2nd Annual

**DCD** >Energy Smart

Post Show Report

Co-Host
**STOCKHOLM DATA PARKS**

*" DCD understands the industry has to evolve and sets and agenda to give you inspiration and ideas for your daily business "*

Herbert Radlinger
NDC Data Centers

**94%**
Net Promoter Score

# Where Energy Networks & Data Centers Converge

Global Content Partner
**Uptime Institute®**

www.datacenterdynamics.com

# A Record Breaking 2nd Annual Event

Thank you ever so much for your support of the 2nd annual DCD>Energy Smart.  We welcomed a record number of delegates to Stockholm with 559+ attendees descending upon the Brewery Conference Center for a packed 2 days.  The 2nd annual event saw an extended 2-day conference that included 4x site visits, a meeting of the Swedish Data Center Association and a 2-stream conference programme, as the convergence between energy networks and data centers continues.

The 550+ attendees included senior delegates from Facebook, Microsoft, Greenpeace, Equinix and Digital Realty. The complex ecosystem was well represented from colocation businesses, to hyperscalers, utilities and TSOs all working to drive the sustainable data center forward. Many thanks to our wonderful speakers and sponsors including the Mayor of Stockholm herself, Anna König Jerlmyr, who spoke pertinently on driving collaboration between utilities and data centers.

With a 94% net-promoter score and 90% of our attendees considering the event as critical to marketing and business development aims, join us again in 2020, for what promises to be another fantastic edition of the only data-center energy-efficiency show on the market.
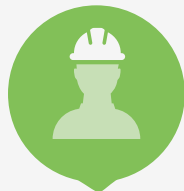
**Zach Lipman**
European Programme Manager
**DCD**

## > At a glance

**559**
Attendees

**344**
End Users &
Consultants

**35**
Data Center
Tour Attendees

**100+**
Facilitated
Introductions &
1-2-1 Meetings

**50+**
Speakers
Including top
Hyperscalers

**50,500**
LinkedIn
Impressions

**100,000+**
Community
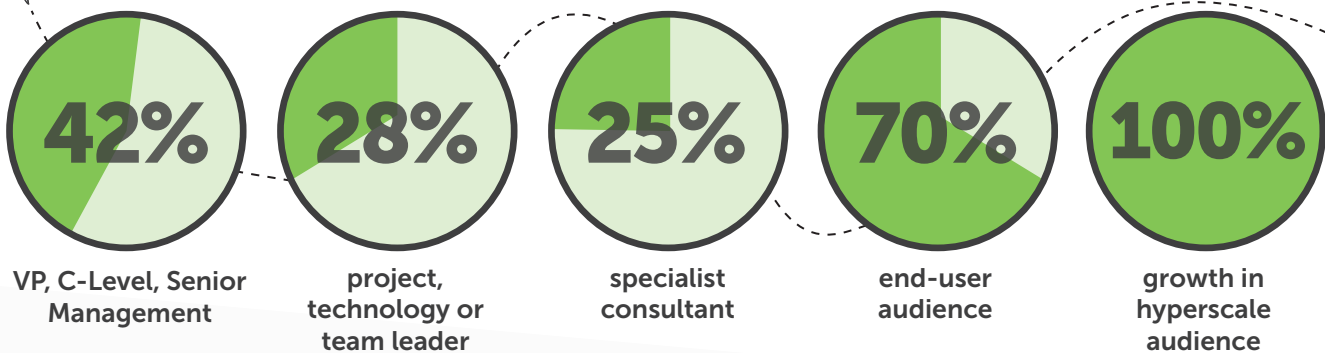Engaged

**30%**
Email open
rate

**142**
Tweets

**131,000**
Energy Smart
Web
Sessions

For more information contact your DCD Account Manager or email
**sales@datacenterdynamics.com**

# The Audience at DCD Energy Smart 2019

**559** more than last year **13%**

**334** End users and consultants

increase from last year **22%**

Over half the turnout in Stockholm was made up of new attendees

**55%**

**42%** VP, C-Level, Senior Management

**28%** project, technology or team leader

**25%** specialist consultant

**70%** end-user audience

**100%** growth in hyperscale audience

**73%** Of our sponsors see it as imperative to their business development in 2020 to exhibit.

**90%** ranked Energy Smart as very important to their marketing and business development strategy

**94%** reporting an extremely high level of satisfaction

**33%** procuring cooling solutions in the next 12 months

**25%** assessing Power requirements

**18%** strategizing modular solutions.

**17%** prioritizing DCIM Implementations

**64%** cited sourcing new suppliers and understanding trends as key reasons for attending

**85%** scored the conference programme 8/10 or higher

**75%** rated onsite networking as 7/10 or higher

# Audience Reviews

*" A conference that brings together several industry experts offering many insights and key trends on the data center sector. "*

