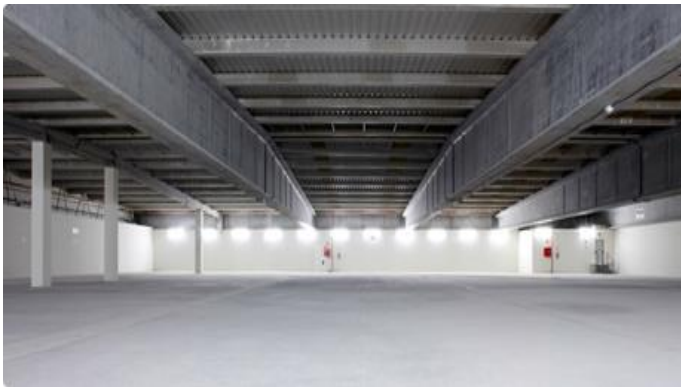


DataCentrePricing.Com and Wetherby Research present the:

## 1<sup>st</sup> Data Centre Pricing Seminar

IET, Savoy Place, London WC2R 0BL  
31st October 2019

[www.datacentrepricing.com](http://www.datacentrepricing.com)



## Data Centre Pricing Seminar

Data Centre Pricing and Wetherby Research launch the first seminar focused on Data Centre Pricing, with the implications of location, Brexit, technology & sustainability on the Data Centre.

The one day seminar blends research, analysis & first hand expertise from leaders in their field, including Data Centre Providers and practitioners from across the Data Centre & the ICT ecosystem.

# A One Day Seminar by Data Centre Pricing dedicated to the key issues facing the sector



*At the start of the day Data Centre Pricing analysts will set out the Data Centre Landscape in Europe, with a focus on the determinants of Data Centre pricing & what pricing tells us about the key trends in the market – including the attractiveness of investment in Data Centres, Data Centre clusters, hot spots, forecast growth, trends in location and the impact of technology developments on the sector.*

## What makes an Attractive Data Centre investment?

Data Centre Pricing will examine the key factors which make Data Centre assets an attractive investment with a panel of guests giving their views on where value lies.

## The Implications of Brexit on the UK Data Centre and ICT sector

Emma Fryer, Associate Director Data Centres, TechUK, will lead this session with a presentation on the implications of Brexit on the Data Centre & ICT sector with other speakers to follow.

## New Technology & the Data Centre

Data Centre facilities are having to adjust to the demands of the cloud & hyperscale users, with rapid deployments, modular usage and the need to cater for dedicated or shared usage and multiple tier standards.

There will be a session on the drivers for new technology & how the Data Centre is adopting the demands. And there will be a session on Sustainability & the Data Centre, led by EcoDataCenter of Sweden.



## Location & Data Centre Pricing

What makes a good location for a Data Centre? In this session Data Centre

Providers (including e-shelster/NTT Data Centre Europe) will provide insights into their choice of location for their Data Centre site followed by a number of other DC

Providers. The session will examine the importance of Data Centre location in driving pricing

and the different types of business models that are now emerging based on location, including access to population centres, proximity to the edge & the trend to develop new under-utilized areas for Data Centre building.



## Data Centre Pricing Seminar – 31<sup>st</sup> October 2019 – Provisional Agenda

<b>9:30 am to 10:30 am</b>	Data Centre Pricing & the European Data Centre Landscape – Presentation	Keith Breed, Research Director, Data Centre Pricing
<b>10:30 am to 11:40 am</b>	What makes an attractive Data Centre investment? – Presentations	Paul Mortlock, Investment Director, CBRE Data Centre Solutions  Mark Chester, Partner, Eversheds Sutherland
	Tea Break	
<b>11:40 am to 12:20 pm</b>	The implications of Brexit on the UK Data Centre & ICT sector – Presentation	Emma Fryer, Associate Director, Data Centres, TechUK
	Lunch Break	
<b>1:20 pm to 3:00 pm</b>	New Technology Presentations	Lars Schedin, CEO, EcoDataCenter Sweden
	Data Centre Sustainability in Sweden	Paul Morrison, Chief Operating Officer, Hydro66 Sweden
	HPC & Open Computing	Peter Hopton, BCS & Founder, Icetope
	Tea Break	
<b>3:20 pm to 4:30 pm</b>	The importance of Data Centre Location – Data Centre Provider Presentations & Panel discussion	Ben Wood, Director Indirect Channels, e-shelter/NTT Data Centres Ltd Europe,  Jonathan Arnold, Managing Director, Volta Data Centres
<b>4:30 pm to 4:45 pm</b>	Conclusions & Wrap Up	Margrit Sessions, Managing Director, Data Centre Pricing

### Further updates at:

[www.datacentrepricing.com](http://www.datacentrepricing.com) E-mail: [m.sessions@datacentrepricing.com](mailto:m.sessions@datacentrepricing.com)

twitter: #Datacentrereck

### Early Bird discount:

Save GBP 100 if attendees book before the 30<sup>th</sup> September at the rate of GBP 495 (plus VAT). After 30<sup>th</sup> September the attendee rate increases to GBP 595 (plus VAT). Bookings can be made at:

[http://go.gomango.co.uk/datacentrepricing.com2019/product.cfm?msg=Item\\_quantity\\_updated&dept=0&prod=86](http://go.gomango.co.uk/datacentrepricing.com2019/product.cfm?msg=Item_quantity_updated&dept=0&prod=86)

### Sponsorship opportunities:

Please contact Margrit Sessions on [m.sessions@datacentrepricing.com](mailto:m.sessions@datacentrepricing.com) or call her on 0777 625 4827 for more information.