



# Developing the storyboard for 2018



## Design + Build

### Digital Transformation [DX] & the New Data Center Edge

How is the cutting-edge slicing through the data center stack? With AI, robotics, machine learning, blockchain, AR/VR, data analytics, set to impact each industry sector in new and exciting ways we explore how the new data center edge and a maturing core are responding.

### Being Data Center Energy Smart

A focus on energy efficiency & security inside & outside the data center; from source to substation & then substation to server. Exploring the intersect between digital infrastructure & smart energy networks. Inside we focus on the efficiency versus resiliency paradigm & the wins from IT.

### Consolidating Infrastructure and Extending its Life

Extending the life of your data center. How do you get the extra mile out of your legacy environment or when do you decide to de-commission it and move into new builds or outsourced space?

### Data Center Diaspora; Living between On-prem, Colo and Cloud

How are the major drivers of data center behaviour - demand, technology, regulation and architecture - creating new opportunity within an already dynamic DCaaS market across Europe.

How does Edge computing transform enterprise data center strategy?  
How are visualisation technologies like BIM and REVIT best deployed at the design stage?  
Has the death of the Enterprise Data Center been greatly over-exaggerated?  
What are the new approaches to reducing the cost per MegaWatt for new data centers?

What types of relationship does it take for the data center / smart grid intersect to flourish?  
Fuel cell innovation in the data center - where does it makes sense to replace the grid?  
Who is making renewables work in their data center design model; and is it still location sensitive?

What are the challenges and opportunities around data center disposal and asset recycling?  
What are the M&E challenges of retrofits for shrinking footprints that need higher density?

How is the hyper-localisation trend affecting data center site selection and construction strategies?  
The rise of the reference architecture - to what extent are CSPs dictating data center design?  
Is colo ready for crypto-mining and the blockchain?



## Power + Cooling

What's the density of an AI data center and can we support one with current infrastructure technology?  
Enhanced visibility: When will AI, AR and VR transform data center design and operations?  
How do you rethink infrastructure resiliency and redundancy at the edge of your network?

Immersive cooling versus liquid cooling - which approach will win over the high-density data center?  
If demand/response is so appropriate for data centers why isn't it more prevalent?  
Are large-scale energy storage technologies ready yet for the data center environment?  
From UPS-as-a-Reserve to no-UPS, how is the data center industry re-thinking mission critical power?

Is it possible to re-design the critical power path in a live environment?  
What are the best airflow management options for ageing facilities?

What are the M&E imperatives for balancing hybrid infrastructure availability and resiliency?  
Is the cost-per-kilowatt hour enough of a metric to base you next data center move?



## Servers + Storage

Big Data versus Fast Data;  
How is the growing value of data transforming its storage needs?  
GPUs versus CPUs; what does this mean for data center design especially in HPC use cases?

Will Shannon's Law replace Moore's Law in Hi-density clusters and HPC?  
What's the latest and greatest tech reducing the energy footprint of IT and network hardware?

OCP server adoption: What's stopping the enterprise in adopting open infrastructures?  
Do you add capacity by scaling-up or scaling-out: What is the right approach for your server workload?  
How do you upgrade servers and your operating systems for better consolidation



## Network + Interconnect

How is IoT data capture and processing driving new edge-to-core data center network architectures?  
Building the infrastructure that will support 5G; will it be a proprietary future of an Open one?  
Scaling up from 100g to 800G: Will the need for speed drive 400G or 800G uptake? Where to place your bets?

Can you keep up to speed with your existing copper infrastructure?

Is network tech "everything" when choosing your next colo partner?  
How important are Carrier-neutral data centers in the disaggregated data center landscape?  
FLAPs versus Nordics; How is the connectivity map of Europe reshaping data center opportunities?



## Security + Risk

What's the government role going to be in ensuring cyber-security in the age of IoT?  
How do you deal with the insider threat: Are biometrics and IT-based security serving their purpose?

Are there better ways to deal with human error than investing in more technology?  
Are your standards for data center security up to speed with the changing threat landscape?

How should the industry adapt to regulatory and political uncertainty in Europe?  
Adhering to EU data privacy laws: Is storing data at the Edge enough?



## Automation + Control

What do we mean by Robotics in the data center and where are we on the journey to the SDDC?  
Are Machine Learning and AI ready for mainstream application within the data center?  
Will Artificial Intelligence & IoT ignite DCIM?  
Lights-out operator-less data center automation: How close are we?  
What do data center infrastructure management and optimization tools look like in you're hybrid IT setup?

Is DCIM the enabling technology for smart grids in the data center?  
Software-defined power: what was the promise versus today's reality?

How do you get DCIM to work in a legacy multi-vendor environment within time and cost constraints?

How do you optimize the performance of your distributed hybrid IT platforms?



## Colo + Cloud

Resilient Infrastructure: Is the future of disaster recovery in the cloud?

What can the colocation industry learn from Hyperscale energy management models?

Hybrid IT: Migration strategies from on-prem to colo and cloud platforms - should you move out of the data center business?

The real cost of your cloud: Are raising cloud costs and limited scalability driving us back to on-premise?

.How do you calculating the risk and benefits of upgrading versus outsourcing?

How are US and Chinese CSP's EU growth ambitions impacting regional colocation markets?

How is Edge transforming business strategy for Colo/Telco/Cloud?

Is my next data center in my office, in a Colo, in a Cloud or on a Blockchain?