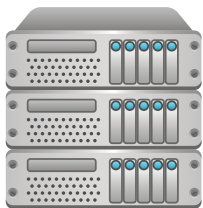


3RD ANNUAL

Data Centre Management 2011



Main Conference: **18 -19 October 2011**
Venue: **Harbour Grand Kowloon Hotel, Hong Kong**

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EVOLVE, EMPOWER AND ECONOMIZE YOUR DATA CENTRE THROUGH VIRTUALIZATION, CLOUD COMPUTING, STRATEGIC OUTSOURCING AND ENERGY EFFICIENCY

FEATURING FRESH INSIGHTS FROM OUR EXPERT SPEAKERS:



Youngran Kim
Regional Head, IT Strategy & Architecture
AXA ASIA



Faraz Ahmed
Chief Information Security Officer
RELIANCE LIFE INSURANCE



Mohd Elias Ismail
Data Centre Manager
TESCO STORES MALAYSIA



Gabriel Pepe
Global Head of Data Centre Services Operations
HSBC



Giles Proctor
VP - Data Centre Construction & Operations
PACNET



Jojo Dionaldo
Head of Information Technology
DAIRY FARM COMPANY LTD - IKEA DIVISION



Nishantha Perera
Data Centre Manager
COMMERCIAL BANK PLC



James Tyler
Director of Marketing
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Kishor Kumarsaha
IT - Infrastructure Head
UNITECH WIRELESS LTD



Wayne Moy
IT Director
DDB GREATER CHINA GROUP AND DDB GROUP ASIA PACIFIC



David Jilla
Manager Data Centre Facility Operations & Sustainability, Technology Services
AUSTRALIA POST



Gyanendra Kumar
General Manager & Project Head -Data Center Expansion Projects & Colo- Hosting Services, **RELIANCE COMMUNICATIONS**



Jacky Yau
Service Centre Lead
CATHAY PACIFIC AIRWAYS LIMITED

5 Reasons Why You Must Attend Data Centre Management 2011

- Slash the cost of your data centre through improved facilities management
- Successfully implement data centre virtualization
- Develop a fool-proof disaster recovery plan for maximum security & protection
- Boost performance through data centre consolidation, automation and latest technologies
- Strengthen your near-term plan for cost optimisation via new operating models such as cloud computing and hosted services



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WEB: www.datacentreasia.com

What are Data Centre Leaders and CIOs doing now to deliver greater processing power, more storage capacity & greater reliability in the wake of exponential data growth?

- 42% of enterprises plan to "begin or continue investing in data centre optimisation in 2011"
- Those interested in data centre optimisation are doing it for CAPEX/OPEX savings (33%), and to improve business agility (20%)
- A list of top technologies used to manage data centers include: server virtualization (15%), server management tools (14%), storage consolidation (13%) and network management tools (12%)
- 70% of enterprises around the world use some form of data center outsourcing

But with all these changes, what does that mean for existing data centres? And how are their transition and transformation projects going to be impacted?

You will discover at the Data Centre Management conference the best practitioner-led tips and secrets to maximize your data centre investment for the next 12 months. Benefit from the consolidated knowledge of the region's best minds:

- 12 user-led case studies;
- 4 future-provisioning panel sessions;
- Countless opportunities for informal discussion, networking and knowledge transfer

This event is developed in conjunction with Cloud Computing 2011, www.cloudcomputing-asia.com

Stimulate and Enhance Business Development Through Sponsorships and Exhibitions

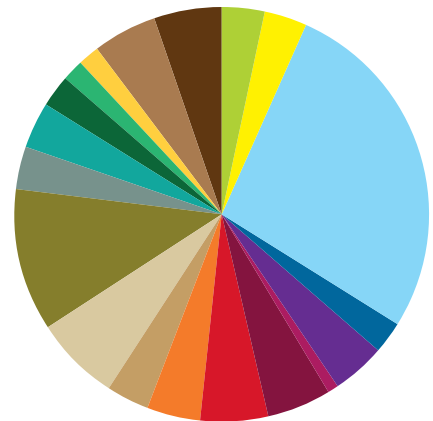
Delegates at this conference are looking to deepen their knowledge from case studies and your solutions for them to deploy cloud computing to reduce their capital and operational expenditures. In addition to that they are seeking for new solutions to increase the speed and flexibility of their IT systems. If your company has a credible solution to address their needs, then you must have a presence at this event.

Over two days you will have unlimited access to delegates who are seeking for a holistic solution. You will not find a more focused and intense business development environment than this event.

