

The leading knowledge exchange for those who design, build, use and maintain mission-critical enterprise information infrastructures, 7x24 Exchange's goal is to improve end-to-end reliability by promoting dialogue among these groups.

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Formerly the  
Uninterruptible Uptime Users Group

## Fall Conference Returns to Arizona

### End-to-End Reliability: The Millennium

November 14-17, The Phoenician, Scottsdale, AZ

Everyone knows the old saw:

*"...nothing is certain but death and taxes."*

**T**his conference will explore a third certainty for 7x24 professionals: **technology will change and impact your infrastructure and your job.** Sessions will focus on major short-and-long-term technology issues likely to affect end-to-end reliability of mission critical data information infrastructures. The conference aims to prepare 7x24 professionals for the New Millennium.

Paula Wendell, unit chief of the FBI's NIPC (National Infrastructure Protection Center) will outline the bureau's plans and programs for dealing with Y2K, terrorism and cybersecurity for national infrastructure components. Eight recognized industry experts will participate in a pair of *Critical Power Panels* addressing short-and-long-term power trends and their impact on

mission critical facilities' power. A *Critical Power: Grid* panel will discuss the likely impacts of deregulation on grid power—quality, quantity, reliability and cost, while a *Critical Power: On-Site* panel will discuss the evolution of critical power infrastructures responding to 7x24xforever requirements.

Fred G. Moore, editor-in-chief *Computer Technology Review*, president Horison Inc. and a recognized expert on SAN's (Storage Area Networks) will review data storage evolution, trends and information infrastructure implications. Bob Frankston, a recognized industry seer, will discuss the implications of IP Infrastructures for end-to-end reliability—communications infrastructures, networks, security, etc. Dwayne Vermeulen, associate director, Cyber-Security Center of Carnegie Mellon Research Institute will explore cyber security today and tomorrow. Arthur Kurek, president, Alicomp, will share his experiences and outline what is

needed for 7x24 operations in the truly critical environment of a hospital.

There will be multiple presentations and tours of local data and related facilities, a repeat of the *Professional Panel/Pass-the-Mike* session that was so well received at the Spring Conference, sessions on fault tolerant computing and HVAC, Power and Communications 101 sessions. There will be a vendor-sponsored evening activity and much more. Importantly, there also will be a special event recognizing the organization's founders.

Conference details and registration forms will be included in the Conference Brochure that will be distributed shortly. Conference fees will be \$900 for member company employees and \$1,200 for non-members. Fees include all conference materials, Sunday evening's reception/dinner; breakfasts, lunches and breaks on Monday, Tuesday and Wednesday; and tour transportation. For additional information, contact 7x24 Exchange.

## Spring '99 Conference: "the Best Ever"



A view from the vendor-sponsored dinner cruise.

**220** ATTENDEES FROM 110+ organizations rated *End-to-End Reliability - Lessons Learned*, 7x24 Exchange's '99 Spring Conference, 5.88 (1 = poor to 7 = excellent), its highest rated conference ever. Keynote speakers addressed leading-edge issues; there were strong technical sessions; the re-formatted *Professional Roundtable/Pass-the-Mike* scored well, as did the addition of *Instant Updates*; there were diverse tours; a CD-ROM containing conference material; and, a vendor sponsored dinner cruise on The Potomac created a positive atmosphere and promoted dialogue among attendees.

"We took the conference theme, *Lessons Learned*, to heart. Based on feedback from recent conferences, we added a couple of *Instant Update* sessions; modified our *Pass-the-Mike* session to a *Professional Panel* and paid close attention to our tours. Adding these changes to strong

technical sessions resulted in high attendee satisfaction," noted program chairperson Howard Levison.

The conference contained several sessions of the highest-rated sessions ever, including: The vendor-sponsored Dinner Cruise on The Potomac (6.80); Tours of America Online's Dulles Technology Center, Bell Atlantic's Fairland Data Center Complex and NASA's Goddard Space Flight Center (6.23 average) and George Kamburoff's *Lessons Learned* (6.16). Other highly-rated sessions included, The Professional Roundtable/Pass-the-Mike, and Chapter and Exchange Update (both rated 5.63) and Generator Set Emissions and Emission Regulations (5.54).

