

## Leadership • Collaboration • Expertise • Insights • Best Practices

No one understands the demands and challenges of running a high-reliability data center quite like the people who do it every day. The Uptime Institute Network is the longest standing community of professionals responsible for the development, management, and operation of data centers.

Owners, operators, and subject matter experts come together for meaningful peer-to-peer interaction in a safe forum for knowledge exchange—free from the influence of vendors or concern over trade secrets. Membership includes access to a rich collection of resources, evidence-based best-practice information, benchmarking, detailed error and incident tracking and trends, regional events, and behind-the-scenes tours of state-of-the-art data center facilities.

With member groups in all regions of the globe, the Uptime Institute Network is an elite organization for owners and operators. Participants come from a wide range of industries including banking and finance, telecommunications, manufacturing, retail, transportation, government, and colocation.

What they all share is a common objective: ensuring the data center availability their organizations depend on and their end-users demand. The Uptime Institute Network's mission is to identify, quantify, and improve data center operations and IT. Members benefit from sharing experiences, lessons learned, and solutions implemented. Many members credit their participation in the Network with giving them the keys to their organization's ongoing success.

## Why Join Uptime Institute Network?

### Knowledge Sharing and Collaboration

Overwhelmingly, members cite the value of the peer-to-peer interaction and collaboration they experience in the Network. Participants benefit from openly discussing best practices, fails, and saves with a select group of individuals who truly understand and share the same challenges.

As a member, you'll have unparalleled access to a diverse pool of knowledge and experience, learn from others' mistakes and successes, hear about vendor experiences, and gather new ideas—road tested by other facilities—that you can apply directly to solve the problems your organization faces. You can reach out for advice and support from peers, seek expert input from Uptime Institute consultants, and apply new information and approaches to optimize your data center efficiency and availability.

### Reduced Risk, Downtime, and Costs

Longtime Network members report reduced frequency and duration of unplanned downtime in their data centers. Even a single hour of site downtime can cost your organization dearly in customer impact, repair costs, staff time, damage to equipment and systems, and more importantly lost revenue and credibility.

Learning from the experiences of others allows you to proactively identify hidden risks and prevent unforeseen errors. The key data and information from the Abnormal Incident Reports (AIRs) database provides extra "insurance" for your operation, helping identify areas of potential risk based on the experiences of other member organizations. The value of a single "save" resulting from the knowledge, support, and timely alerts that Network members receive will deliver a return on your membership participation investment many times over.

### Improved Operations and Performance

Members report that they've experienced enhanced Facilities and IT operations across the board as a result of their participation in the Network. They've learned about and been able to implement ideas, proven solutions, and best practices gleaned from other members.

Network resources and activities include educational events, benchmarking information and surveys, research reports and updates, and more. With ready access to the latest industry trends, code change updates, and other key information, you'll feel more confident steering a course that will meet your organization's availability requirements and business objectives.

For example, benchmarking information and reports include extensive Site Equipment Surveys, which detail user experience and satisfaction with manufacturers and their products to help you make decisions about future equipment. Members receive training on how to use benchmark data to convince senior management of worthwhile investments. The Annual Data Center Professional Survey Report allows you to benchmark organizational roles and responsibilities, and can provide justification for needed staffing levels.

### Confidentiality

A crucial component of the Network's value to participants is the free exchange of knowledge that takes place at events and in online forums. The Network's comprehensive *Information Exchange Agreement* preserves confidentiality and sensitive business information. As a result of vigilant protection of Network information and all event presentations and proceedings, members feel free to discuss their experiences, both positive and negative, without constraint.

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"As a banking and financial institution, reliability and availability are critical to our business needs. We gain great benefits from the Uptime Institute Network by interacting with all the members, going through the benchmarking data, taking a hard look at all the best practices and trying to implement them in all our data centers. The Uptime Institute Network provides the leverage and knowledge to achieve our goals."

**Mike Willis** - BMO Financial Group Member Since 2005

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## Benefits of Membership

Membership in the Network puts you in direct contact with top professionals from some of the largest companies in the world, and with the Uptime Institute consultants and executive staff. Members benefit from a wealth of communication, live interaction, and information resources.

### Biannual Network Conferences

Multi-day meetings are held twice a year in each global region, with agendas that are driven by member priorities and areas of interest. These events facilitate rich networking, discussion, and information sharing. You'll enjoy member presentations, Uptime Institute expert content, and select/premiere guest speakers covering topics of the greatest relevance to members. Conferences provide an opportunity to learn about projects and initiatives that are often too sensitive to be included in more public forums. Presentations are made by the individuals responsible for the projects themselves, rather than as generic case studies.

