DATA CENTRE LOCATIONS Forum Kouvola, Finland,
13TH- 15th September 2011

The Forum is a meeting place for all those concerned with data centre expansion and development. The event incorporates a site visit to the Voikkaa paper mill sites which are being re-developed as state of the art data centres.

Tuesday 13th September

10am – 2pm **Golf at Kouvola Koski Golf Resort**
2pm-4pm **Sauna**
6pm – 9pm **Gala Reception at Kouvola Officers Club**
Built in the early 1900's, the red brick barracks and the old living quarters now welcome international guests. All speakers, guests and delegates are invited to enjoy Finnish hospitality.
Welcome: Lauri Lamminmäki, Mayor of the City of Kouvola

Conference Day One: Wednesday 14th September at Kouvola City Hall
8.30am Registration and Refreshments
8.45am Welcome: Aimo Ahti , City of Kouvola Development Director

9 am **Launch Keynote**
Joseph Kava, Senior Director Data Center Construction & Operations, **Google**

Google have recently launched a data centre project in Finland. We hear why they chose this specific location, and the exciting plans they have in place to get the plant operational. We hear about their seawater cooling system, their commitment to power usage effectiveness (PUE), and their wind farm investment in the USA, and what this means to the data centre industry.

9.30am **Session I: Energy, Sustainability and Green IT**
As companies become increasingly conscious of their carbon footprint, identifying sustainable locations is critical. Regions with cooler climates or greener sources of energy are attracting data centres like never before. In this session, we hear about the latest 'green' IT initiative and data centres that have recently been established.

Moderator: Dan Robinson, Partner, Joint Head of Europe, Middle East & Africa Global Corporate Services **Knight Frank LLP**

Guest speaker panellists:
Winston Saunders, Director Data Centre Power Initiatives, Data Center Group, **Intel**
Pekka Palin, Project Manager, **CSC- IT Centre for Science Finland**
Jack Bohner, Vertical Leader - Mission Critical/Data Centres, **GE Energy**
Michael Adams, Global Vice President for Data & IT, **AEG Power Solutions**

11:00 am **Break for refreshments and networking**

11:30 am **Session II: Next Generation Data Centre Design**

Today's datacenters switch from Enterprise Class to Global Class to address the requirements driven by major social, business and IT trends.

Moderator: Chris Miller, Director, **Powerharvest**

Guest speaker panellists:
Ivan Jascur, Director EMEA, **Hewlett Packard Critical Facilities Services**
Ian Bitterlin, Chief Technology Officer, **Ark Continuity**
Ian Blond, Head of Data Centre Solutions, **Hitachi Europe**
Akber Jaffer, Vice President Strategy, **Colt Data Centre Services**

1:00 pm **Lunch and networking**

2:00 pm **Session III: People/Talent**
The future of any industry depends on the quality of the people it can attract. Suitably qualified engineers, technicians with in-depth knowledge, innovative scientists are amongst the list of data centre essentials...but is this streamlined enough for efficient pipelines of communication?

Moderator: Mark Acton, Director, **Uptime Institute Network EMEA**

Guest speaker panellists:
Emmanuel Tong-Viet, IT Architect, Energy Efficiency SME, **IBM**
Srinivasa Velamala, General Manager Data Center Practice, Technology Infrastructure Service, **Wipro Technologies**
Goran Doreski, Chief Executive, **Altus-IT**

3.15 pm **Session IV: Cost & Performance Optimisation :**
For example, the impact of free cooling systems from natural resources not only adds to a company's green credentials, but also saves hugely on cost for the data centre. Other cost saving mechanisms will be discussed

Moderator: Bryan Loewen Senior Managing Director **Newmark Knight Frank Global Corporate Services** | Data Centers

Guest speaker panellists:
Henry Daunert, Chief Executive Officer, **AST Modular**Wouter van Hulten, Founder, **Colo Research**
Arni Jonsson, Chief Operating Officer, **Thor Data Center**

4:30pm **Visit to Voikkaa Mills**
Welcome Address and Introduction:
Kaj-Erik Lindberg, Vice President, UPM Real Estate
Olli Nummelin, Asset manager, UPM Energy

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6pm **Drinks and canapés reception in Voikkaa Mills Clubhouse**
The Voikkaa Mills Clubhouse was designed by Finnish architect, Selim A. Lindqvist, in 1916. It has operated as a meeting point for office personnel of the Voikkaa Mills but now also serves as a hotel and restaurant, providing a pleasant atmosphere for business and leisure.