Dave Sjogren 7x24 Exchange president remarked: "It's very satisfying having a program that addresses a broad range of interests and topics. Attendees liked the *Facilities, Network and IS/IT balance and Continues on page 2*

## Chairman's Letter

**W**E ARE FAST APPROACHING A major 7x24 Exchange milestone. November 14 will be our professional society's 20th consecutive semi-annual national conference. The group's first meeting took place November 15, 1989, when 38 people representing 16 firms met in a New York City conference room at Shearson (a brokerage house). Given that only about 40 percent of organizations survive 10 years and that the number is probably much lower among not-for-profit associations, this truly is a momentous achievement.

Reflecting on this record, I would like to review 7x24 Exchange's founding, history, accomplishments, membership and future. Most of all, on behalf of our members, I would like to publicly thank the founders for their vision, determination and hard work. Our hats are off to those who made 7x24 Exchange possible:

#### —1989/Current Company

**Ken Brill**—Computersite Engineering  
**Dennis Cronin**—Shearson/Paine Webber  
**Paul Fox**—Chemical/Chase Manhattan Bank  
**Alan Freedman**—Bankers Trust/ADP  
**Frank Gialanella**—SIAC/Liebert  
**John Jackson**—American Express/Utyme Associates  
**Howard Levison**—Morgan Stanley/Facilities Management Consultants

While the first formal meeting took place in November '89, this team worked for months forming an organization and preparing for the gathering. The meeting goal was to discuss common problems companies faced in trying to run 7x24 facilities. The organization has grown *Continues on page 2*

## Spring '99 Conference continued from page 1

we hope to repeat this and add further to the dialogue at the Fall Conference in Scottsdale, Nov 14-17. And, while attendee comments were nearly unanimous on presentation quality and balance, several indicated the need for more detailed technical content. We are listening and you have my commitment that we will do our best to incorporate more sessions that, "...help you do your job."

### Following are samples of audience comments;

• **Day One Keynote** – Geoplex's role in a Highly reliable System: "Very informational regarding this topic; Very pertinent; Leading edge; Very engaging speaker."



• **Power Quality Terms and Approaches:** "Very effective speaker; Best technical value; Good topic for this conference"

• **Tours:** "Well organized & presented – Well designed & maintained facility (America Online); Extremely clear, well-organized facility, good tour (Bell Atlantic); Great – terrific, knowledgeable host, excellent tour (NASA)."

• **Y2K – Lessons Learned and The Way Forward:** "Nice to see from a global perspective; Very interesting; Worldwide information was informative."



• **Day Two Keynote – Reliability and the Stupid Network:** "Excellent!! Need to continue looking to the future; Innovative, made you think out of the box; The best so far (it will) keep people thinking."

• **Professional Roundtable/Pass-The-Mike:** "Very good, the panel approach improved the session; Open and informative; Lengthen to all day Wednesday or add another day."



• **Generator Set Emission and Emission Regulations:** "Covered topic extremely well; Fuel storage issue discussion very appropriate; Super content, this guy knows everything."