*Gustavo Gomes Pereira*
*Project Development Intern | InnoEnergy*

*" I have found the last 2 DCD events very informative, particularly for providing a "status" on the development of Data Centre Tech with comparison to Telecommunications Exchanges. "*

*William Adams*
*Data Centre & Telecommunications Manager | Manchester Airports Group*

*" Great networking and the latest in market trends from the data center business area. "*

*Manuel Brändeborn*
*Head of Marketing*
*Eskilstuna Logistik och Etablering AB*

*" DCD>Energy Smart 2019 did exactly what it said on the tin! Bringing the myths of heat reclaimation from Data Centres front and centre and behoving the data centre community to engage with their ethical requirement to reduce wasted energy from all aspects of their operation. "*

*Brian Woods*
*Technical Director | Winthrop Engineering and Contracting Ltd*

*" I was keen to attend DCD>Energy Smart to get updated with new technologies & techniques for saving energy in our data centers. I was really impressed by getting introduced to data center heat recovery solutions that were presented in this event. I am definitely planning to implement those techniques in our data centers. "*
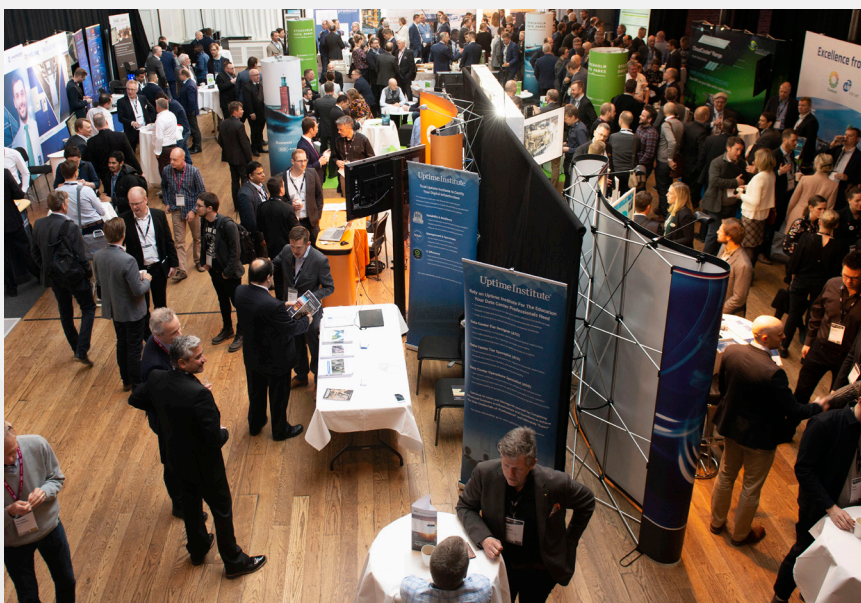
*Ahmed Abdelwahab*
*Datacenters Infrastructure Planning Manager | Vodafone Egypt*

*" DCD understands that the industry has to evolve into the future, and sets an agenda which gives you new inspiration and ideas for your daily business. "*

*Herbert Radlinger*
*Technical Director*
*NDC Data Centers GmbH*

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# **559 attendees** from the Smart Energy Ecosystem

## >Owner/ Operator

Google | EQUINIX | interxion | amazon web services | colt | facebook

DIGITAL REALTY | CenturyLink | switch | verizon | e-shelter | Microsoft

## >Enterprise/ Energy Networks

ELLEVIO | e·on | vodafone | nationalgrid | Telia Company | stockholm exergi

GREENPEACE | IBM | Alibaba.com Global trade starts here. | H&M | UniCredit Services | VATTENFALL

## >AECs/ Consultants/ Government

abaxum | ARUP | ATKINS Member of the SNC-Lavalin Group | SDiA | CBRE

CITY LONDON | Department for International Trade | accenture | Linesight | NOKAS Vi bryr oss!?

