

2008 Uptime Institute Seminar Series  
Presented by ComputerSite Engineering, Inc.

How to Plan, Justify, and Manage a Major Data Center Project

How to Apply Tier Performance Standards to Improve Data Center Availability

**Uptime**  
Institute

Join your data center professional peers for select sessions of the Uptime Institute 2008 Seminar Series, designed and delivered by the Institute's industry-renowned Distinguished Faculty of experts and Principal Consultants with ComputerSite Engineering. Hundreds of data center professionals have participated in Institute Seminars and consistently rank them as the highest value and most useful in the industry.

The Seminars have such high impact for data center managers and technical professionals because they focus on topics the Institute finds essential to improve mission critical operations through on-going research and the actual in-the-field, every-day experience.

The Institute's Seminar Series benefits data center professionals at all career levels. If you are new to the data center industry, participation is an important ingredient to success in the job not only from the valuable content, but from the chance to network with your peers. If you are an experienced veteran, you are likely to walk away with fresh, new and important information that will help you improve your data center and provide important guidance to your colleagues.

Two of the seminars scheduled in 2008 are led by faculty who are also Principal consultants with ComputerSite Engineering. They are co-authors of numerous Institute white papers and concepts, including the Tier Classification Standards, and their contribution to Institute initiatives is based directly on decades of hands-on field experience managing data centers and consulting on data center projects.

**"I've been through four data center builds and three expansions. I learned things that were not discussed during any of the seven projects."**

**--Seminar Attendee**

## How to Plan, Justify, and Manage a Major Data Center Project

June 12-13, 2008

Colorado Springs, CO

October 30-31, 2008

Dallas, TX

This interactive Seminar, made up of your peers, delves into the most successful approaches for getting a new data center project off to an optimal start. The Seminar stresses the importance of understanding how to develop the right requirements, get the necessary sponsors, and have the right schedule and budget to ensure your data center is able to functionally respond to your organization's evolving business requirements and avoid premature obsolescence.

### Benefits:

- Learn how to balance data center cost drivers
- Familiarize yourself with Tier I to Tier IV site infrastructure classifications
- Develop the language skills and techniques necessary to successfully build your case regarding changes and improvements to senior management
- Learn how to build the right project team and processes
- Understand how to make decisions that increase data center productivity

To register online for the "How to Plan, Justify, and Manage a Major Data Center Project" Seminar, please visit [uptimeinstitute.org/seminars](http://uptimeinstitute.org/seminars)

## How to Apply Tier Performance Standards to Improve Data Center Availability

September 9-10, 2008

Seattle, WA

November 13-14, 2008

Gaithersburg, MD

Led by the creators of the Tier Performance Standards model and the authors of the *Tier Classifications Define Site Infrastructure Performance* white paper, this Seminar will provide attendees with firsthand knowledge on the relationship between topology and availability. This interactive Seminar will give you invaluable information—an accurate understanding of Tier definitions, their appropriate applications, and associated costs. In addition, Seminar exercises with your industry peers will guide critiques of different system topologies and their Tier ratings (attendees will have their own data center designs critiqued). The Tier Performance Standards model, the industry standard for defining uptime performance, has been mis-interpreted since its introduction over a decade ago. The “How to Apply Tier Performance Standards to Improve Data Center Availability” Seminar is the first opportunity for data center managers to learn the principles and proper applications of the internationally recognized Tier Performance Standards model.

### Benefits:

- Learn how to match business requirements to the appropriate Tier level for your organization
- Learn about data center site infrastructure Operational Sustainability and design implementation options
- Understand how to address the challenges of IT equipment deployment in a dual-power-path environment
- Have your site’s design critiqued—attendees review others attendees’ one-line or floor plan diagrams to determine their Tier rating
- Experience unique networking opportunities with an industry peers, while monitoring the lecture portion of the Seminar

To register online for the “How to Apply Tier Performance Standards to Improve Data Center Availability” Seminar, please visit [uptimeinstitute.org/seminars](http://uptimeinstitute.org/seminars)

## Companies that have previously attended Seminars

- Target
- LexisNexis
- Mayo Clinic
- Department of State
- Allstate Insurance Company
- eBay
- Lockheed Martin
- Microsoft
- Morgan Stanley
- University of Washington
- GE Healthcare
- Wells Fargo
- Symantec
- University of Kansas
- Verizon Wireless
- Pfizer
- ASAP Software
- Merrill Lynch
- Intuit
- Accenture
- Department of Defense
- Harvard University
- FedEx

## What attendees have to say about the Seminars

"Excellent. The Seminar probably paid for itself within the first 90 minutes."

– Tom Ostler, ASAP Software

"This seminar has given me tools to argue for more funding to accomplish my goals."