*Continues on back page*

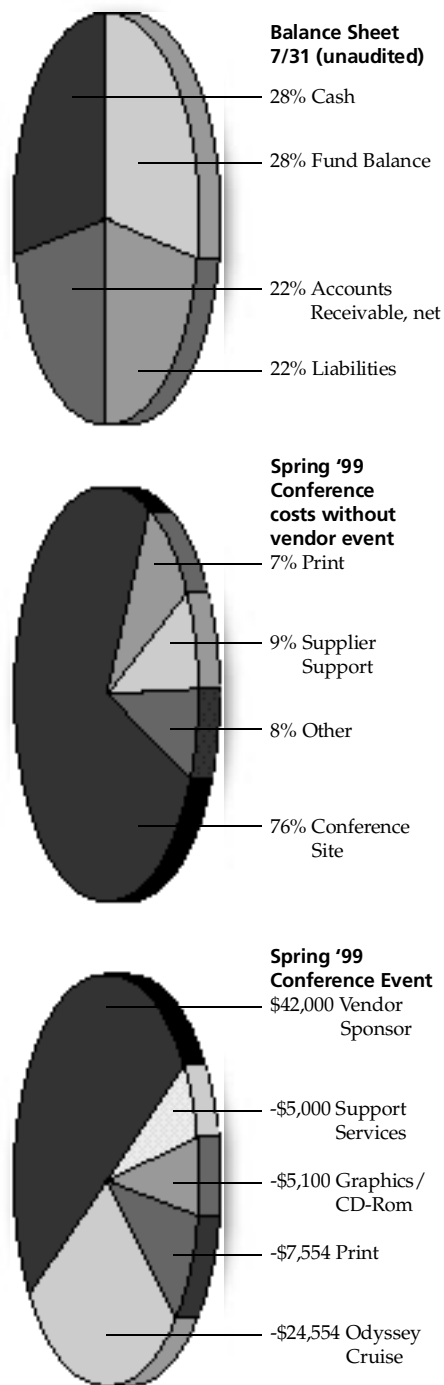
## 7x24 Exchange Financial Update

**C**OST CONTROL and efficient use of financial resources has always been a tenet of 7x24 Exchange. Membership dues and conference registration fees have been held constant and equitable for a number of years. High member renewal rate, strong turnout at conferences and valuable support from vendor members in underwriting conference events has allowed the organization to maintain these stable rates. Memberships prompt payment of fees has satisfied cash flow requirements. The newly introduced website ([www.7x24Exchange.org](http://www.7x24Exchange.org)) will enable cost effective information dissemination and provide an entrée to reach new members.

A recent Internal Revenue Service (IRS) examination affirmed the organization's tax-exempt status. 7x24 Exchange is a not-for-profit tax-exempt organization under section 501(c)(6) of the Internal Revenue Code. Although donations are not solicited, the IRS requests that it be known that donations to 7x24 Exchange are not deductible as contributions. Membership dues and conference registration fees may be considered business related expenses, where applicable.

At July 31, 1999, assets were \$114,000 – cash (\$64,000) and net receivables (\$50,000), liabilities were \$55,000 leaving an unrestricted fund balance of \$59,000.

The Spring '99 conference costs, exclusive of the vendor sponsored event, totaled \$146,871. The cost mix was consistent with prior conferences. The vendor sponsored event was supported by 14 contributors and attained a virtual breakeven, while attaining the highest-to-date rating for such an event.



## Chairman's letter continued from page 1

dramatically and much has changed. However, one thing has remained constant; the goal of improving the reliability of mission critical data centers by promoting open dialogue among all players.

A few highlights of 7x24 Exchange's/ UUUUG's history and growth include:

- **Fall '89-Spring '93**—Semi-annual conferences held in Metropolitan New York area.
- **Summer '91**—First newsletter published.
- **'92 Conference**—Management staff engaged to gain efficiencies in conference logistics and help move the conferences beyond the Metro NY area.
- **Spring '94**—San Francisco hosts first conference outside the Northeast.
- **Conference attendance grows** from 38 in '89 to 200 in '92 and plateaus, spurts to 240 in Fall '96 and again plateaus at 220-250.
- **'93**—Administrative staff hired to handle day-to-day activity, permitting directors to focus on strategic activities.
- **'96**—Work began on a strategic plan.
- **Fall '97**—Name change to 7x24 Exchange announced.
- **Spring '99**—7x24 Exchange Web Site implemented.
- **Overall audience evaluation scores** go from 5.3 '92 to 5.7 in '95 (1 = poor to 7 = excellent) remain steady and then move to 5.8 range in '98 and approach 5.9 in Spring '99.
- **Chapters grow continuously** '92 – 1; '93 – 2; '95 – 3; '97 – 4; '98 – 5; '99 – 6, plus 3 others in various stages of formation.
- **Membership and database contacts grow continuously** from the 16 original national member companies to nearly 200 today, plus 100± member companies of chapters.
- **National database contacts have grown** from the original 38 to 5,000 and an additional 600± chapter contacts.

Membership demographics also have changed over the years, as the conference was moved around the country. Initially, participants were predominantly from the NY Metro area. The Northeast still accounts for 30 percent of our membership (60 member companies and 1,500 contacts). However, more than 70 percent of our constituents are now from outside the Northeast, with 10+ percent from the Mid-Atlantic, 8 percent from the Southeast, 20+ percent from the Midwest, 15 percent from CA/WA/OR. The remainder is from across the US, Canada, Mexico, with isolated contacts in Europe, Africa and the Far East. Clearly, we have spread our reach and we aim to do more.