Conference Day Two: Thursday 15th September at Kouvola City Hall

9 am **Refreshments and networking**

10 am **Session V: Technology**
The 'cloud' is set to bring game changer service benefits to a wide range of IT user organizations as cloud services bring true innovation to the data centre. Virtualization also offers an attractive option, providing higher utilisation rates in servers and a greater ability to add a new operating environment easily and seamlessly. We hear how technology is enhancing every aspect of the data centre.

Moderator: Bryan Loewen Senior Managing Director **Newmark Knight Frank Global Corporate Services** | Data Center

Guest speaker panellists*:*
Jukka Manner, Professor of Networking Technology, **Aalto University (formerly Helsinki University of Technology)**
Robert Kuppens, Chief Information Officer, European Markets, **Cisco Systems**
Ari Ikonen, Lead Architect, Infrastructure Solutions, **Oracle**
Nokia

12pm **Lunch and networking**

1pm **Transport departs for Helsinki Airport**

SPEAKER PROFILES

Joseph Kava, Senior Director Data Center Construction & Operations, Google
Joseph Kava is Google's Sr. Director of datacenter engineering, delivery and critical facility operations. Joe has extensive data center leadership experience including being COO at a privately held colocation provider in

California. He previously spent 17 years in the Semiconductor industry at Applied Materials in various executive roles in product engineering, operations, and general management. He has a Bachelor of Science degree in Materials Engineering from Cal Poly - San Luis Obispo.

Dan Robinson, Partner, Joint Head of Europe, Middle East & Africa Global Corporate Services Knight Frank LLP

Dan Robinson is partner and joint head of Europe, Middle East and Africa in Newmark Knight Frank's Global Corporate Services division. Newmark Knight Frank is one of the largest independent real estate consultancy firms in the world - providing comprehensive real estate solutions to many of the most prominent corporations, property owners, investors and developers across the globe. It has an extensive worldwide capabilities and coverage throughout North America, Europe, Asia-Pacific, Africa and the Middle East.

Winston Saunders, Director Data Centre Power Initiatives, Data Center Group, Intel

Dr. Saunders currently is the Director of Data Center Power Initiatives in the Data Center Group at Intel Corporation, where his responsibility includes technology development, implementation and eco-system development of technologies that improve both the power and energy efficiency of large scale computing. Winston is an active speaker and blogger on all aspects of efficient and sustainable computing and data centers. He also serves as Intel's alternate on the Green Grid Board of Directors. He holds degrees from the University of Washington and UC Berkeley. You can follow him on twitter.com/WinstonOnEnergy.

Pekka Palin, Project Manager, CSC- IT Centre for Science Finland

"CSC — IT Center for Science Ltd is a Finnish non-profit company, administered by the Ministry of Education, Science and Culture. CSC provides IT support and resources for academia, research institutes and companies: modeling, computing and information services. CSC provides Finland's widest selection of scientific software and databases and

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Finland's most powerful supercomputing environment that researchers can use via the Funet network.
CSC software specialists maintain a broad selection of scientific applications and databases. Support extends from engineering to biosciences.CSC is at an extremely dynamic phase: it has become international and is building a 'state-of-the-art' green and cost-effective data center in Kajaani, recycling the premises of a former paper mill. The services provided by CSC help Finnish researchers succeed in international competition: collaborating with other European researchers while standing firmly on the Finnish bedrock of science, research, and culture. Pekka Palin is the project manager for this Kajaani DC project. He has had 3 separate careers, first an investment banker, then a management consultant, and since 1994 a serial entrepreneur in the mobile/Internet space. He has founded several companies, and is a Fellow of World Tehchnology Network.

Jack Bohner, Data Centers Vertical Leader GE Energy, Industrial Solutions.
Jack has responsibility for developing and executing GE's Global growth strategy for the Data Center industry. He works across the various GE businesses and identifies differentiated solutions for Data Center customers. These solutions include electrical distribution, power quality, power monitoring, and facility management systems. In addition, Jack and his team work to integrate new data center offerings such as solar, dc voltage systems, energy storage technologies and engineering services that integrate them together. The Data Center vertical works closely with the local sales teams, sales development and application engineers in each pole to meet the needs for key Data Center customers and influencers. Jack has over 28 years' experience with GE Energy and Industrial Solutions in a variety of leadership roles from Sales, Strategic Marketing, Six Sigma Black Belt and Industrial Services.