qamcom | ICE RI.SE SICS NORTH | SWECO | Deloitte. | UNIVERSITY OF HELSINKI

## >Vendors

EATON Powering Business Worldwide | HUAWEI | NODE POLE | NxtVn | ORBIS

PILLER Power Systems | Raritan. Know more. Manage smarter. | Nader 良信电器 | socomec Innovative Power Solutions | StarLine

ERICSSON | Sunbird DCIM that's easy, fast, and complete | systemair | TERASAKI Innovation in Protection Technology | VERTIV

For more information please visit
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# Thank you to our 50+ Inspiring Speakers

**Krisstoffer Simonsson**
*Area Sales Manager*
**Piller**

**Andy Lawrence**
*Executive Director, Research*
**Uptime Institute**

**Roland Huempfner**
*Leader of Huawei Energy Competence Center Europe*
**Huawei**

**David Hall**
*Senior Director, Technology Innovation*
**Equinix**

**Pär Johansson**
*BD Director of Data Center Cooling*
**Systemair**

**Daniel Akenine**
*National Technology Officer*
**Microsoft**

**Dr. Gunnar Schomaker**
*Co-Founder*
**WindCORES**

**Erik Rylander**
*Head of Stockholm Data Parks*
**Stockholm Exergi**

**Gary Cook**
*Senior Corporate Campaigner*
**Greenpeace**

**Mikael Wallén**
*Head of Data Center Infrastructure*
**Bahnhof AB**

**Matt Provo**
*CEO*
**Carbon Relay**

**Jon Summers**
*Scientific Leader*
**RISE SICS North**

**Jussi Vihersalo**
*Business Development Manager, Power Quality Division, EMEA*
**Eaton**

**Kenneth Johansson**
*Head of Regional Networks*
**Ellevio**

**Christoffer Svanberg**
*Chief Communication Officer*
**Node Pole**

**Alan Beresford**
*Managing Director*
**EcoCooling**

**Dr. Jens Struckmeier**
*Founder and CTO*
**Cloud&Heat Technologies**

**Gustav Bergquist**
*COO & EVP*
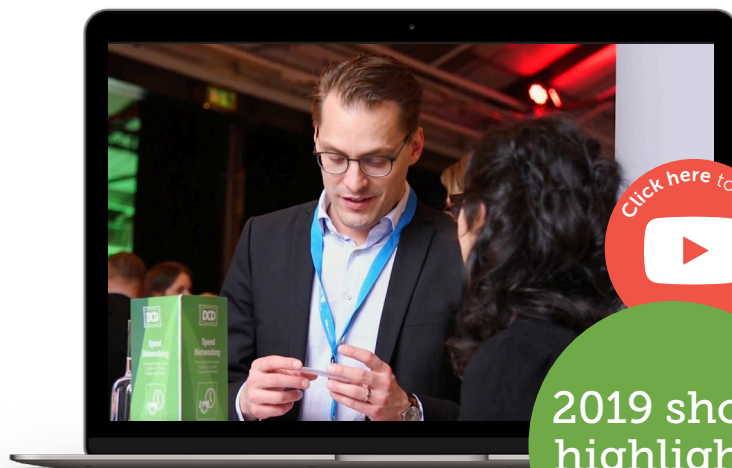**Multigrid**

**Devrim Celal**
*CEO*
**Upside Energy**

**Ed Ansett**
*Co-Founder and Chairman*
**i3 Solutions Group**

**And many more...**
See the full conference agenda here

# Thanks to our 2019 sponsors, exhibitors, and partners

Co-Host

## STOCKHOLM DATA PARKS

Click here to view

2019 show highlights video

### Knowledge Partners

DCPRO

EATON
Powering Business Worldwide

HUAWEI

ddc onsite energy

NODE POLE

NxtVn®

PILLER
Power Systems
ACTIVE POWER
DRIVEN BY MOTION
A Division of Piller Power Systems Inc.

systemair

### Exhibitors

BUSINESS SWEDEN
THE SWEDISH TRADE & INVEST COUNCIL

DCPRO

EAE
ELEKTRİK

EATON
Powering Business Worldwide

EcoCooling
FRESH AIR COOLING

FDCF

HUAWEI

ddc onsite energy

Nader
良信电器

PILLER
Power Systems
ACTIVE POWER
DRIVEN BY MOTION
A Division of Piller Power Systems Inc.

