

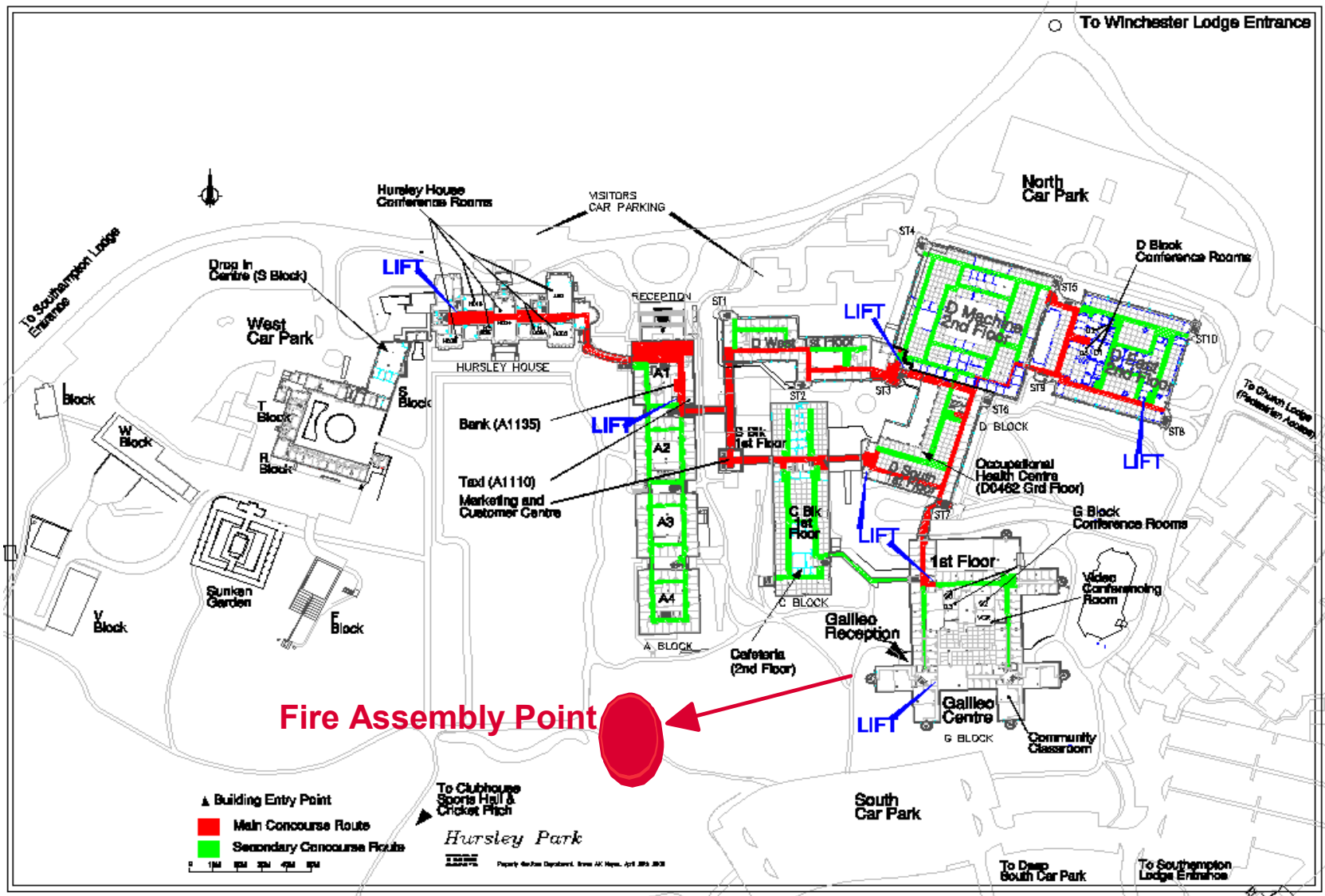


***The New Enterprise  
Data Center:  
Supporting Business  
Innovation***

Chris Hardy  
13<sup>th</sup> November 2008



# Fire Assembly Points



## A few essentials

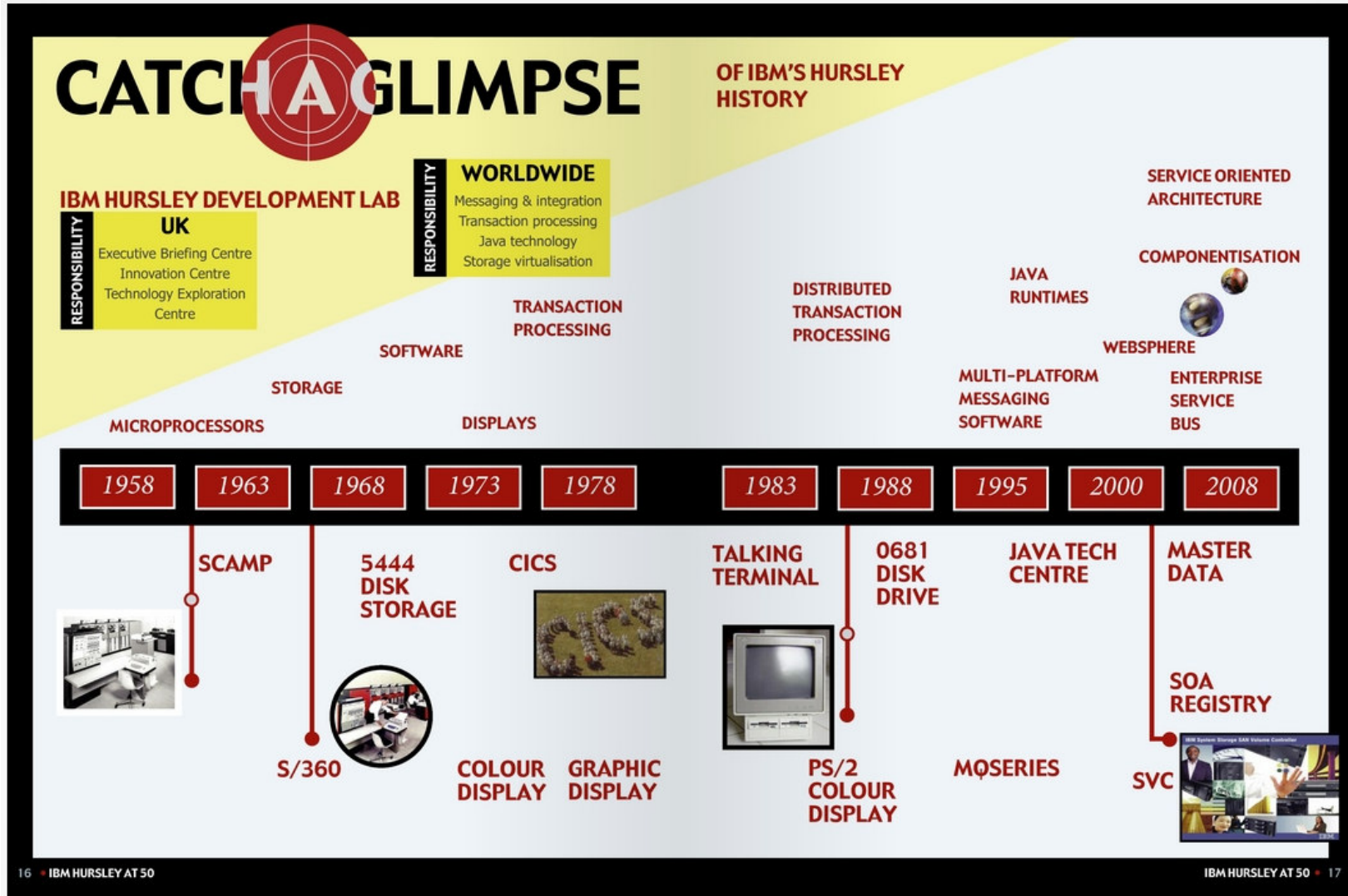
- 'Restrooms'
- Mobile Phones
- Coffee & Lunch (Tour splits)
- Feedback forms

# A Brief History of Hursley – Pre-IBM!

- 100 BC – Iron Age Fort
- 100 AD – Roman Settlement
- 1138 – Site of Merdon Castle (burnt down by Henry II in 1159)
- 1550's – Medieval Hunting Lodge – home to Oliver Cromwell's son (Richard) and Richard Keble (Keble College, Oxford)
- 1718 – Heathcote and Cooper families
- 1916-18 – First World War Hospital
- 1940 – Home to Vickers Aviation & Spitfire Development
- 1958 – IBM Arrives....



# What has IBM been doing in Hursley



# IBM Hursley Laboratory



- 2 IBM Fellows
- 5 Distinguished Engineers
- 24 Senior Technical Staff Members
- 10 members of the IBM Academy of Technology
- 28 Master Inventors

- **2800 professionals on site**
  - 1400 Development Professionals
  - 1400 Services (GBS and Admin)