Michael Adams, Global Vice President of Data & IT, AEG Power Solutions
Michael's career combines technical experience as a design engineer with business leadership in power protection and physical infrastructure supply. He has twenty years under his belt working in the data centre sector, and is now responsible for AEG Power Solutions' strategy to address the needs of this important sector. As a long established provider of standard and customized power protection systems, AEG Power Solutions serves a broad range of global vertical industries including Oil & Gas, Transportation, Power Generation, Data Centers and Telecoms. Its expertise throughout the energy supply chain from nuclear to renewable power generation, power distribution and mission critical applications provides a solid foundation to meet the challenges of a low carbon, IT economy. AEG is investing in the future of the standby power industry to supply solutions which are renewable-ready; to reduce environmental impact while still meeting the ongoing need for IT service availability.

Chris Miller, Director, Powerharvest

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Chris Miller runs a Data Centre Management Consultancy – Power Harvest Limited. Since leaving the British Army as a Captain in the Armoured Corps, Chris has specialized in IT operations within the Private and Public Sector.
With a BSc in IT and Human Factors he has concentrated in ensuring the organisations maximize their IT infrastructure to ensure it either saves money or makes money, and preferably both. In the last 6 years Chris has concentrated on Data Centre projects, and advises organizations on the Total Cost of Ownership and how to save and make money from Data Centres.
Chris has recently completed a project with the Carbon Trust to design a methodology for Low Carbon Data Centre Strategic Design Advice to look at maximizing energy usage and lower energy costs and reduce Carbon to boot. Chris also advised Internet Villages International on their Data Centre project in Scotland, gaining planning permission for 250 acres of rural land to data centre purposes. PowerHarvest is also working on several European Data Centre Projects in locations that are new to the Data Centre industry but are the locations for commercially and environmentally sustainable data centres of the future and the natural homes for the Cloud.

Ivan Jascur, Portfolio Director EMEA, Hewlett Packard Critical Facilities Services
Incredible things are happening around the world today with the help of HP technology. A patient in Ghana can send a simple text message, free of charge, to make sure the medication she's about to take is not counterfeit. Manufacturers and officials in Canada are using an HP-based cloud solution to communicate virtually instantly when a recall is needed so that harmful goods are removed from store shelves as quickly as possible. And partners, colleagues, and clients working remotely across the globe are connecting face-to-face, in real time, as if they were in the same room.
These are just a few of the ways that HP is working to empower people, businesses, and governments. We're using technology to ensure seamless, secure connections between people and information—delivered in the right place, at the right time. We are helping to improve the way people live, the way businesses operate, and the way the world works through products, solutions, and services that transform data into value, bytes into experiences, and noise into knowledge. And because of our unique size, scope, and scale, we can get better information into the hands of more people all across the globe.
Ivan Jascur is responsible for Hewlett Packard's Critical Facilities Services which provide end-to-end services across the whole customer data centre's lifecycle from strategic consulting, assessment to the MEP design and implementation of Critical Facilities. HP Critical Facilities Services are part of Enterprise Business Technology Consulting.

Ian Bitterlin, Chief Technology Officer, Ark Continuity, Ltd
Recognised as an expert mechanical and electrical engineer Dr Ian Bitterlin has produced a number of white paper data centre studies and is widely acknowledged as a leading figure at data centre conferences worldwide.

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Ark Continuity is a privately held company that designs, builds, operates and finances third party data centre solutions tailored to meet occupiers individual requirements. Operating a structured methodology Ark combines innovation, with proven and rigorous engineering; Ark utilises manufacturing style construction processes, resulting in highly modular architectures that are scalable, multi-tiered, rapidly deployable, low carbon and, above all, highly efficient. Ark is extending its UK platform to include locations that complement and enhance the innovative and reliable data centre proposition.

Ian Blond, Head of Data Centre Solutions, Hitachi Europe
Ian Blond is Head of Data Centre Solutions within Hitachi Europe and has been heavily involved with the conception of Hitachi's European Data Centre Solutions business. As part of his role, Ian leverages Hitachi's engineering and manufacturing quality and expertise in Japan for customers and industry requirements in Europe, Middle East, and Africa (EMEA). This covers all areas from cooling, power and IT solutions as well as the design, development, and the operation of data centres. Ian is an experienced leader with wide ranging experience in the IT and data centre industries both in the UK and USA. Prior to joining Hitachi, Ian worked for Unisys where he held a variety of roles across the US and UK delivering solutions to end users in the private and public sectors.