StarLine

Sunbird
DCIM that's easy, fast, and complete

systemair

Uptime Institute®

VATTENFALL

Don't forget to book your exhibition space for 2020 email
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# Explore Videos

**>***Interview*
## Christoffer Svanberg
Node Pole

**❝** *For us, it is extremely important to take the crucial next steps to offset the use of fossil based fuels and build towards a more sustainable future* **❞**

Click here *to view*

Christoffer Svanberg
Chief Communication Officer
Node Pole

Click here *to view*
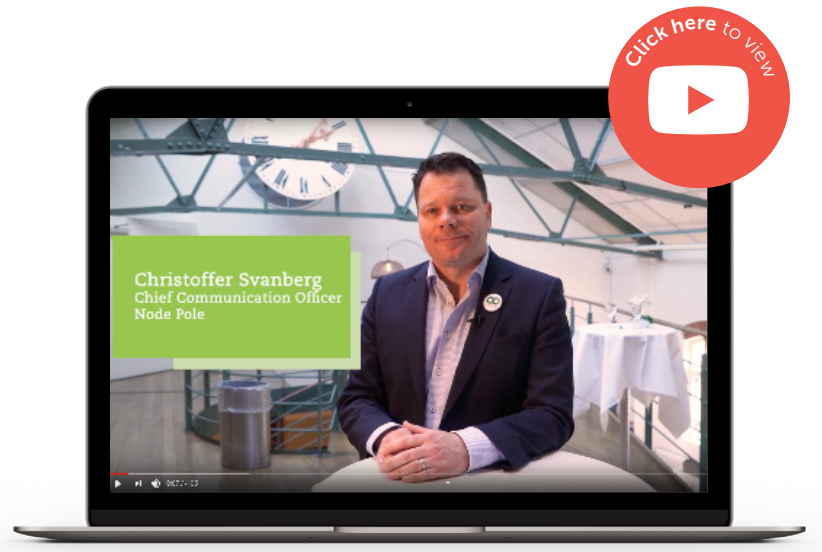
**>***Interview*
## Kristoffer Simonsson
Piller

*Batteries are the Achilles heel of data center power with many on the lookout for sustainable energy storage alternatives. Kristoffer Simonsen from Piller discusses some alternatives and the potential benefits.*

**>***Interview*
## Herbert Radlinger
NDC Data Centers

*Technical Director at NDC Data Centers, discusses the smart energy nexus and continuing innovation, including a new power solution concept that promises to reduce CapEx and emissions.*

Click here *to view*

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# Explore the presentations at DCD>Energy Smart



**Click here to view**

### Clicking Clean, Gary Cook, Greenpeace

This keynote focuses on the industry's track record of sustainable, renewable energy implementation, with primary insights from this year's Global #ClickingClean report, in order to establish a better baseline as to where data center operators and other major players in tech source their energy, and pinpoint where we can adapt for the future of renewable energy.

**Click here to view**



### Panel: Exploring the benefits of machine learning for data centers

Featuring; **Daniel Akenine,** National Technology Officer, Microsoft, **David Hall,** Senior Director, Technology Innovation, Equinix, **Matt Provo**, CEO, Carbon Relay, **Peter Judge,** Global Editor, DCD and **Susanna Kass**, Energy Fellow, Stanford University

**Click here to view**
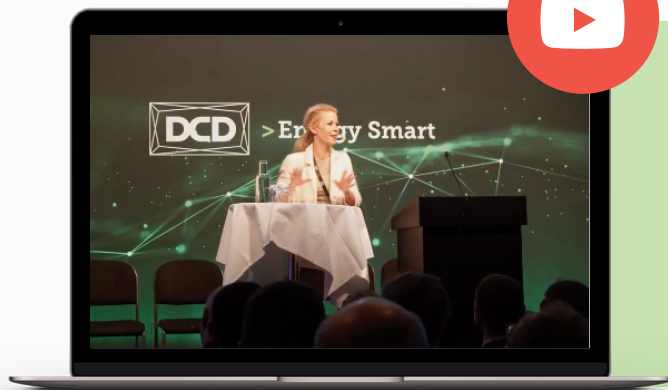


### Presentation: Anna König Jerlmyr, Mayor of Stockholm

*" The real agent of change lies with corporations and governmental collaboration. Stockholm aims to be fossil fuel free by 2020 "*

### Panel: Driving data center and energy network collaboration

Featuring; **Anders Egelrud**, CEO, Stockholm Exergi, **Andy Lawrence**, Executive Director, Research, Uptime Institute, **David Hall**, Senior Director, Technology Innovation, Equinix, **Devrim Celal,** CEO, Upside Energy, **Mattias Fridström**, Vice President & Chief Evangelist, Telia Company AB

