

## DataCenter 2008 unveils the future of global IT industry India's largest conference focusing on Green initiatives in Data Centers

Trade Fairs and Conference International (TFCI), a leading producer of premiere business & technology events organized a summit - 'DataCenter' 2008, India's largest conference focusing on the Green initiatives in Data Centers. The objective of this event was to provide a comprehensive agenda for those in the data center domains gain a deep insight on managing the technological and business aspects. Topics were built around the critical factors such as people, technologies, processes, and data center facilities, value proposition of the business, and how to effectively manage the impending transitions.

Focusing more on the need for Business Continuity Anand Naik, Director Systems Engineering-India and SAARC, Symantec Corporation, said "Increasing business requirements have made disaster recovery a top priority for organization. It is not just regulatory policies but the need for 24/7 business continuity that are driving its adoption. This change in attitude, combined with a shift in newer technologies to allow for seamless environments has created an opportunity to re examine what has been a passive approach and change the focus to resiliency of business through Business Continuity Planning."

Stressing more Venkateshwer Nippani, Senior Principal, Wipro said "Going ahead business continuity will have a key role to play in organized strategy in designing and deploying data center. Business Continuity as a holistically, taking in the inputs from all the key stakeholders internally as well as externally."

While discussing about the issues and concerns regarding the Data Centers, Poonacha PT

HP, said "By 2010, more than half of all data centers will have to relocate to new facilities and more than 40 per cent of data centers will be replaced within the next 10 years."

Companies like, Hewlett-Packard, Tyco, Netapp, Microsoft, CtrlS Data Center, E M C, APW President, Delta Energy Systems, Symantec, etc participated in the event to discuss the critical factors like people, technologies, processes, and data center facilities, value proposition of the business, and how to effectively manage the impending transitions.

The one-day agenda covered Servers, IT operations, Data center facilities, and - a must in today's world - Business Continuity and Disaster Recovery. And also presented a serious look at best practices from throughout the data center field.

Green DataCenter 2008 Conference offered a fresh guidance on how to turn today's improvements in IT infrastructure and process efficiency into tomorrow's business advantage. The objective of the event was to provide a comprehensive agenda for those in the data center domains gain a deep insight on managing the technological and business aspects.

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