



INNOVISION2020

Data Centre Insights + Perspectives

An annual guide dedicated to the data centre industry's visionary leaders and technology innovators

IN ASSOCIATION WITH



**DATA CENTRE
SOLUTIONS**



**DIGITALISATION
WORLD**



Data Centre Solutions has been a key media partner for many of you over the past decade and more.

WE WERE EUROPE'S FIRST dedicated data centre magazine and website, leading the way when it came to recognising the importance of this industry at an early stage. The Data Centre Solutions Awards are now firmly established in the technology industry's events calendar, and the recent launch of our Change Management in the Data Centre conference, with other one day events planned around AIOps, test and measurement, energy optimisation and physical security, demonstrates our ongoing commitment to the data centre market.

As the Digital Age has evolved, so has our media portfolio, with the launch of our Digitalisation World platform – the industry's most comprehensive technology website – key technology weekly newsletters and a monthly, digital magazine focusing on all of the technologies which form the crucial foundations of the digital enterprise.

We're now embarking on the next stage in the development of our media portfolio, by revitalising Data Centre Solutions as a dedicated, quarterly, digital publication – enhancing the data centre coverage which is an ongoing, integral part of our Digitalisation World media platform. Alongside this exciting development, we're also going to be re-developing our stand-alone Data Centre Solutions website.

And to herald the launch of the all-new Data Centre Solutions digital publication, we're producing a very special first issue, entitled InnoVision – providing an overview of the state of the data centre industry right now. Vendors from right across the market are invited to provide their thoughts and insights as to how the data centre industry will evolve over the coming months and years, with the content being broken down into major categories.



Categories include:

Energy Optimisation – power, cooling, renewables, sustainability +

More efficient provision and usage of power and cooling; how to reduce the environmental impact of data centres in the data hungry, digital age; renewable and sustainable energy resources; the need for more efficient IT hardware; waste heat recycling...

AI + Automation – measuring, monitoring, management +

The complexities of running a digital data centre mean that some level of AI and automation is required to augment or replace the human element, if the data centre is not to become a bottleneck. What's possible now, and what will be possible into the future – how far can AI and automation take us?

Design + Infrastructure – building, networks, cabinets, racks, cables +

High density, energy efficient facilities are needed to run today's IT loads. How to design a data centre for agile, scalable and flexible IT infrastructure and the applications they support? And how to provide the necessary feeds and speeds?

Colocation + Hosting – in-house v outsource, cloud, managed services +

The debate continues – in-house, colo, cloud, managed services or, most likely, some combination of them all. Ensuring that applications and IT infrastructure are situated in the optimum environment is a tricky business, with end users somewhat confused as to what to do

Physical Security + Safety – perimeter security, access control, fire suppression +

Protecting the data centre – both the building and its M+E components and IT contents – is a crucial aspect of data centre management. Increasingly sophisticated access control technology, added to the correct procedures and protocols, can ensure the integrity of the data centre and the data housed within it

Hybrid Architecture – centralised, regional, edge +

In, out, shake it all about! One centralised data centre, plus regional and or local resources. As edge momentum, fuelled by IoT and 5G, grows substantially, how does data centre architecture need to evolve to ensure data is available to end users where, when and how they need it?

NB: If you don't think what you do, is covered by one of the above, then please, do let us know!

Each of these sections will be prefaced by thought leadership content from longstanding industry expert and Data Centre Solutions editor, Philip Alsop, as well as invaluable insight from a key industry analyst. The Data Centre Alliance will also be contributing from its considerable knowledge-base.

<https://form.digitalisationworld.com/innovation>



How can I be involved? Option 1: 500 words FREE of charge

There are a number of additional ways in which your company can be included in this major industry overview:

WE WOULD WELCOME your viewpoint for inclusion in this standalone publication, which will be viewed by 25,000+ data centre buyers and specifiers. All that we need from you is a 500 word viewpoint on the challenges, developments and opportunities on one of the areas listed above – or you may well have a viewpoint on multiple topics. Whether you are submitting one or more viewpoints, we'll need this/them, plus a picture of the contributor(s), by no later than **30 April. (FREE)**

Additional Marketing Opportunities

As well as Option 1, there are a limited number of opportunities to sponsor this publication and enhance your entry.

- Logo on your entry **£295**
- Single sponsorship opportunities in each section, which include a logo, a 1000 word article and an advertisement in the publication. **Cost: £1500**
- Single headline sponsorship in each of the six sections will include: a 1500 word article + a 15/20 minute podcast, recorded with the editor of Data Centre Solutions, an advertisement in the publication. **Cost: £2500**
- Bespoke packages: We're more than happy to offer a combination of words, podcast(s) and advertising which best meets your needs



contact us

Sponsorship packages can be tailored to fit with your needs and goals, to discuss branding and sponsorship opportunities.



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