- **Largest Patent receiver globally for the last 15 years**
  - Over 38,000 US Patents granted over that period
  - UK & Ireland over 140 granted in 2007
- **Largest IBM software development laboratory in Europe**
- **Regularly hosts IBM customers, over 950 customer visits in 2007**

# Agenda

Timing	Agenda subject	Speaker
09:30	Coffee and Registration	
09:55	Introduction and Logistics	Chris Hardy (STG SSM)
10:00	Positioning IBM's NEDC Vision for Public Sector	Steve Strutt (IT Opt & Infra)
10:30	Evolution of Data Centre	Gary Barnett (Bathwick)
11:00	Managing New Enterprise Data Centre	Nick Drabble (Green Comp)
<b>11:30</b>	<b>Coffee Break</b>	
12:00	Energy Efficiency in the Data Center...and beyond	Peter Richardson (GTS)
12:30	Virtualising Data Center to Gain Efficiencies	Steve Legg (CTO Storage)
<b>13:00</b>	<b>Lunch</b>	
	Guided tour to see the IRS	Iain Burns
13:45	Tour of the IBM Innovation Centre	Rachel Denbigh (Innovation Centre)
14:30	How NEDC helps Departments and Agencies meet their Government Targets	Dan Bailey (Snr IT Arch)
15:00	Closing remarks	Chris Hardy (STG SSM)