Over the years, the organization, through its membership, made significant accomplishments.

- **Recognition of and encouraging vendor involvement** in the repair of a computer equipment transformer problem that plagued the industry with major computer outages.
- **Hosted many sessions** on dual power cord technology in critical computer equipment.

• **On several occasions, provided a forum** for competing companies to present new product concepts.

• **Provided case studies** to help members and conference attendees learn from real life experiences.

7x24 Exchange is about you, our members and your needs, problems and challenges. Your views and ideas drive us, so your input is critical—we welcome and solicit it. This feedback is needed if we are to maintain a course consistent with your desires. You, our members, are sophisticated industry leaders who provide us with important issues and concerns and the knowledge base and customer clout to address and solve major problems facing the industry. We are proud and thankful for your active participation.

Our future presents a number of new and exciting challenges; some are known (e.g. Y2K) and some are yet unknown. Thus, our mission and strategic plan call for us to:

**Be the leading knowledge exchange** for those who design, build, use and maintain mission-critical enterprise information infrastructures; 7x24 Exchange's goal is to improve end-to-end reliability by promoting dialogue among these groups.

**By 2002, have:**

- **900 member organizations.**
- **20 active national and international chapters.**
- **End-to-end reliability leaders,** practitioners and the media recognize 7x24 Exchange as the editorial source of choice and the most reliable, impartial conduit to ideas, opinions and information on end-to-end reliability issues.
- **Annual national conferences with attendance of 1,000** and overall audience evaluations of 5.7+.
- **20 annual chapter conventions** with overall audience evaluations of 5.7+.
- **Quarterly national newsletters.**
- **An active Web presence.**
- **A pilot program/curriculum** with a respected university and/or government agency to advance recognition, appreciation and understanding of the importance of end-to-end reliability.

I am confident we can meet these challenges. If we do, it should help you make your company's end-to-end operations more reliable and make your jobs easier and more enjoyable. I hope to see you at our 20th semi-annual conference, *End-to-End Reliability: The Millennium*, at The Phoenician, Scottsdale, AZ, November 14-17 (see accompanying article), as we thank the founders, note our past successes and look to the future eager to serve you even better.

Sincerely,

Robert J. Cassiliano

## Deregulation: A mission critical 7x24 Information Infrastructure View

7x24 Exchange President Dave Sjogren's article: *Deregulation: A mission critical 7x24 Information Infrastructure view*, appears in the September issue of *Energy Decisions* magazine. In it, Dave discusses the implications and potential impact of electric utility deregulation on 7x24 operations and facilities professionals responsible for these operations, as well as what they can do to prepare for the change. To obtain a copy of this article, contact *Energy Decisions* magazine at [www.facilitiesnet.com](http://www.facilitiesnet.com).

# Chapters Update

## Atlanta

The July 16 meeting featured a two-hour Y2K Roundtable discussion with representatives from Georgia Power, OMICRON, FAA, Marathon Ashland Petroleum and COMDISCO. To facilitate a meaningful and wide-ranging discussion, member questions were solicited beforehand. Issues discussed included: Did Y2K testing address nested processes? Are findings applicable to the local, regional, or national level? How will Y2K implications affect the support of critical production centers? The discussion concluded with an informative commentary by Al Jacobson of OMICRON on the effects of global distribution.

COMDISCO, a nationally recognized disaster support organization, hosted the meeting and provided a tour of its newly constructed Atlanta hot-site.

The Atlanta Chapter plans to have four meetings a year at critical production centers of User members. The next meeting is scheduled for September/October. To be added to the chapter's e-mail communications for chapter activities and updates, please forward your e-mail address to Kevin Fannin.

### For Chapter Information:

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## Mid-Atlantic

Hosting the '99 Spring National conference, the Mid-Atlantic Chapter sponsored a Sunday afternoon Chapter Dialogues/Updates meeting with 7x24 Exchange Board members and chapter officers.