- Confidential

"I gained a great overall appreciation for planning data centers issues which was one of my main objectives. Second, I now know what is causing problems in my small data centers and will be able to resolve some problems that have been a big mystery."

– Eric Lundberg, University of Washington

"This seminar is full of practical information that I can back and use to justify our next project."

- Roger Hayes

"There was a significant dialogue among the group which has tremendous value."

- Tad Davies

## Seminar Faculty

Each seminar is presented by Principals of ComputerSite Engineering, Inc., who are also members of the Uptime Institute's faculty. They have the expert knowledge to assist participants in achieving their uptime goals. The faculty draws on years of experience in data center project approval efforts, design, construction, and ongoing operations to provide practical, relevant, applicable information. Most importantly, the faculty interacts directly with each individual or team to help define projects and develop a shared perspective of the desired outcome.

In these Seminars, we draw on the expertise of the following faculty members:

W. Pitt Turner IV, P.E. is a Distinguished Fellow and Senior Certification Authority for the Uptime Institute and a faculty member for the Institute's Site Uptime Network. As a Principal of ComputerSite Engineering, Mr. Turner has personally guided billions of dollars in client site infrastructure investments. Prior to joining ComputerSite Engineering in 1993, Mr. Turner was a Senior Project Manager for Pacific Bell's Fairfield Data Center; he was responsible for concept development, design, construction, and start-up for a 200,000-ft<sup>2</sup> facility. His work included the benchmarking of other data centers to help establish business-process improvements.

Vince Renaud, P.E. is a Distinguished Fellow and Certification Authority for the Uptime Institute and a Principal of ComputerSite Engineering. Mr. Renaud has provided leadership and strategic direction to maintain the highest level of infrastructure availability. In varying roles from data center owner and operator to consultant, Mr. Renaud has provided planning, design, construction, operation, and maintenance of mission critical facilities for the Department of Defense and Fortune 100 companies on a world-wide basis.

John H. Seader, P.E. is a Distinguished Fellow and Certification Authority for the Uptime Institute and a Principal of ComputerSite Engineering. Mr. Seader's career in critical facilities spans more than 15 years and includes responsibilities ranging from planning, engineering, design, and construction to start-up and operation for clients such as the Department of Defense, Sabre, and Williams Communication. Prior to joining ComputerSite Engineering, Mr. Seader was a Senior Technology Manager for Deloitte Consulting Outsourcing, LLC.

Rick Schuknecht, a Senior Consultant with ComputerSite Engineering, is a retired senior Naval Officer who has spent the past 12 years in corporate critical facilities management. He specializes in site management and critical environment governance. Prior to joining ComputerSite Engineering, he transitioned three top Tier data centers and three lesser Tiered operations centers from construction-to-operations. He also served with Trammell Crow Company (now CB Richard Ellis) as their management executive for global critical environments.

Kenneth G. Brill is founder and Principal Consultant of ComputerSite Engineering, as well as founder and Executive Director of the Uptime Institute, the Site Uptime Network, and Upsite Technologies. He is co-originator of the industry standard Tier Classification System and holds the underlying patent on dual-power topology.

## About the Uptime Institute

The Uptime Institute, Inc. is a pioneer in creating and operating knowledge communities for improving uptime effectiveness in data center Facilities and Information Technology organizations. The 100 members of the Institute's Site Uptime Network are committed to achieving the highest levels of availability with many being Fortune 100 companies. They interactively learn from each other as well as from Institute sponsored meetings, site tours, benchmarking, best practices, uptime effectiveness metrics, and abnormal incident collection and trend analysis. From this interaction and from client consulting work, the Institute prepares white papers documenting Best Practices for use by Network members and for the broader uninterruptible uptime industry. For the industry as a whole, the Institute publishes white papers and offers a Seminar Series, Symposium, and Design Charrette Series on critical uptime-related topics. The Institute also conducts sponsored research and product certifications for industry manufacturers. For users, the Institute certifies data center Tier level and site resiliency.

## About ComputerSite Engineering

ComputerSite Engineering, Inc. is a data center engineering and management consulting firm working in close collaboration with the Uptime Institute to address technical aspects of contemporary data center issues. Independent of any Engineer-of-Record or manufacturer affiliation, ComputerSite Engineering's consulting teams help clients develop and execute solutions that are responsive to their unique business needs. Since 1985, ComputerSite Engineering has guided and justified data center investments for major organizations that require high levels of continuous availability to conduct business. ComputerSite Engineering's mission is to work with clients to ensure data centers are managed for uninterruptible uptime over sustained periods. More information is available at [computersiteengineering.com](http://computersiteengineering.com) or [info@computersiteengineering.com](mailto:info@computersiteengineering.com).



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