cloud computing by businesses offers System Integrators a huge opportunity to open up new revenue streams and enhance their relationships with customers. But cloud service delivery demands reliable, next-gen connectivity, as well as innovative solutions to deliver data classification and identity management to meet enterprise requirements, including governance. For these reasons, before starting to build a cloud offering it is important to look very closely at the data centre you will be partnering with. This article will outline some of the key considerations, including location, scalability and security.

Cloud computing continues to dominate as enterprises look for a cost-efficient, flexible deployment of IT resources. But while cloud is a great fit for some applications and workloads, there will always be some data, processes, and applications that will remain on-premise for reasons of regulatory compliance, mission-critical or classified data, control, and cost.

As a result, we see that in Europe the cloud is typically adopted in a hybrid model that offers customers the best of both worlds: the ability to keep their data on-premise, while at the same time leveraging the cloud's accelerated software development speeds and lower costs by eliminating the need to continuously invest in hardware and software. We see enterprises adopting cloud in silos, building a new IT environment where software and infrastructure are consumed as a service and exist next to on-premise virtualised environments.

### A hybrid opportunity

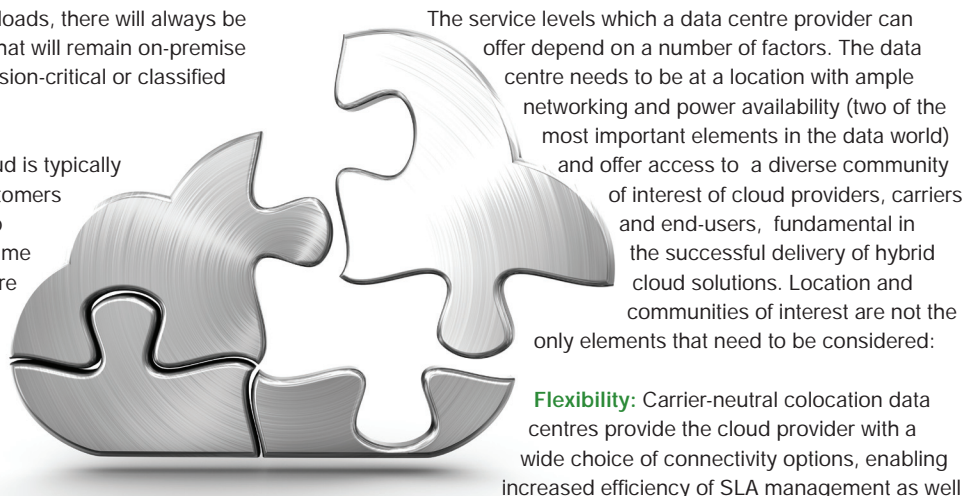
Hybrid cloud is not a new type of cloud, but a solution that combines and integrates public and private cloud. The public cloud is ideal for enterprises who are putting non-business critical applications and data into the cloud or for enterprises on a strict budget. An example of where this works well is application testing, where workloads need to be brought online quickly for short periods of time.

Other, more business-critical application and data typically require a dedicated solution. Hybrid cloud is where the enterprise has dedicated capacity (on-premise or in a private cloud), connect this with public cloud and link both to existing logon processes. Hybrid cloud is increasingly being adopted by enterprises who want to see their cloud implementations as secure as their on-site data centres. This offers a considerable opportunity for cloud builders to achieve the economies of scale and the secure environments required by enterprise customers. When orchestration systems allow the data centre and the clouds to be managed and monitored through a single interface, we can speak of a true hybrid solution. Demand for hybrid solutions presents an enormous opportunity to system

integrators, with the ambition to become cloud migration agents, to help enterprises make the leap into the cloud.

### Delivering an enterprise-class cloud

Cloud service delivery demands reliable, next-gen connectivity, as well as SLA-based services to meet enterprise requirements. Choosing the right data centre to host a cloud platform provides economies of scale that are hard to beat. It also lowers the risks for IT managers who need tight security and constant support. When selecting a data centre partner, it is crucial for a system integrator to consider what support and SLAs a data centre partner is offering, as this will define the service levels which in turn can be offered to customers.



**Flexibility:** Carrier-neutral colocation data centres provide the cloud provider with a wide choice of connectivity options, enabling increased efficiency of SLA management as well as latency reduction. Environmental awareness: European legislation over carbon emissions means that enterprises will be expecting their cloud provider to prove the green credentials of the facility. As such, cloud providers should seek a data centre that has a reliable, consistent access to green energy suppliers.

**Security:** The layers of security at colocation data centres are likely to exceed those of smaller scale, in-house data centres, as they are servicing multiple, often highly security-sensitive customers and are audited on a regular basis.

**Future-proof:** Colocation offers scalability to support the growth of the customer base without incurring CAPEX costs.

Cloud offers system integrators a unique opportunity to expand their current portfolio and build new revenue opportunities. As enterprises look to move CAPEX to OPEX across their IT budget, system integrators must leverage cloud services to fulfil these requirements and, as a result, create new revenue opportunities. Carrier-neutral data centres offer system integrators a solid, reliable foundation to build their cloud services, allowing them to focus on their core competences such as integration of solutions and IT management.