### Data Center Site Tours

Members are invited on exclusive in-depth site tours of technologically advanced data centers—that are not open to the public. You'll learn from several hours of behind-the-scenes facility access and detailed follow-up discussions with the site team about issues, innovations, and best practices.

### Benchmarking and Surveys

Benchmarking resources include surveys, profiles, and annual comparison reports covering a range of performance data, including uptime effectiveness and costs. These reports provide quantifiable data from the best in the business to support your operational efforts and let you assess where your data center stands in relation to industry norms.

### Abnormal Incident Reports Database

The Web-based AIRs database aggregates data on more than 5,000 real-world incidents and outages submitted by member sites since 1993. This singular tool represents a compilation of planning shortfalls, design deficiencies, and operating failures—caused by facility infrastructure equipment and/or human error—that can happen in even the world's most robust data centers.

Uptime Institute analyzes this data to identify trends and help you focus resources on areas most likely to cause downtime. Case studies and quantifiable saves are detailed and successful solutions are catalogued for member use. To facilitate early warning and response, members receive real-time Flash Reports about incidents identified as immediate risks, with root causes and fixes to help prevent a service interruption.

### Email Query

Tap into the collective wisdom and experience of the entire Network by submitting an Email Query: brief questions on any topic soliciting specific advice or answers. For example, request real-time comparison data to support equipment purchases or find out how others have handled a particular facility or operating challenge. Uptime Institute staff coordinates each inquiry and consolidates the responses to ensure concise and relevant results.

### Dedicated Network Liason

Benefit from personalized service to make the most effective use of membership resources, connect to premiere Network members, and access Uptime Institute specialists relevant to your areas of concern. You'll also receive up to four hours of consulting time.

### Additional Membership Benefits

- Receive Member Discounts for select Uptime Institute offerings including the annual Symposium, and ATS and ATD training
- Get access to selected industry reports from 451
- Learn about new or disruptive technology in vendor engagements free of any sales pitch. The collective bargaining power of the Network membership challenges vendor solutions and steers industry innovation
- Stay abreast of industry developments and Network activities throughout the year with the Network Newsletter

## Join the Network

Start enjoying the benefits of membership today, and gain access to the information and resources you need to bring your organization to the next level. **Call your local Uptime Institute Network Director to discuss your needs, see a demonstration, and be introduced to other Network members.**

Uptime Institute Network members are a diverse group of data center executives and professionals from around the world. More than 50% of Network members are on the Forbes Global 2000\* list.

## Global Network Roster

Acxiom	ebrc	RBC Financial Group
ADP	ePLDT	Reed Elsevier Technology Services
Allstate	EVERTEC	Regions Financial Corporation
ALOG Data Centers do Brasil	FannieMae	Sabey Data Center Properties
Aon Hewitt	Fidelity Investments	Saudi Aramco
AT&T, Southeast Region	Fujitsu Services Limited	Sberbank
AWAN Data Centres	General Electric	Singapore Exchange Limited
Barclays Bank	Green Mountain Data Centre	Société Générale
Bayer Corporation	Hewlett-Packard	SoftLayer, an IBM Company
BMO Financial Group	Highmark	Sun Life Financial
BNP Paribas	Huawei Technologies Co.	T5 Data Centers
The Boeing Company	ING	Target
Bradesco	IntercontinentalExchange   NYSE	Tata Communications International
CA	Interxion	T.C.C. Technology Co.
Capital Group Companies Global	IO	TD Bank
CenturyLink Technology Solutions	Itau-Unibanco	TE Connectivity
CGI	JPMorgan Chase	Thomson Reuters
Chesapeake Energy	Kaiser Permanente	Toyota
China Merchants Bank	Keppel Data Centres	Turk Telekom
China Unicom (Shanxi)	Latt telecom	Turkcell
Colt Technology Services	McKesson	UniCredit Group
Computer Sciences Corporation (CSC)	Mentor Graphics	United Airlines
CSF Group plc	Mobily	United Health Group
DataSpace Partners	Morgan Stanley	United Parcel Service
Deere & Company	Nationwide	US Bancorp
Delta Air Lines	NetApp	Verizon
Department of Veterans Affairs	NSW Government	Visa
Depository Trust & Clearing Corporation	NTT Singapore	The Walt Disney Company
DigiPlex Norway AS	Pepsi Co	Wells Fargo Bank
Digital Realty Trust	Petrobras	Wipro
DST Systems	PTT ICT Solutions Co.	Xerox Corporation
DuPont Fabros Technology, Inc.	Quality Technology Services	
eBay	RagingWire Data Centers	

## Questions?

Please contact your regional representative online: <http://uptimeinstitute.com/contact-us>, email us at: [info@uptimeinstitute.com](mailto:info@uptimeinstitute.com), or by phone at: +1 206.706.4149

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