



Alignment Track Results

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Agenda

- Abstract
- Alignment Focus
- Audience
- Framework
- Tactical/ Strategic
- Question: Industry Need
- Next Steps

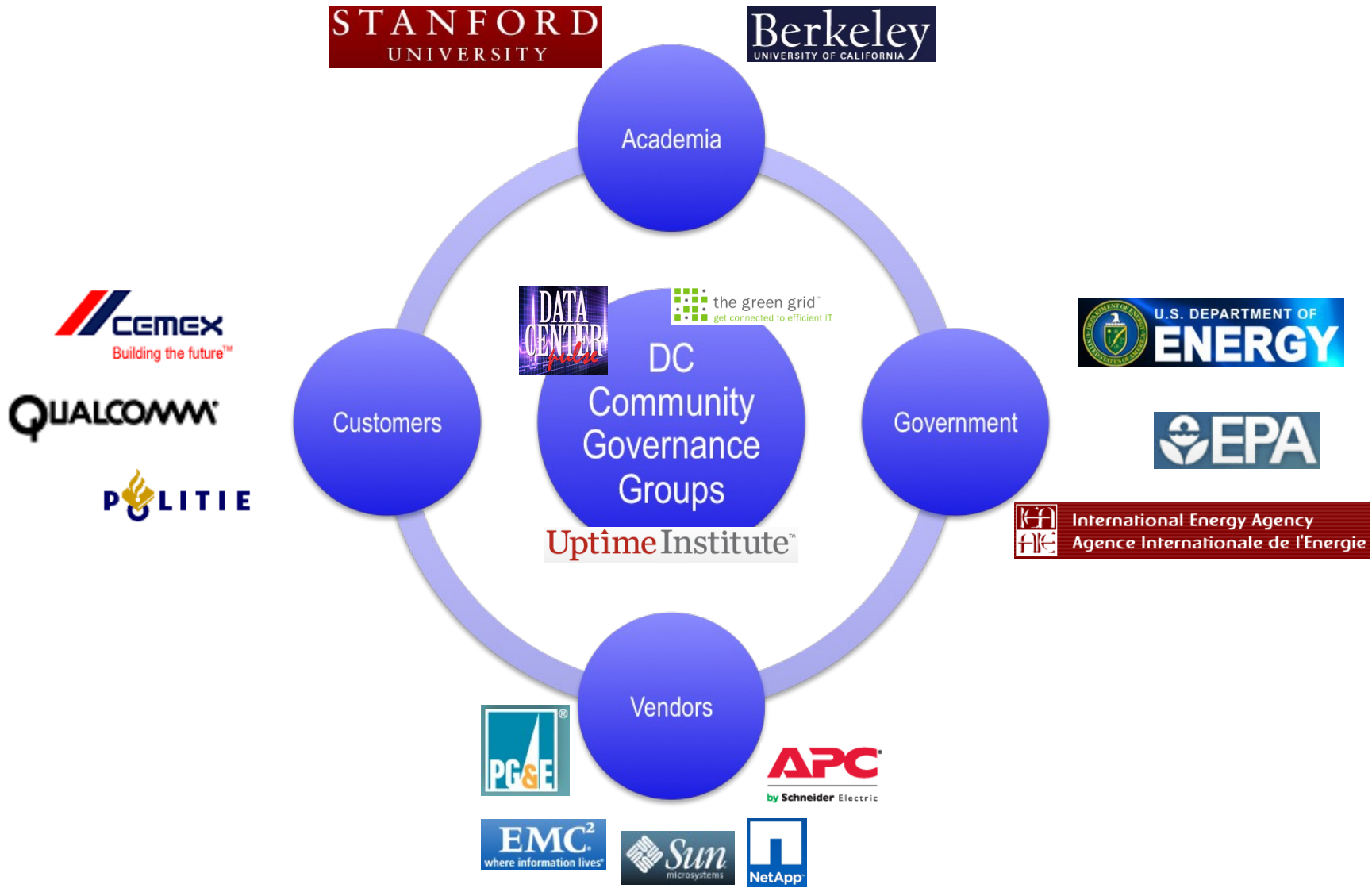
Abstract

- There are a number of challenges for data center operators. There are also a number of opportunities that are not being seized.
- What are those challenges and opportunities with regards to alignment in the industry?