To find out how this can be achieved, call **+65 6722 9388** or email sponsorship@iqpc.com.sg

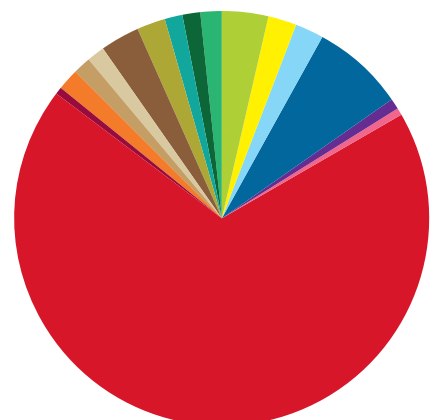


Past Delegates Job Function Profile



- Chief Information Officer 3.4%
- Engineer/ Engineering Manager 3.4%
- IT Director/ Manager 27%
- Chief Technical/ Technology Officer 2.5%
- Technical Director/ Manager 4%
- System Architect/ Web Designer 1%
- CEO/MD/VP/Exec Dir/ Chief Exec 5%
- IT Security/ Senior Manager 5%
- General Manager Manufacturing/ General 4%
- Project Director/ Manager 3.4%
- Data Processing Manager 7%
- Business Development Director/ Manager 11%
- IT Specialist/ Expert 3.4%
- Marketing Director / Manager 3.4%
- Operations Head/ Director/ Manager 2.5%
- Facility Head/ Director/ Manager 2%
- Network Manager 2%
- Infrastructure Manager 5%
- IS/ Systems Director/ Manager/ Engineer 5%

Past Delegates Geographical Profile



- Australia 4%
- India 2%
- Indonesia 2%
- Malaysia 7%
- New Zealand 1%
- Philippines 1%
- Singapore 68%
- Slovakia 1%
- South Korea 1.5%
- Thailand 1.5%
- UAE 1.5%
- US 3%
- Vietnam 2%
- Liberia 1.5%
- Sri Lanka 1.5%
- United Kingdom 1.5%

09.00 **Opening remarks from the Chairperson**

DISASTER RECOVERY & BUSINESS CONTINUITY

09.10 **Disaster-recovery planning and business-continuity solutions in both physical and virtual environments**

- No more a luxury, disaster recovery is a business necessity for business continuity
- Ranking assets based on criticality to the business objectives
- Identifying the severity of vulnerabilities and prioritizing risks by focusing on assets affected by credible disaster threats and existing vulnerabilities
- How cloud storage is disrupting traditional backup and disaster recovery solutions for businesses of all sizes and shapes

Faraz Ahmed
CISO & Head Regional IT
RELIANCE LIFE INSURANCE

09.50 **Streamlining and optimizing your disaster recovery & business continuity plan**

Today, the concept of disaster recovery has taken a back seat to the idea of business continuity. Technologies like cloud computing have helped to make it so that your business can operate whenever and wherever it needs to operate. Just because your data center is under three feet of water doesn't mean that your entire business need to shut down.

Still, there is a strong need for identifying business continuity procedures and for having a system that automatically triggers when disaster strikes. This session will discuss the key considerations you need to keep in mind when thinking about your data center's business continuity plan.

Nishantha Perera
Data Centre Manager
COMMERCIAL BANK PLC

10.30 **Morning Tea & Networking Break**

EVOLVING VIRTUALIZATION & CLOUD COMPUTING

11.00 **Session reserved for**



11.40 **Best Practice in Desktop Virtualization – From Deployment to Optimization**

Meeting end-user demands and IT/network growth projections with no increase to your existing staff requires innovation, planning, and optimization. Virtual desktops are being deployed in massive rollouts in many organizations to help eliminate support and maintenance issues, and increase end-user satisfaction and mobility, allowing users to access their desktops from any device on the network. With this change comes a host of new issues.

Learn how to evaluate your environments and determine where virtual desktops are most appropriate as well as how to measure ROI to demonstrate success throughout the organization

Mohd Elias Ismail
Data Centre Manager
TESCO STORES, MALAYSIA

12.20 **Lunch & Networking Break**

13.30 **Optimal virtualization management - the key to moving beyond basic server consolidation from an agile virtual infrastructure to a private Cloud Service**

The road from server virtualization/consolidation to private cloud means addressing such areas as automation of provisioning and virtual operations; performance, capacity management and troubleshooting across and through the virtual and physical infrastructure; lifecycle management; and eventually managing across multiple hypervisors. Hear experiences and best practices on how layering the right management capabilities onto your virtual environment will improve your IT operations and transform your environment into a private cloud

Wee Wah Lam
Infrastructure Lead , Data Centre management virtualization
NANYANG POLYTECHNIC

14.10 **Are you preparing for your next step: Transitioning Data Centre for Cloud Computing?**



- How to improve scalability and flexibility, and what steps need to be taken to move from a virtualized data centre to a recognizable cloud infrastructure?
- Effective IT management to address risk mitigation strategies, migration, security, DR, CapEx / OpEx analyses, connectivity and user experience in the transition.
- Key issues to be considered alongside the business to ensure the benefits on offer can be maximized?

