

## “A few words on the DCA from our president Steven Norris”



As I'm sure you are aware the data centre industry is growing exponentially with all indicators predicting this growth well into future. Long may this continue; however, as is common with any relatively new sector, a number of problem areas which may threaten its sustainability can already be identified.

These threats range from the potential of misguided legislation either at local, national, EU or International levels, through to issues arising from the availability of trained staff and the effects of a lack of proper investment in R&D, training and education.

To guard against these problems, I firmly believe it the industry itself that has the individuals with the knowledge, skills, expertise and experience to bring forward solutions in order to maximise self governance and to co-ordinate the investment required, be it either public or private funds into the correct areas.

My connection to the data centre world is as Chairman of Virtus Data Centres. We have plans to invest in data centre facilities across Europe and this was a key reason why I decided to take on the role as President of the DCA, I felt it was important not only to Virtus, but for the industry as a whole to galvanise itself under an effective, independent and democratically organised industry association.

The Data Centre Alliance (DCA) is already making fast progress in many projects for example actively working with industry led and ISO standards groups, R&D, training programmes and data centre certifications to bring clarity for customers on resilience, energy efficiency, security and operational professionalism.

However this is just the beginning, much more work lies ahead. We need to do this together as an industry so please join me by taking an active role in the DCA or providing support to the organisation. There are plenty of benefits from DCA membership but the lesson is fairly simple. The more players in the data centre industry we represent the more powerful will be our ability to engage with governments. As a former government minister I can assure you of that!

I look forward to the opportunity of meeting you soon and seeing you during the various DCA activities in the future.

Best Wishes

A handwritten signature in black ink that reads "Steven Norris". The signature is written in a cursive, flowing style.

Steven Norris