At its July 26th meeting, the Board discussed upcoming events, briefed new board members on the state of the chapter and welcomed two new Board members: vice president, Jerry Corbin, VISA International and Chuck Meyer, UUNET. Program committee representative Richard McWilliams indicated the chapter's next technical presentation—*Cooling Air in a Distributed Environment*—is scheduled for September 28th at 2:00 p.m. The presentation will be held at a high-tech facility to be announced. Invitations have been sent. Bill Banks left his position on the membership committee. The Chapter thanked Bill for his tremendous efforts in helping build membership to more than 100.

The Board decided to meet bimonthly to keep the dialogue current. The next meeting is scheduled for October 18th at 5:00 at Clydes of Tysons Corner. The group plans to have two

technical presentations a year and to add a *Pass-the-Mike* session similar to the National Conference's to get member and guest feedback. A survey will be sent to members to gather input for future meetings and presentations.

E-mail is becoming the preferred method to transmit Chapter NEWSLINK and updates. Anyone interested in receiving these publications electronically should contact Yvette Brooks (ybrooks@edg-inc.com)

## Midwest

The '99 Fall Conference is scheduled for Friday, October 15 at Harrah's Casino in North Kansas City. Check the website for pre-conference dinner info and conference updates. Plans include: a networking breakfast; a security presentation; Jean Pierre Wolf, NETA, on Electrical Maintenance; Jerry Borland, editor, EC&M, discussing Utility Issues and a Power Quality Panel with audience participation. A Spring 2000 Conference will be held April 14.

The '99 Spring Conference *Uptime in the Millennium* was hosted by AT&T at its Kansas City, MO data center. Sessions included:

- Integrated Testing. Continuing a tradition of interactive sessions, Bill Mazzetti, principal of California-based Mazzetti & Associates, led a lively discussion and highlighted many important issues while addressing the question—*Does your testing program pass or fail?*
- Dennis Hughes, senior property manager, First National Bank of Omaha and Tom Ditoro P.E., electrical project engineer, HDR, Inc., presented a case history of a fuel cell installation, or *How does a bank use fuel cells and is it working well for them?* The discussion covered fuel cell mechanics and insight into use of this specialized technology in a practical application.
- Jerry Borland, a former utility engineer, presented *How to deal with utilities in these transitional times*. Issues included what to expect from your power providers and things to be aware of during the deregulation transition.
- A *What Are You Doing for Y2K?* Roundtable discussion led by Chapter Officers addressed up-to-the-minute Y2K issues and remedies and surfaced many practical approaches to this important issue.
- John Scheer, assistant chief engineer and Ron Best, chief electrician, AT&T Data Center hosted an informative tour of this modern site.

Individuals interested in presenting relevant subject matter in an educational, case study format, or being a panel member, should contact Mark Lamendola, Intertec Publishing—913 967-1808 and Jose Alvarez, DST Systems, Inc., 816 435-1293. Members are encouraged to participate in non-sales presentations. The chapter will work with anyone interested to develop an appropriate session.

Chapter updates are available at [mindconnection.com/7x24](http://mindconnection.com/7x24).

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## Ohio

The next meeting is targeted for February 2000.

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## Southern California

Great strides have been made to revitalize the Southern California Chapter. Information on Chapter events, updates, membership and a message board is available at [7x24exchangesocal.org](http://7x24exchangesocal.org). Technical articles suitable for posting are being sought. Those wishing to submit an article should contact John Sears.

A Chapter meeting was held July 20 in Laguna Hills. In line with addressing local end-to-end reliability issues, Todd Noce of Mason Industries, co-author of *A Practical Guide to Seismic Restraint*, presented building code regulations pertaining to seismic designs and restraints, along with real-world examples of restraints that worked and some that didn't. Todd is a Registered Professional Engineer in California, Oregon and Washington, with more than a decade of experience in seismic design of mechanical and electrical systems.

Chapter Officers are evaluating member preferences for meeting times, length and location. Spanning from Ventura to San Diego Counties provides opportunities to hold meetings at a variety of interesting sites. Sites being considered include: California Highway Patrol 9-1-1 centers in San Diego, Orange and Los Angeles counties; Bank of America's Los Angeles data center; Northrop-Grumman in El Segundo; and Kaiser's data center in Pomona. Chapter Officers welcome recommendations of sites willing to host meetings.

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## Northwest Chapter – Seattle, WA.