**Click here to view**



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DCD >Energy Smart

# Thank you for joining the conversation on social media
# #DCDEnergySmart

**Karin Angus** • 2nd
International Business Development Adviser & Global Head of Datacentres
2w

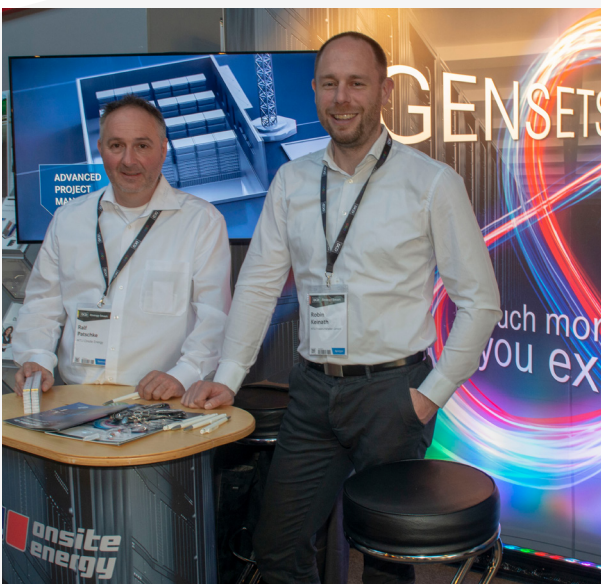Attending DCD Energy Smart in Stockholm today. Welcome by Anna König Jerlmyr, Mayor of Stockholm. Much focus today on sustainable datacentres and asking ourselves how dirty is your data and how clean is your cloud?
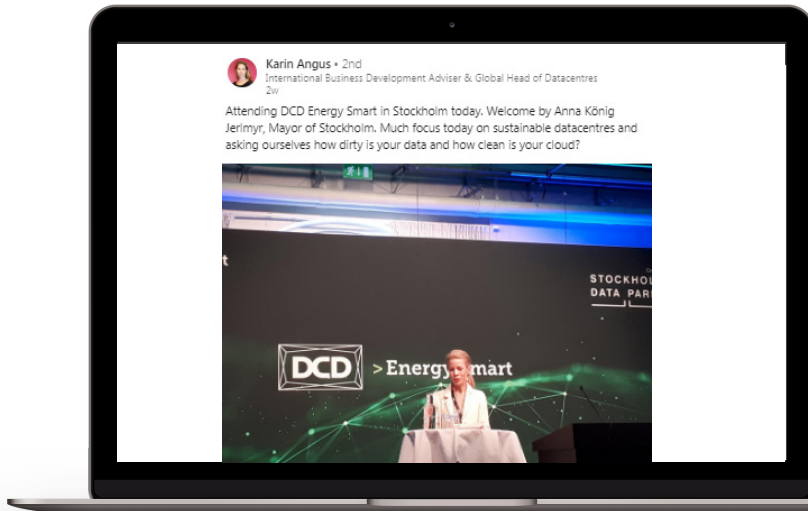
**100,000+**
Twitter
Impressions

MENU

**Jonathan Evans** • 2nd
Advisor to EcoDataCenter (EcoDC AB) The 'climate positive' datacenter in Sweden
2w

Excellent presentation from Gary Cook, #sweden Greenpeace on reducing carbon footprint of DataCenter sector at Energy Smart in Stockholm, EcodataCenter.uk leading the way in that regard!

**100% RENEWABLE COMMIT**

Complement Ambitious Targets with Transparency

High Impact Procurement Principles
- Additional
- Local
- Sustainable Sources

## Enquire now to book your slot ahead of next year

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Tomas Sokolnicki @TomasSokolnicki · Apr 2
Great news - @NxtVnGroup and @Macquarie announce new #datacenter campus in Boden, north Sweden! @datacentersbyse #dcdenergysmart

NxtVn Boden Data Center Pa
Project Announcement

With great opportunities for lead generation, educational workshops, and to raise brand awareness, more than 70% of sponsors claimed they were likely to sponsor the event again next year

**10,000**
Energy Smart articles read

René Kristensen · 2nd
Critical Power system Specialist ATD certified
2w · Edited

Just returned after two very informative days at DCD Energy Smart conference hosted by Stockholm Data Centre parks.
Interesting to hear about the trends for using renewable power and the use of heat.