Akber Jaffer, Vice President Strategy, Colt Data Centre Services
Akber Jaffer is accountable for a number of disciplines including marketing, product development, strategy, business development, procurement and legal.
Prior to this Akber was General Manager of Colt Data Centre Services and he was responsible for setting-up and growing the business and flagship offer, the Colt Modular Data Centre. Akber joined Colt in 2006, and has held a number of leadership roles across Colt including group strategy and business development, architecture and change.
Prior to joining Colt, he worked within a number of high-tech start-ups within the internet, software and mobile sectors in a variety of commercial and operational roles. Akber's early career started out working for Coopers & Lybrand's management consulting practice focusing primarily within the financial services sector. He is a graduate from the London School of Economics.

Mark Acton, Director, Uptime Institute Network EMEA
With over 20 years experience in the IT industry Mark has specialised in the field of Data Centre Operations for over 15 years, concentrating on the delivery of business critical services from highly reliable, world class 24x365 Data Centres. This has included consultancy and technical

advice as well as senior management roles responsible for service delivery and both strategic and operational management within the data centre industry. A Technical Operations Manager with extensive international experience and solid technical skills covering both Data Centre Facilities and IT Operational and Technical Management. Mark's roles have included acting as a data centre consultant at Intel and Dell, and senior data centre management positions at Global Switch, Centrica, Cable & Wireless / Exodus, Digital Island and Compuserve.

Emmanuel Tong-Viet, IT Architect, Energy Efficiency SME, IBM
Emmanuel is Energy Efficiency Subject Matter Expert at the IBM customer center in Montpellier, France. He is involved in international projects (Europe, South Africa, Australia) around Smarter Data Center and Sustainability aspects.
He also helps customers through workshops to optimize their existing Data Centers from IT to non-IT sides and build Energy Efficiency roadmaps. Delivering a holistic approach, he sees the power and cooling issue at the data center level.

Srinivasa Velamala, General Manager Data Center Practice, Technology Infrastructure Service, Wipro Technologies
Srinivasa Rao Velamala currently based in Bangalore, India, joined Wipro in April 2010, heading Global Platform Services, which is the largest portion of Managed Services business responsible for $350 M business in DC managed service for WIPRO-TIS.) Expanding the footprint to a larger set of global delivery centers is one of the priorities.
Srinivasa Rao Velamala brings with him over 24 years of experience in IT industry including 6 years stint in the USA has worked with firms such as Fidelity Investments, Siltonic and CMC etc. In his most recent position Srinivasa Rao Velamala was working as Associate Director Network Engineering for COLT setting up a large Architecture team to Manage Voice, Data and Managed Services. Prior to COLT, Srinivasa Rao Velamala was Practice Head Data Engineering at Fidelity Investments in India, Managing a strong 250 member team including 60 architects supporting Remote Infrastructure Management Services , Database Management, Enterprise Application Support, Data Center Services ,Release & Configurations Management and Batch Processing.

Goran Đoreski, Chief Executive, Altus-IT
Goran Đoreski is CEO of Altus Information Technology, Croatian market leading carrier of independent data centres, with 21 carriers present within the facility. Altus IT is continuing the operations model that started as a business unit of Markoja ltd. in 2005. In February 2011 the new company was founded and the whole business was transferred there, putting data centre operations and development in the focus. Now, the data centres

have two independent server rooms with fully redundant operations within each of them, high quality equipment and 24x7 service support.
With more than a decade of experience in card business management and large scale international projects, Goran's focus is developing service oriented, IT related businesses. By joining Altus Information Technology from the day of its founding, he took a challenge of strengthening the company's position in the local market, while at the same time expanding the international part of the business and the service range. Growing faster than the regional market, the company had a good start.

Henry Daunert, Chief Executive Officer, AST Modular
Henry Daunert is the founder and CEO of AST Modular, a firm specialized in modular data centers. AST Modular is also the exclusive global supplier for IBM containerized datacenter family. Henry has 15 years experience in the mission critical facilities arena. In 1992 he co-founded a company focused on power quality and electro-magnetic fields shielding for data centers, which was later acquired by Schneider Electric, where he served as a Director. Henry has worked on numerous projects in EMEA, North America, Asia Pacific and Latin America, for customers such as GE, IBM, Singapore Telecom and has completed more than 60 containerized datacenter projects with AST Modular to date. He is member of the IEEE and the Project Management Institute. A trained risk engineer from Stanford University and BBA and MBA graduate by ESADE Business School, Henry is fluent in four languages and based in Barcelona, when not travelling.

