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Announcing Minister Lindsay Tanner to Keynote Future-Proofing Your Data Centre Conference

High-power speaking roster provide business and government with data centre insights

SYDNEY, Australia March 16, 2010: The Hon. Lindsay Tanner MP will lead a line-up of top strategic experts in the highly topical Future-Proofing Your Data Centre conference, in Sydney on 22-23 March 2010. The Minister for Finance and Deregulation will launch the Federal Government's data centre strategy, at this key industry platform. The timing of the conference coincides with federal, state and local governments upgrading current data centre set-ups to meet greater resource demands, including the Federal Government's Welfare Super System, and infrastructure upgrades for the New South Wales State Government and local council of Boroondara in Melbourne. Mr Tanner joins an industry-leading list of speakers including, Shane Owenby, Amazon Web Services, Managing Director Asia Pacific, who will discuss cloud computing economics, specifically comparing OpEx versus CapEx. Mr Owenby will expand on the benefits for business to utilise cloud services which fall into ongoing operating expenditures, over employing an internal data centre that requires capital expenditure. Philip Hind, Chief Knowledge Officer, Australian Taxation Office, will provide a case study example of how business and government should set up a comprehensive disaster recovery plan. By assessing risks, prioritising threats according to their impact and revising the plan to accommodate new threats, Mr Hind will impart vital industry expertise resulting in real business value. Speaker Randy Fennel, Engineering and Sustainability General Manager for Westpac, will outline how organisations can optimise the performance and stability of existing data centre infrastructure. Mr Fennel will highlight how to improve lifecycle management, and identify under-utilised hardware and software, to save organisations time and money. Australian case studies of successfully designing a data centre for the needs of an uncertain future, further enhances the valuable practical focus of the conference. Michael Jenkins, Manager Enterprise Architecture and Strategy, Toyota Motor Corporation Australia, will expand on this topic through utilising modular designs with built-in expansion capabilities and adding capacity or redundancy via scalable UPSs. To provide conference delegates with targeted information relevant to their needs, Future-Proofing Your Data Centre will be split into two conference streams to cover data centre issues from either a business strategy or a technical perspective. Asia-Pacific's leading business event, CeBIT Australia has leveraged its strong industry relationships to access senior IT executives from leading companies and government bodies to build a conference agenda that reflects our commitment to providing quality content. Future-Proofing Your Data Centre will be held on Monday 22 March with a full day of workshops on Tuesday 23 March. The conference features as part of the CeBIT Global Conference Series outside the annual CeBIT Australia technology event held on 24-26 May. A full speaker list, and agenda for the conference, is available at www.cebit.com.au. Press contact: Emma Cooney Ph: +61-2-9282 7546 emma.cooney@hannoverfairs.com.au _____ Hannover Fairs Australia is the largest business technology exhibition and conference event organiser in the region. Its flagship CeBIT Australia 2010 event will be held from May 24-26 2010 at the Sydney Convention and Exhibition Centre at Darling Harbour. For more information on CeBIT Australia, please visit www.cebit.com.au. Hannover Fairs Australia is a wholly-owned subsidiary of the global trade group company Deutsche Messe AG. Hannover Fairs Australia also assists Australian companies in attending other international events organised by Deutsche Messe AG across the world. For information about other Deutsche Messe global events please visit www.hannoverfairs.com.au.