

Rocky Mountain CMG

Summer '09 FORUM

Tuesday, June 2, 2009

**Held at: IBM Executive Briefing Center
Boulder, CO**

(see bottom of this notice for directions and maps)

8:00 Registration, 9:00am - 3:00pm Presentations

Well folks, it took a while to get everything together, but we can assure all of you this is one seminar day you don't want to miss.

While Green Computing has a certain cachet as 'The Next Big Thing', there is also a very hard-nosed value to anyone running major data centers. Energy costs (first to power equipment, then to cool it) run into the millions of dollars for major organizations. With the prospect of over 30% savings in power/HVAC costs, the topic all of a sudden is interesting to CFOs, a skeptical bunch to be sure.

Drop by for a full day of live examples, recommendations from front-line practitioners, and, as always, a chance to mingle with your peers.

We will be providing breakfast and an afternoon snack as well as beverages (no lunch this time – catering it in was not feasible – however a very nice cafeteria is in the building).

Cost this time is \$15, which you can charge to PayPal (for example)(see further down in this note for instructions)

Beyond the Agenda Summary below are detailed descriptions of the presentations and tours and biographies of our speakers.

Agenda Summary

8:00 – 9:00	Registration - Go to Mt Meeker	(Continental Breakfast provided)
09:00 - 09:15	Welcome, Agenda Review	Clea Zolotow / Boyd Novak
09:15 - 09:45	IBM's Green Data Center Strategy	Boyd Novak
09:45 – 11:5	IBM Facilities & Infrastructure Tour <ul style="list-style-type: none">• Tour of Building 3 Green Data Center• Demo TAC Tool	Bob Kelly
11:5 – 12:30	Lunch	
12:30 – 1:30	Greening the Data Center with Brocade	Dave Burchwell
01:30 – 2:00	Global Operations - Command Center Capabilities	James Toland
02:00 – 3:00	Green Capacity Planning	Amy Spellman / Charles Gimarc
03:00	Adjourn	

Agenda Detail

IBM's Green Data Center Strategy

Boyd Novak and Clea Zolotow

About the presentation

Learn about IBM's newest Data Center Design and Build solutions whether considering building a new data or retrofitting an existing one. Tour IBM's newest Green Data Center and hear about the best practices utilized in these scenarios.

IBM Project Big Green 2.0 Take-aways:

- Review demonstrated energy efficiency improvements from Project Big Green
- Understand how monitoring and verification provide ongoing improvement across the enterprise
- Understand how to reduce energy consumption by addressing applications, information and distributed computing
- Review a sampling of end-to-end portfolio of offerings

About the speakers

Boyd Novak is Director of the Infrastructure and Resource Management (IRM) Competency within IBM Global Technology Services (GTS). This organization focuses on three major service delivery elements - data center and facilities management, hardware and software optimization and strategic relationship and delivery management of vended network services.

He leads a team of nearly 500 specialist and technical professionals in the United States, Canada and Latin America responsible for delivery of high quality, competitive and innovative services to our clients. To accomplish this mission, his organization focuses on promoting the development and maintenance of world-class skills, best practices, measurements, tools and processes, and external relationships with key services providers. His organization is also responsible for strategy, investments and services for over two and a half million square feet of IBM owned data centers and another two million of client owned space, with a focus on energy efficiency, capacity demand, and delivery resiliency.

Boyd received his Masters of Business Administration (MBA) in Finance from Saint Louis University and his Bachelors degree in Economics from The American University in Washington D.C. With his wife and three daughters, he has lived in Colorado for six (6) years.

Clea Zolotow is a Senior Technical Staff Member at IBM Global Services with over 20 years experience working in the mainframe and midrange environments. Among other

initiatives, she's currently working on the Enterprise Computing Model (ECM, an IBM initiative to virtualize 25 percent of our own distributed IT infrastructure onto System z mainframes) and Hardware Resource Management (HRM), an IBM initiative to consolidate LPARs and raise utilization by virtualization on distributed platforms). She has patents from automated z/OS installation to mathematical modeling for mass virtualized LPAR migrations. She currently resides in Golden, Colorado with her husband and two dogs.

Greening the Data Center using Brocade

Dave Burchwel

About the presentation

The speaker will explain how you can provide greater efficiency while reducing operating cost in many cases with an ROI of less than one year. Topics covered include:

New SAN and IP Green technologies:

- End-to-End solutions for Virtual SANs to include QoS using Brocade green HBAs to VWWN
- SAN Health tools help reduce Operating Expenses (OpEx)
- Power Calculator tool; Power/Cooling Calculator tool for calculating reductions in OpEx cost of network
- Best practice for improving storage and IP networks
- Q&A

About the speaker

Dave Burchwell has spent over 30 years designing, implementing and supporting many of the Worlds largest Data Center Networks to include SAN, WAN, IP and Mainframe environments. He has come to Brocade via the acquisition trail of Data Switch, General Signal Network, Inrange, CNT, and McDATA, all now part of Brocades' deep legacy of networking solutions. While at Brocade for the last 15 years he has been primarily focused on implementing Best Practice environments for Fortune 1000 customers and Brocades strategic partner IBM.