#Redundancy#resilience#reliability#Sustainability#Concurrent maintainable#Power Management.

Answer is still advanced Power Management by DEIF control system.

All of our sponsors said that they would be very likely to recommend the event to friends or colleagues thanks to great onsite support and logistics, dozens of world-class experts under one roof, and an accessible, distinguished location in the heart of Stockholm

## Enquire now to book your slot ahead of next year

For more information please visit
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# Why sponsor?

Highlight market leadership and expertise at the only show dedicated to next generation energy-smart data centers.

The 3rd annual DCD>Energy Smart event connects you with 600+ pre-qualified experts to drive energy optimisation and create new business partnerships.

Click here to view

Deliver pipeline growth with targeted buyer interaction

Click here to view
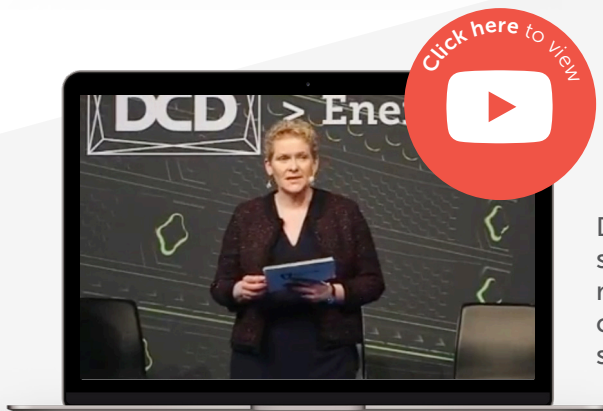
Demonstrate project success at the world's most established data center conference sessions

Click here to view

**80+ hosted roundtable attendees**

Highlight market leadership and new technology on the show floor

⊕ **Who should sponsor**

> **Critical Environment**
Construction Tech
Cooling Tech
Critical Power
Energy Networks
Fire Protection
Physical Security
Racks & Cabinets

> **Automation**
AI & Machine Learning
Analytics & Modeling
Building Managament
DCIM

> **Networking**
Cabling
Carrier Networks
Network Hardware
SDN/NFV

> **Information Technology**
Chips & Servers
Cybersecurity
Data Storage
HPC

> **Service Providers**
Colocation
Cloud
Managed Servies
Facilities Management

> **Advisory**
Consulting Engineers
Systems Integrators
Building Contractors
Design Consultants
Professional Services

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# More than just an event

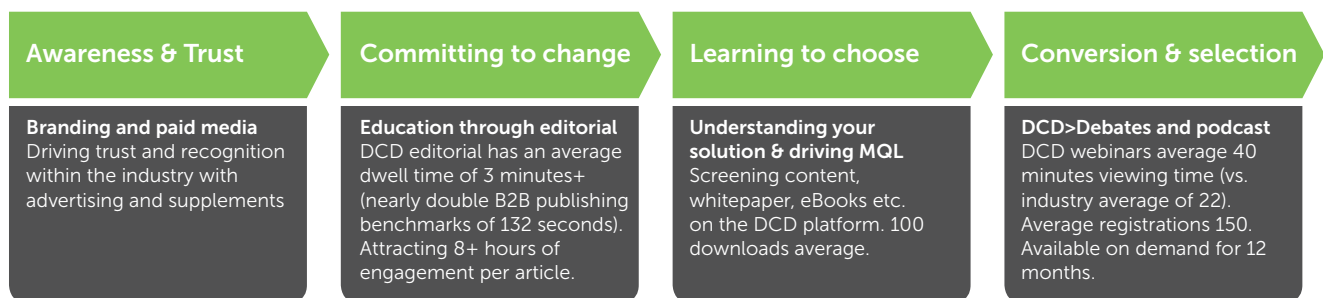Driving year-round engagement with the world's most-trusted data center & digital infrastructure media brand

