

DatacenterDynamics Converged: 10th Annual London Data Centre Conference is Announced

Submitted by: Spa Communications

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The transformation of the data centre continues; IT, the physical layer and the plant supporting it are becoming increasingly integrated. The ways in which compute can be procured through owned, outsourced or cloud models makes data center decision making more complex. DatacenterDynamics Converged will answer calls for clarity at the International Conference Centre at London's ExCel Centre on November 30th - December 1st.

London United Kingdom: With over 80 exhibitors and in excess of 2000 delegates, DatacenterDynamics Converged is positioned as the largest and most comprehensive conference of its kind anywhere in the world.

Announcing the 10th Annual London DatacenterDynamics Conference and Expo (<http://www.datacenterdynamics.com/conferences/2011/london/programme>), George Rockett, co-founder of the international event series said, "DatacenterDynamics was established at a time of explosive growth; over the past decade we have seen the market become less conservative and more innovative. Today's language has evolved from one of uptime and resilience to one in which efficiency, agility and business value have become over-arching concerns."

"Collectively, the CIO, IT Manager and Data Centre Manager must consider how IT and physical infrastructure can be optimised for efficiency and productivity in the face of increasing complexity. They must also consider the role outsourcing could play in keeping the enterprise fit for business. DatacenterDynamics (<http://www.datacenterdynamics.com/conferences/2011/london/programme>) Converged comes at a time when inter-disciplinary collaboration has never been so critical to data-centric organisations."

With a premium on peer-led knowledge exchange and networking, DatacenterDynamics Converged will feature an expanded conference programme (<http://www.datacenterdynamics.com/conferences/2011/london/programme>) which combines over 70 technical presentations, case studies, and expert panel discussions in five halls over two packed days. The programme is designed to meet the needs of decision makers and influencers involved in all strategic and practical issues surrounding the delivery of corporate IT. The programme will incorporate dedicated halls for each of three tracks; Design Build Operate, Outsourcing Decisions, and IT Optimisation.

Advances in power protection, cooling technology and modular solutions continue to play their part in the evolution of critical facilities. The move from its traditional home to London's ExCel reflects DatacenterDynamics' delegate requests to be able to physically inspect new equipment and 'kick the tyres'. Therefore, as much as 30,000 square feet at London ExCel will be available to showcase more sizeable and containerised solutions in the innovative new DCD Technology Park – a first at any data centre event anywhere in the world.

A limited number of early bird tickets will be available to delegates registering before 30th September, for registration details and costs please visit

<http://www.datacenterdynamics.com/conferences/2011/london/register-now>
(<http://www.datacenterdynamics.com/conferences/2011/london/register-now>). For more details about the
DatacenterDynamics Converged conference programme, please visit
<http://www.datacenterdynamics.com/conferences/2011/london/programme>
(<http://www.datacenterdynamics.com/conferences/2011/london/programme>).

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