Wouter van Hulten, Founder, Colo Research
Wouter founded Colo Research, the Free Database of Datacentre Companies, in 2010. Wouter has extensive experience in the datacentre and webhosting industry. In 1998 he co-founded SpeedPort, one of Europe's first carrier neutral datacentre providers, and then went on to work for Interxion and Microsoft. In 2008, he re-joined Interxion (NYSE:INXN) part-time as VP Corporate Development with responsibility for partnerships and M&A. He has an MBA from INSEAD and a Masters in Software Engineering from Imperial College, London.

Arni Rafn Jonsson, Chief Operational Officer, Thor Data Center
Arni Rafn Jonsson is the Chief Operational Officer at Thor Data Center in Hafnarfjordur, Iceland. His main responsibility there over the last two years has been to optimize and improve the cooling at the data center using natural free cooling as the only cooling method for racks up to 20kW and reaching PUE of 1.1 as an average. Arni has over 20 years of experience as a CIO working for large international organizations. He

has a Masters degree in Electrical Engineering from the Technical University of Berlin.

Bryan Loewen Senior Managing Director Newmark Knight Frank Global Corporate Services
Bryan Loewen joined Newmark Knight Frank Global Corporate Services to lead the firm's data center group. As the practice leader of Global Corporate Services' data center group, Mr. Loewen works closely with Newmark Knight Frank's 200+ worldwide offices to service corporate data center requirements nationally and internationally. Since 2004, Mr. Loewen has specialized in data center and other mission critical real estate properties. His clientele includes major tenants, landlords, developers and private equity companies with requirements specific to the data center sector. Prior to entering the real estate industry, Mr. Loewen worked for over a decade inside the telecommunications and energy industries, holding a broad range of technical, financial and executive management responsibilities. Mr. Loewen's firsthand knowledge and experience within data centers offers unparalleled real estate expertise to all mission critical facilities.

Jukka Manner, Professor of Networking Technology, Aalto University (formerly Helsinki University of Technology)
Jukka Manner received his MSc. (1999) and PhD. (2004) degrees in computer science from the University of Helsinki. He is a tenured full professor of networking technology at Aalto University, Department of Communications and Networking (Comnet). The Aalto University is a recent merger between three leading universities in the capital's area. The purpose was to build a new kind of university that combines engineering, business and design. Comnet is unique unit of higher education and teaching focusing purely on the technologies, algorithms and business aspects that enable a wired and wireless Internet and its services. Professor Manner focuses on distributed systems and various networking aspects, particularly in energy efficient ICT, networking beyond IP, multipath connectivity and transport protocols. He is the Academic Coordinator for the Finnish Future Internet research programme. He is an active peer reviewer and member of various TPCs. He has contributed to standardization of Internet technologies in the IETF for over 10 years. He has been principal investigator and project manager for over 15 national and international research projects. He has authored over 80 publications, including several Internet standards. He is a member of the ACM and the IEEE.

Robert Kuppens, Chief Information Officer, European Markets, Cisco Systems
Robbert Kuppens is the Chief Information Officer (CIO) for Cisco's European Markets region.
A member of Cisco's global IT executive team, Kuppens is responsible for driving alignment and collaboration between the executive leadership team in European Markets and the local and global IT functions. He is also

responsible for helping his internal customers adopt Cisco's collaboration, communication, and virtualization products and services, and sharing those key internal lessons learned with external customers and CIOs. To enable Cisco's European Markets region to grow beyond a $10 billion business, Kuppens considers excellent customer experience, operational excellence, and leading by innovation as the cornerstones for IT.
Kuppens has over 20 years of experience in business and IT management. Prior to joining Cisco, he was a senior partner for e-Strategy at KPMG's Nolan, Norton & Co. At KPMG, he was instrumental in developing the e-business strategy practice across all industries, with a special focus on financial and industrial customers including ING and Philips. Prior to KPMG, he worked for Digital Equipment (DEC) and NCR Corporation.
Kuppens frequently speaks at major international executive conferences and lectures on Network Virtual Organizations and Enterprise Information Architectures at the University of Utrecht. To keep the pulse on innovation, he is on the board of advisors for two Dutch start-up companies and is partnering with the venture company BBV.

Ari Ikonen, Lead Architect, Infrastructure Solutions, Oracle
Ari Ikonen has been working with datacenter server and storage technology for 20 years. He is the Lead Architect of Oracle's Infrastructure Solutions in Nordic area. He has been working with infrastructure architectures, virtualisation,
IT management and lately with Oracle's integrated solutions and cloud computing
solutions. He's the community leader of Oracle's internal EMEA Datacenter Efficiency group, and a leader of TCO assessment tool EMEA user group. He has an MSc degree in Computer Science, and is keen on fishing and sailing with his family in his free time.