Alignment Track: Focal Points

- Business development arm of DCP
- Liaison from different audience parties
 - Includes different DCP sub-groups
 - Alignment for specialists
 - Certifications allow running larger, more complex DC facilities
 - Where do DC engineers come from? (alignment w/ education)
- Stimulation → Self-Sustaining Processes

Audience Relationships



Alignment Framework

Tactical

Metrics

Rebates

Operations

Strategic

Education

Power/ Cooling

Facilities

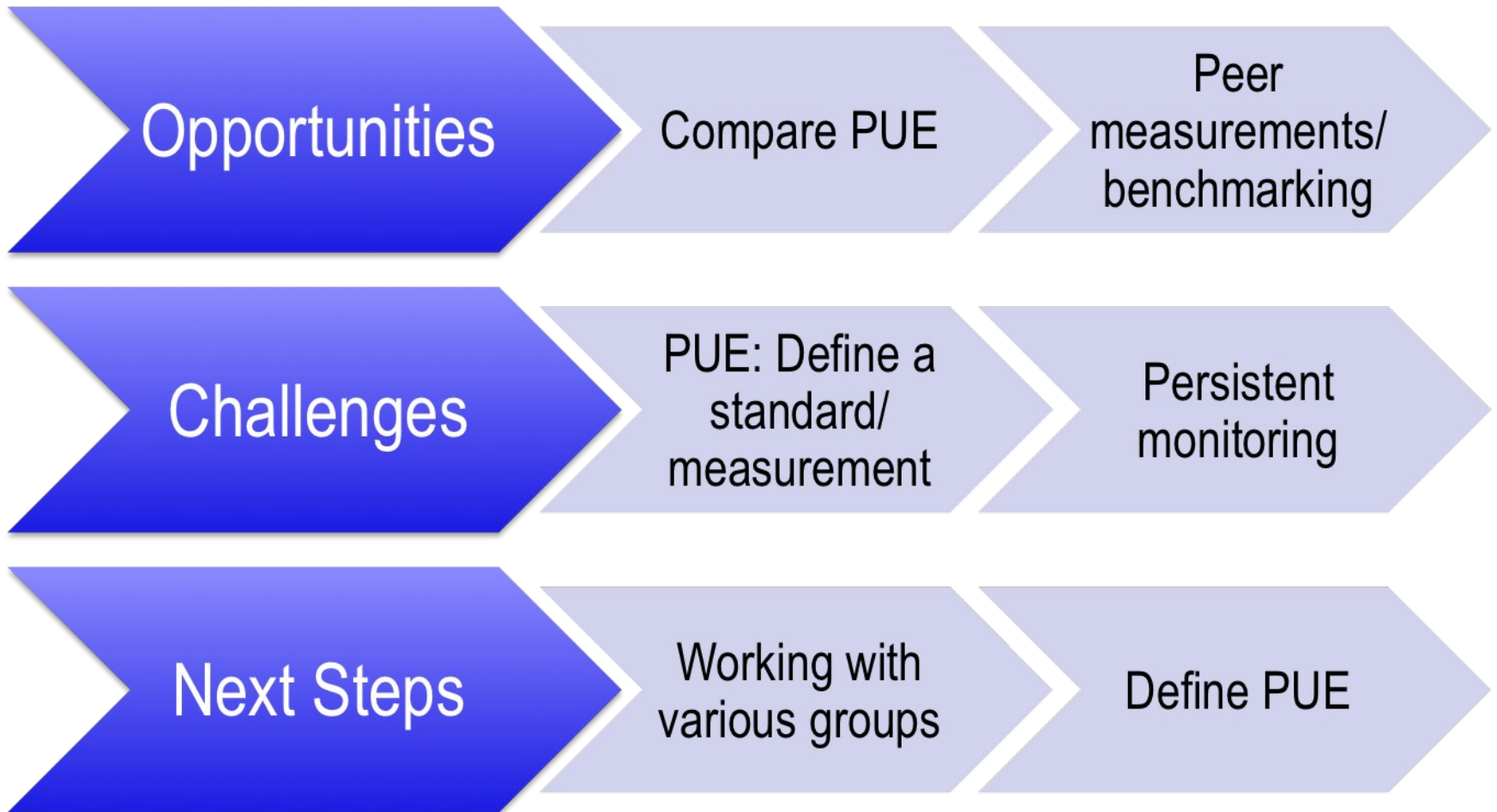
Hardware Design

DC Architecture

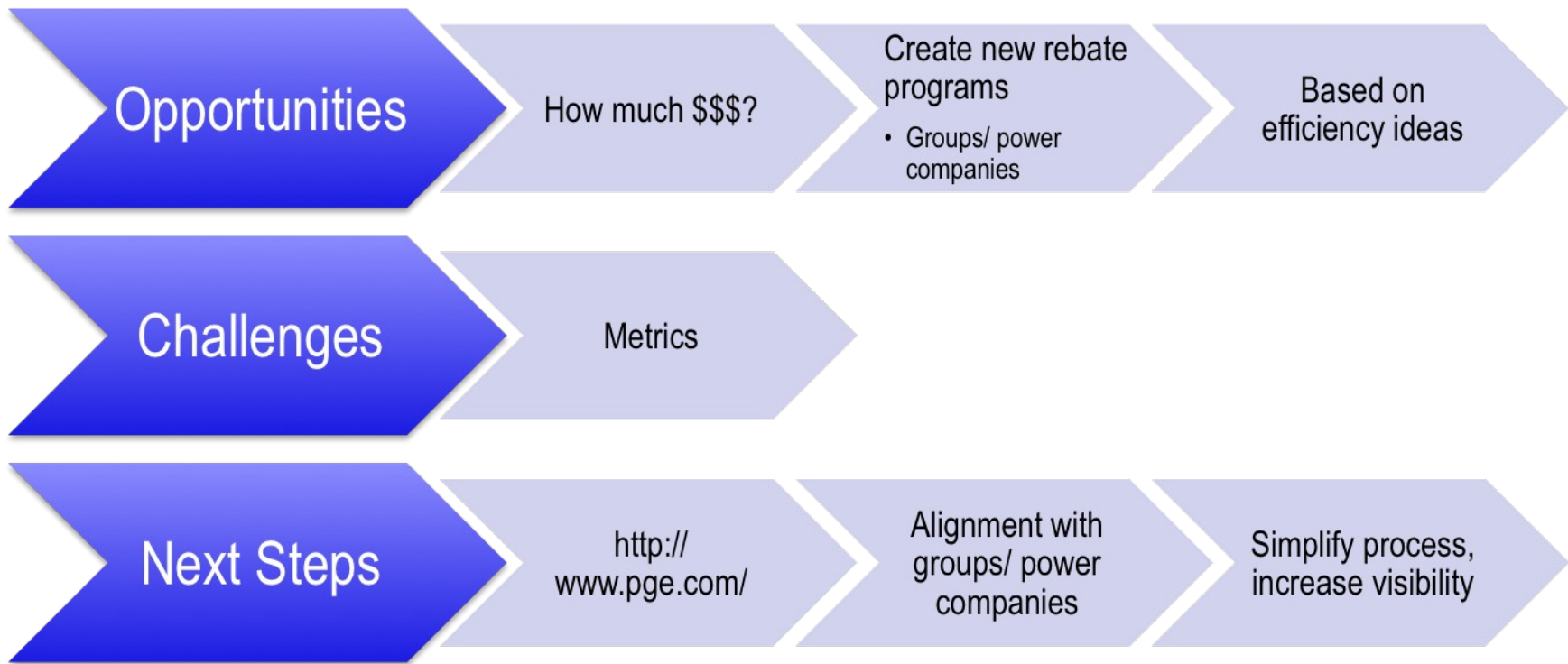
Audit/ Certification

Social Responsibility/ Sustainability

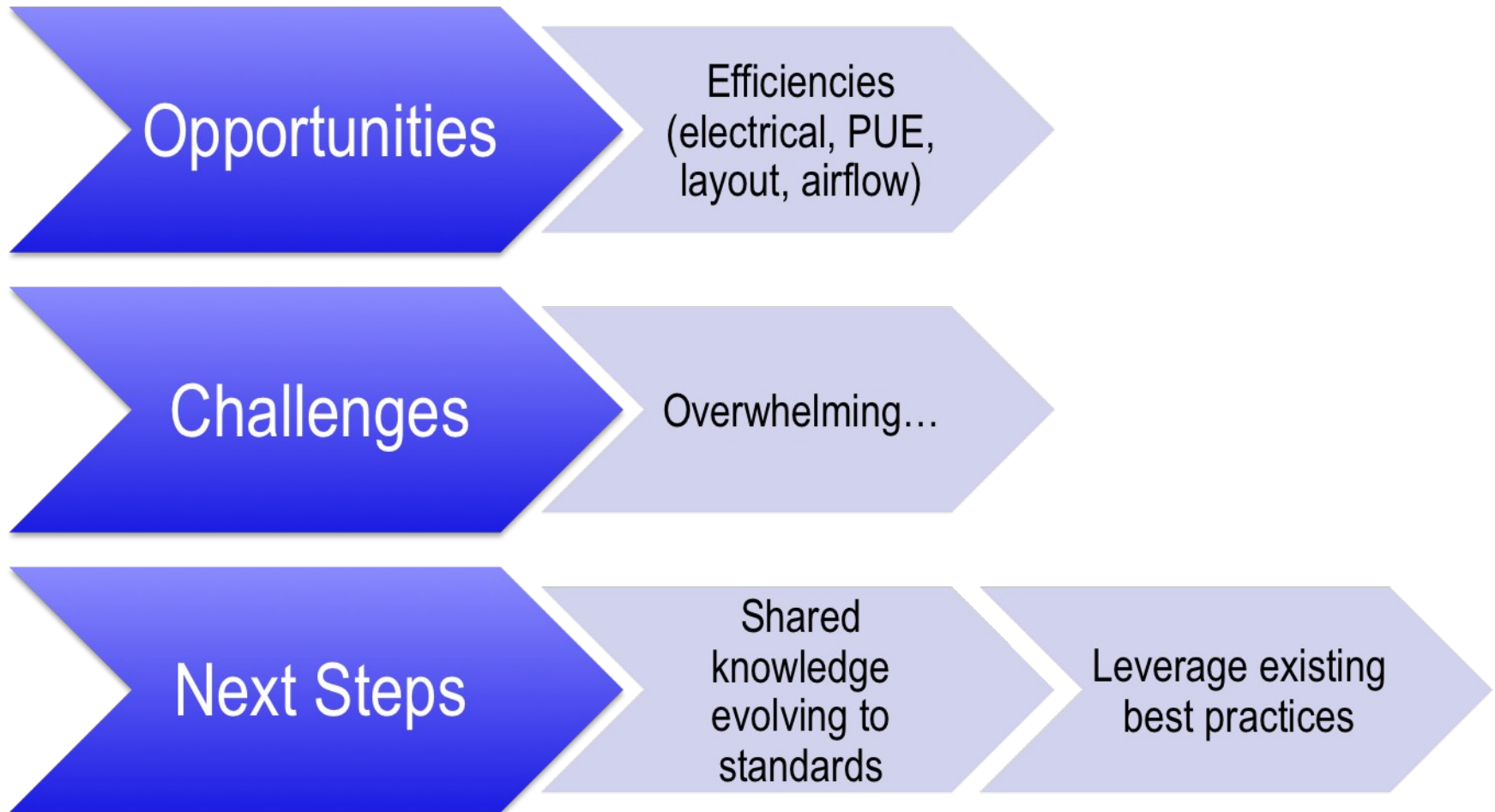
Metrics



Rebates



Operations



Strategic

- Education
- Power/ Cooling
- Facilities
- DC Architecture
- Hardware Design
- Audit/ Compliance
- Social Responsibility/ Sustainability

What the industry needs...

- An global consortium that:
 - Is an independent, neutral, non-profit organization of customers representing the voice of the customer
 - Aligns different audiences (customers, vendors, academia, government, industry groups)
 - Increases visibility for opportunities
 - Is the focal point for data center issues

Next Steps...

- Form International Consortium
- Continue Alignment Discussion
- Prioritize and Engage Tactical Items
- Expand Strategic Items and Start Discussions