## The challenge
- There are now at least **6.8 decision makers involved in every deal**
- **46% of buyers expect to be educated about the problem by the vendor.**
- Brand-trust makes you **64% more likely to win deals**
- Enterprises who have read **5 pieces of your content are 79% more likely to buy.**
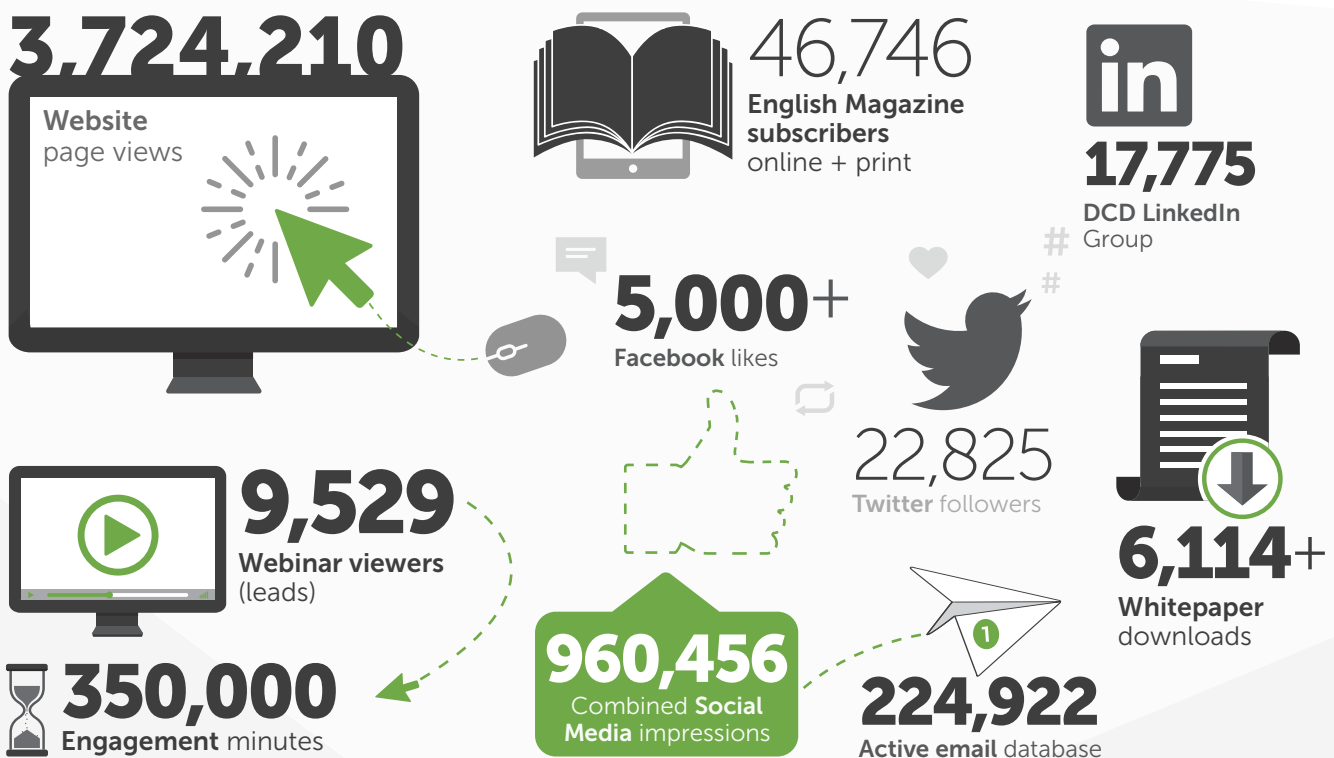
*CEB/Motista Survey*

## The solution
A targeted, tailored and cross-platform approach is needed. With DCD campaigns supporting your event investment you can nurture leads and grow pipeline effectively.

| Awareness & Trust | Committing to change | Learning to choose | Conversion & selection |
|---|---|---|---|
| **Branding and paid media** Driving trust and recognition within the industry with advertising and supplements | **Education through editorial** DCD editorial has an average dwell time of 3 minutes+ (nearly double B2B publishing benchmarks of 132 seconds). Attracting 8+ hours of engagement per article. | **Understanding your solution & driving MQL** Screening content, whitepaper, eBooks etc. on the DCD platform. 100 downloads average. | **DCD>Debates and podcast** DCD webinars average 40 minutes viewing time (vs. industry average of 22). Average registrations 150. Available on demand for 12 months. |

## Cross channel engagement at a glance

**3,724,210**
Website page views

**46,746**
English Magazine subscribers online + print

**17,775**
DCD LinkedIn Group

**5,000+**
Facebook likes

**22,825**
Twitter followers

**6,114+**
Whitepaper downloads

**9,529**
Webinar viewers (leads)

**350,000**
Engagement minutes

**960,456**
Combined Social Media impressions

**224,922**
Active email database

For more information please visit
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# DCD >2019