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FOR IMMEDIATE RELEASE

AFCOM's Data Center Institute Convenes at Data Center World to Provide Cloud Computing Guidance for Data Center Professionals

A Detailed Cloud Computing Report to be released in April 2010

Nashville, TN (March 8, 2010) – AFCOM's Data Center Institute (DCI), a leading industry think-tank has convened at the AFCOM Data Center World 2010 to discuss concepts and approaches to cloud computing and what this technology means to data center professionals. Facilitated by DCI board advisor David S. Linthicum, the CTO of Bick Group, topics covered in the first on-site meeting included: making a business case for cloud computing within the data center; best practices and approaches to cloud computing from the perspective of the data center executive; and new data center skills needed to support cloud computing implementations. Moreover, approaches to cloud computing for enterprises, third party data center providers, and existing software providers moving to a cloud computing offering were discussed. These concepts and recommendations will be summarized in an AFCOM DCI Cloud Computing report to be released next month by the AFCOM DCI board members.

"In our continuing effort to keep data center managers up to date on the very latest technologies and best business practices, I am pleased to announce that AFCOM's Data Center Institute is in the process of preparing an in-depth report on cloud computing," said Jill Eckhaus, CEO of AFCOM. "This is the report the data center industry has been waiting for. It will include a description of what cloud computing really is, the opportunities and risks for the data center, the various types of clouds such as private, public and hybrid clouds, and many other specific details that a data center manager needs to know in order to intelligently discuss the advantages, disadvantages and best approaches to this technology for their specific data center."

"Until all the technical and business leaders are aligned about what they mean by cloud computing, there are going to be misunderstandings and missteps," says Jack Story, AFCOM DCI board member and CTO of Infocrossing.

"As data center professionals, we hear a lot about the term cloud computing," added Tom Roberts, Facility Manager, Trinity Information Services, and DCI Board member. "It is essential we understand how it will affect our business and subsequently our data centers and for us to be able to participate in the dialogue with senior leadership."

“The report will provide basic guidance around the emerging concepts of cloud computing for the data center professional, looking at how he or she can get involved in the cloud computing migration process, and determine the impact on the data center as well as other IT assets,” said David S. Linthicum, AFCOM DCI board advisor, CTO of Bick Group, and lead author of the report. “It will also provide the ‘how’ more so than the ‘what’ around cloud computing. The guidance to the data center professional should prove invaluable.”

This report is schedule to be released in April 2010 and will be available on the AFCOM Web site for the benefit of AFCOM members. Comments and discussions will be encouraged as well in order to keep the dialogue moving just as fast as the emerging cloud technologies coming into the data center today.

About the Data Center Institute

Data Center Institute (DCI) was formed in 2001 by AFCOM and is a leading industry think-tank. The group’s charter is to provide thought leadership and direction for the industry. Board members, leading data center industry experts, include AFCOM’s CEO Jill Eckhaus & Founder Leonard Eckhaus; APC’s CTO James Simonelli; Bick Group’s EVP Tad Davies; CA’s Product Management Advisor Sam Somashekar; Connectivity Technologies Inc.’s President Tim Hazzard; Fujifilm’s VP of Marketing Rick Gadomski; InfoCrossing’s CTO Jack Story, Intel’s DC Architect John Musilli; NORTEL’s Global Data Center Manager Paul Greenley; NER Data Products’ SVP Scott Steele; and Siemens’ Head of Commercial Real Estate & Data Center Initiatives Maureen Versen.

About AFCOM

AFCOM (www.afcom.com) is a leading association supporting the educational and professional development needs of data center professionals around the globe. Established in 1980, AFCOM currently boasts more than 4,500 members and 38 chapters worldwide, and provides data center professionals with unique networking opportunities and educational forums and resources through its annual Data Center World Conferences, published magazines, regional chapters, research and hotline services, and industry alliances.

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