



Data Centre Alliance – overview

Autumn 2011

- Formed as a limited by guarantee, non-profit (dividends banned) professional association in 2010
- Funded by membership subscription
- HQ in Berkshire, UK – but membership and influence not confined to EU
- Independent culture with strong roots in academic institutions
- DCA is open to all who operate data centres and server rooms and those that supply the data centre industry
- The DCA's official journal is Data Centre Solutions Magazine
www.datacentresols.com



Developing the industry's standard for best practice data centre design and operational management

gely held by people tive of the DCA is to producing industry ssional.
ing at the University who take an active

also available and already employed

Events

21/06/2011
Data Centre Alliance two day conference - University of Leeds ...
Read More

19/05/2011
DCA at Datacenter Technologies Academy ...

Institute of Engineering Thermofluids, Surfaces and Interfaces

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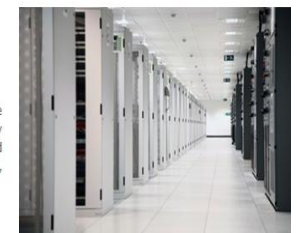
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International Conference on "Sustainable Data Centre Design and Operation"

In association with the Data Centre Alliance, the University of Leeds, UK, will be holding a two-day conference on "Sustainable Data Centre Design and Operation" at the School of Mechanical Engineering, University of Leeds, on 21st-22nd June 2011.

Timetable

Further information



• Our Agenda:

- To represent the international data centre industry to the media, the business world and the general public
- Promote, develop and drive best practices for data centre design, construction, operation and energy efficiency.
- Provide clarity and maturity to the industry by categorising data centre design “types or tiers” and independently certifying data centres that follow recognised standards of best practice
- Provide advice, guidance and access to information to assist our members in developing new or existing data centres
- Promote and develop focused training and education programmes to help the growth and sustainability of the industry
- Provide a vehicle for research, innovation and the development of new technologies



“None of us is smarter than all of us”
 Henry Machard

The Data Centre Alliance is a professional association comprising of members from across the data centre industry

- Membership is open to data centre operators, both private and commercial as well as organisations which support the industry.
- The alliance represents the data centre industry to the business world, the media, governments and the general public.
- The DCA is an independent not-for-profit organisation run by and for the industry.
- We promote the adoption of clear and credible, best practice design and operational standards.
- DCA provides members with exclusive access to advice, guidance and fact based “peer reviewed” documentation.
- The DCA is committed to working with academia and higher education institutes to ensure the future health, growth and sustainability of the industry.

If you would like to play a key role in influencing the best practice standards which shape our industry then

0845 8734587
 enquiries@datacentrealliance.org

Join us....