Wee Wah Lam
Infrastructure Lead , Data Centre management virtualization
NANYANG POLYTECHNIC

Jojo Dionaldo
Head of Information Technology
THE DAIRY FARM COMPANY LTD - IKEA DIVISION

Gabriel Pepe
Global Head of Data Centre Services Operations
HSBC

14.50 **Afternoon tea & Networking break**

15.20 **A good start is half the success of your journey: Securely deploy Cloud technologies by leveraging full service end-to-end capabilities**

- Drawing a high-level roadmap to help jumpstart the process toward moving to cloud-based architectures
- An overview of the new opportunities Cloud can deliver, using Public and Private Cloud case studies
- Selecting the right cloud provider to suit your different IT goals

Kishor Kumarsaha
IT - Infrastructure Head
UNITECH WIRELESS LTD

16.00 **Effectively managing the alignment with your hosting partner and developing a reliable and secure hosting environment**



Gyanendra Kumar
General Manager & Project Head -Data Center Expansion Projects & Colo- Hosting Services
RELIANCE COMMUNICATIONS

16.40 **Closing remarks from the Chairperson**

09.00 **Welcome Back Remarks from the Chairperson**

SECURITY SOLUTION & RISK MANAGEMENT

09.10 **IT Strategy Formulation and Optimize Enterprise Architecture for Data Centre in Financial Industries**

CASE STUDY

Youngran Kim
Regional Head, IT Strategy & Architecture
AXA

09.50 **Looking for unseen threats: Enhancing visibility in information security and risk management**

PANEL DISCUSSION

- What is needed to be successful in meeting today's information security challenge is more visibility -- more situational awareness and prompt and agile response
- Exploring the ever increasing blindness of our environments, how to reclaim and expand our visibility to enable more tenable and strategic approaches to facing and defeating threats.
- How to better leverage the existing investments to gain this level of visibility and best focus their future ones

Faraz Ahmed
CISO & Head Regional IT
RELIANCE LIFE INSURANCE

Wee Wah Lam
Infrastructure Lead - Data Centre Management Virtualisation
NANYANG POLYTECHNIC

Wayne Moy
IT Director
DDB GREATER CHINA GROUP AND DDB GROUP ASIA PACIFIC

10.30 **Morning Tea & Networking Break**

ECONOMIZE AND EMPOWER YOUR INFRASTRUCTURE AND FACILITIES

11.00 **Moving your data centre to Europe**

- Market dynamics and opportunity
- Eco-systems and connectivity
- Scalability and density
- Standards and compliance

James Tyler
Director of Marketing
TELECITY GROUP

11.40 **A smooth evolution to an intelligent infrastructure management system of the physical layer on data centre performance**

- Critical architecture choices and the dramatic impact of the physical layer architectures on areas such as modularity, flexibility, power and cooling
- The planning implications of optional systems, looking at the medium and long term effects of adoption choices
- Taking security, management and density into your consideration

David Jilla
Manager Data Centre Facility Operations & Sustainability, Technology Services
AUSTRALIA POST

12.20 **Lunch & Networking Break**

13.30 **Data Centre Facilities Operation & Management – Effectively monitor and control the functionality of your data center components**

PANEL DISCUSSION

David Jilla
Manager Data Centre Facility Operations & Sustainability, Technology Services
AUSTRALIA POST

Giles Proctor
VP - Data Centre Construction & Operations
PACNET

Pack Ling
Chief Information Officer, Greater China
GENERAL ELECTRIC

14.10 **Optimal data centre design & construction to achieve energy efficiency and cost effectiveness**

- Double or even triple the capacity growth through energy efficiency and effective utilization of space
- Containerizing data center by reducing cooling and energy costs, as well as the overheads associated with traditional brick and mortar data center
- Exploring innovative technologies to provide business with the deployment flexibility

Giles Proctor
VP - Data Centre Construction & Operations
PACNET

14.50 **Afternoon tea & Networking break**

15.20 **Go Green: Monitoring, measuring and minimising energy consumption -- the key to data centre optimization**

With increasing focus on energy consumption, data centre owners and operators are under pressure to achieve greater operating efficiencies, whilst getting the most capacity out of assets and managing resilience.

Effective data centre monitoring and measurement enables operators to make informed decisions regarding environmental operating parameters, plant utilization, configuration and renewal required to easily fine tune the operation of a facility. This session will demonstrate the importance of monitoring and measurement and highlight the potential savings that can be achieved.

Jacky Yau
Service Centre Lead
CATHAY PACIFIC AIRWAYS LIMITED

16.00 **Transforming traditional data centre management and virtual environment to cloud computing**

CASE STUDY

Wayne Moy
IT Director
DDB GREATER CHINA GROUP AND DDB GROUP ASIA PACIFIC

16.40 **Closing remarks from the Chair & End of Conference**