Green Capacity Planning

Amy Spellmann and Charles Gimarc

About the presentation

Green Capacity Planning is a holistic planning approach for today's data centers that incorporates environmental considerations into traditional computer and network capacity planning. This paper presents the methodology, terminology, and practical

application of the approach with a case study that evaluates the capacity, storage, and energy footprint of an existing eCommerce system. The case study quantifies the use of virtualization to reduce energy consumption as the system is scaled to meet the demands of a growing business.

About the speakers

Amy Spellmann has 20 years of hands on experience in IT Capacity Planning and Performance Engineering. She has worked with hundreds of Fortune 1000 companies assisting them in efficiently managing their IT infrastructure while improving end-user response times. One of her specialties is coordinating with IT and Business partners to ensure that IT services meet SLA's cost effectively. Amy has numerous publications including 10 publications with CMG. In 2008, Amy founded Optimal Innovations, a solutions company dedicated to saving Information Technology dollars by reducing IT and Data Center power consumption. Optimal Innovations partners with HyPerformix Inc., where Amy was employed for 18 years as a Performance Engineering Expert and VP of Performance Innovation. Performance Innovation helps companies develop in-house expertise in Capacity Planning, Performance Engineering and Modeling. At Optimal Innovations the new focus is on Green Capacity Planning, extending traditional Capacity Planning and Performance Engineering best practices to include power and cooling factors.

Charles Gimarc, Principal Engineer, LSI Corporation. Chas leads performance engineering and analysis work within the Storage Components Division of LSI. He has been instrumental in setting and achieving performance targets for the last generations of parallel SCSI and the current SAS and SATA controllers used in most workstations and servers. Chas has been with the Storage Performance Council since its founding, and recently participated in the introduction of the SPC-Component benchmark.

Chas holds degrees in Electrical Engineering from Texas A&M and Georgia Tech, and a Ph.D. from Purdue University. Prior to LSI, Chas worked at NCR / AT&T leading a team analyzing performance of heroically large symmetric multiprocessors. He has published articles in journals, trade press, and textbooks, primarily in the areas of computer architecture, storage and performance

Cost and Registration Options:

(A continental breakfast, an afternoon snack and beverages (all day) are included in the registration fee – we couldn't arrange for lunch this time, but there is a nice cafeteria on the campus)

Pre-registration fees: (if you register by May 29, 2009)

\$15

Pre-registration options

Option 1: PayPal ([Click HERE to register via PayPal - \\$15](#))* Click on Sign Up (even if you don't have an account)

* You do NOT need a PayPal account to pre-pay by credit card. Look for the text:

"Don't have a PayPal account? Use your credit card or bank account (where available)" Continue <- Then click on "continue" on the PayPal site.

Please print your confirmation and bring it to the meeting.

Option 2: Personal or Corporate Check (payable to "Rocky Mountain CMG")

Mail to:

Linda Boyd
IBM Global Services
5045 Granby Circle
Colorado Springs, CO 80919

Pay at the door fees:

\$20

at the door)

At the door payment options:

Cash or check only (**we cannot accept charges**)

Seating is limited; make your on-line reservations early. We encourage and appreciate your pre-registration and on-line payment. If you are not-pre-paying, PLEASE send us an email that you intend to come so we can plan accordingly. Send your intent to:

glrogers@gmail.com

or

david.halbig@firstdata.com

Note: The registration fee will be waived for students (with student ID) and anyone between jobs (bring copies of your resume).

Refund policy:

Pre-pay Registration fees will be refunded only if requested by Friday May 29, 2009.

About CMG

The [Computer Measurement](#) Group is a not-for-profit, worldwide organization of IT professionals committed to sharing information and best practices focused on ensuring the efficiency and scalability of

IT service delivery to the enterprise through measurement, quantitative analysis and forecasting.

CMG members are primarily concerned with performance evaluation of existing systems to maximize performance (e.g. response time, throughput, etc.) and with capacity management where planned enhancements to existing systems or the design of new systems are evaluated to find the necessary resources required to provide adequate performance at a reasonable cost.

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For more information about this meeting or for dates and topics for future Rocky Mountain CMG meetings, please contact: **Dave Halbig at (303) 967-7753**. The calendar for this and all other CMG meetings can be found at: http://www.cmg.org/cgi-bin/calendar_2009.pl?format=cal

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DRIVING DIRECTIONS and MAPS for IBM BOULDER

(From Downtown Denver to the Boulder Facility)

- Travel north on I-25 to HIGHWAY 52 west (Exit 235)
- Continue west on HWY-52 for 15-20 minutes until it ends at the Boulder IBM Facility
- Continue on through the traffic light onto IBM DRIVE to EAST LOOP ROAD
- Take your first LEFT, onto EAST LOOP ROAD
- Take your fifth RIGHT, into LOT 026
- Park in the Reserved assigned parking spots for the IGS (IBM Global Services) Executive Briefing Center
- Enter through the GLOBAL SERVICES LOBBY of Building 026 and the guard will call someone to escort you

Denver/Boulder Area Map



IBM Boulder Site Map