www.datacentrealliance.org



Data centre Alliance org chart

Management Team

Dr. Shaun Smith
Technical Officer

Simon Campbell-Whyte
Executive Director

Steve Hone
Member Services Director

Arpen Tucker
Communications Director

Justin Lowdon
General Secretary

Technical Council

Standards Panel

Steering Group Technical Directors x 8

Data Centre Alliance Full Contributory Member Community

Board of Governors

President
Stephen Norris

Chairman
Guy Willner

Vice Chairman
Professor Dennis Kehoe

Vice-President
Adriaan Oosthoek

Accreditation & Certification Board

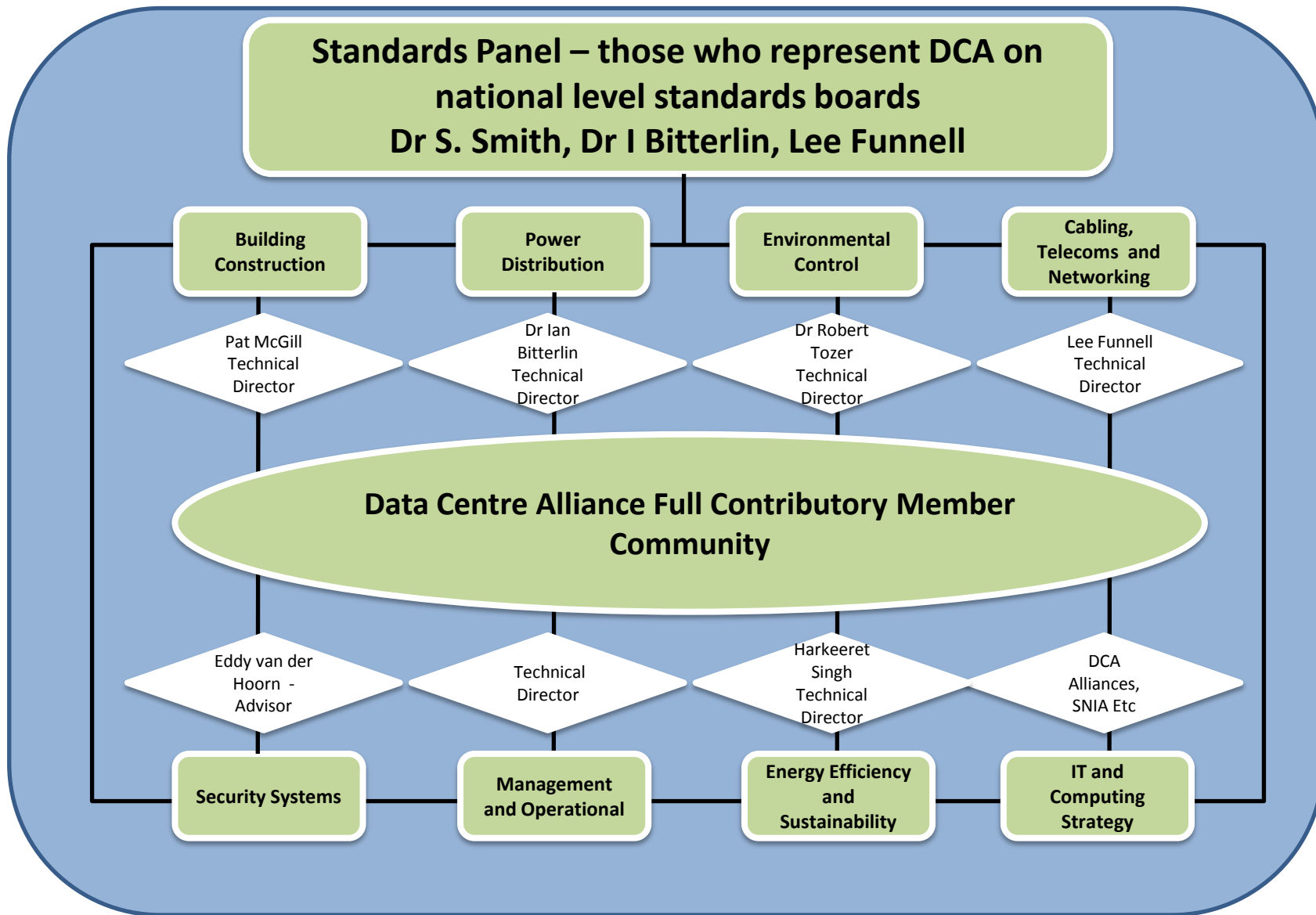
Professor Harvey Thompson,
University of Leeds

Justin Lowdon
Proskauer Rose LLP

Steve Hone
DCA

Dr Jon Summers,
University of Leeds

Data centre Alliance Technical Council org chart



• Member Benefits

- Active or passive access to best practice steering groups
- A voice on emerging standards or issues facing the industry
- PR opportunities via printed journal, newsletter and online channels
- Speaking opportunities at conferences, member meetings and online webcasts
- Access to DCA library and ability to submit interesting white papers and case studies
- Opportunities to form focus groups within DCA for example; local authority lobbying, buying groups, research projects etc.
- Opportunities to commission research or product reviews via University channels
- Subsidised services for example; training, conferences, data centre consultancy services etc.
- Opportunities to participate in leadership roles within DCA



DCA members at the group steering meeting held in London, on 31st March. Back row L-R George Hannah (Airedale), Dr. Harvey Thompson (University of Leeds), Scott Gripton (SSE Data Centres), Christine Suckley (TKR), Harkereet Singh (Thomson Reuters), Prof. Dennis Kehoe (Aimes Grid Services), Adriaan Oosthoek (Telecity) Simon Campbell-Whyte (Colofinder), Michael Meyers (8 Solutions). Front row L-R Dr. Jon Summers (University of Leeds), Barry Lewington (PTS), Dr. Shaun Smith (CST), Justin Lowdon (Carbonetwork), Arpen Tucker (Options IT), Steve Hone (Colofinder).



Telecity sees the DCA as crucial to the future

By Adriaan Oosthoek, EU VP of the Data Centre Alliance, and Country Manager, UK and Ireland, TelecityGroup



By bringing the leading stakeholders together, The Data Centre Alliance (DCA) will have a crucial role in guaranteeing the long-term health of the data centre industry through working collectively to ensure data centre best practice.

A key area of focus is the quality of operation teams within the data centre, as they are critical to the service levels the industry provides – providing optimum availability and service levels is more than just having the correct infrastructure in place. The DCA is developing accreditations to ensure best practice standards are met in this area – encompassing maintenance, training and management process issues – so operators can achieve an official, credible and industry-recognised rating. The DCA is also committed to fostering the next generation of highly-skilled data centre workers and managers; only through the continued development of IT skills will the industry be able to provide service levels customers expect. To do this, the DCA will be working alongside the University of Leeds to raise the profile of the data centre industry amongst both graduates and undergraduates. It will also provide best possible training and support to nurture this talent.

I am proud to have been appointed EU VP of the DCA. It is an excellent demonstration of how the industry can self-regulate itself, ensuring its long-term health, and most importantly steer the industry's overall direction to the benefit of all the organisations that utilise our services.

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Some of Our Members.....



UNIVERSITY OF LEEDS



Simmons & Simmons



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