The Spring '99 session featured *Focus on Internet 2* and *Power Quality*. Steve Corato, University of Washington's principal internet engineer and member of the Internet 2 Routing working group, discussed the impact of emerging technology on the Internet and business networks. Topics covered included developments in data switching and fiber optic distribution and their potential effect on networking and e-commerce. Ross Ignall, of Dranetz/BMI, detailed typical power quality issues and terminology and provided case studies of applications of power monitoring in the data center environment.

On September 14th, 4:00 pm, at Callison Architecture in Seattle, Mark Reisinger, president, Computer Power and Service, Inc., will present *UPS Maintenance: Path to True Availability*. He will discuss key factors in developing a UPS maintenance program, including operational factors, personnel and training. Leonard Ruff, project manager, Callison Architecture, will then moderate a *Pass-the-Mike* session. For information, contact Rob Costa 425 865-2187, robert.costa.pss@boeing.com

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**Membership**  
Chuck Meyer, *Aubeta Technology*  
206-766-8800

**Programs**  
Jon Ridgeway, 206 643-0212

## Boston Candidate Chapter

The group's spring meeting, Y2K and the date rollover transition, was held at Fidelity's Merrimack Data Center. Attendees of the half-day meeting participated in a *Pass-the-Mike* session where facility managers and vendors were asked to discuss Y2K issues. Bill True of Fidelity followed with a *Y2K Readiness Plan* presentation. The meeting concluded with a tour of the Merrimack Data Center by Jim Palmieri, director of engineering operations.

The next meeting is planned for October. Location, time and agenda will be announced shortly. An informal golf outing was held in July to introduce potential chapter members.

For information, contact Gary Murphy [grmurphy@carlson-dc.com](mailto:grmurphy@carlson-dc.com) or 508 370-0100

## New York Metro

### October 11, Organizational Meeting Announced

Dave Sjogren, 7x24 Exchange national president, is spearheading an effort to establish a NYC Metro Chapter. Dave indicated, *Many of our NY area members have us asking why there was not an active chapter to serve as a forum between national meetings. We know there are enough 7x24 operations in the area. Assuming the inquiries we have received are representative, we are sure there will be enough participation to make this happen. We are working on a time, location and agenda and will announce details in the next few weeks.*

Anyone interested, please contact Dave Sjogren, 973 875-7701, SFIDAVE1@aol.com.

## Spring '99 Conference continued from page 2



- **Vendor Sponsored Dinner Cruise on the Potomac:**  
"Great evening of interacting/networking; Outstanding, my thanks to the vendor sponsors; Excellent – do more of this."
- **End-to-End Reliability in the Public Switched Telephone Network:** "Clear and just right; Very informative; Useful information."
- **Instant Updates:** "Great idea. This seems to be a starting point for quality vendor/user dialogue; Great idea; Excellent."
- **Power Quality: Prediction Versus Post-Mortems — Why Wait Until It's Too Late!:**  
"Good content/visuals/presentation skills; Interesting subject; Useful in future work."



- **Lessons Learned:** "Very enlightening presentation; Enlightening – fun exercise on real world stuff; Energy and style added to the enthusiastic presentation. George is great, bring him back"

## 7x24 Exchange '99 Spring Conference Attendees

**Abbott Laboratories**  
Robert E. Hill  
Dan W. Zierk

**ABM Engineering Svcs.**  
Alan Abramson

**Active Power**  
Joseph Thomas

**Advanced Technical Marketing Inc**  
Joseph Importico

**BRUNS-PAK**  
Paul D. Evanko

**Business Information Svcs**  
Robert Cassiliano

**C&D Technologies**  
Michael Nispel  
Harold W. Smith

**Calif. Indep Sys Oper Corp**  
Tom Armstrong

**EC&M Interactive Publishers**  
Mark Lamendola

**EIDETICS**  
Gordon Fry  
Christopher Shavor

**Einhorn Yaffee Prescott**  
Dante Anoaia  
Peter Gross, P.E.  
Joseph Mangan PE  
Kevin J. McCarthy

**Fleet Bank**  
Ronald L. Giess

**G.E.**  
Dennis W. Heath  
Robert J. Voss  
David J. West

**Galileo International**  
Lester J. Mullens

**Goldman, Sachs & Co.**  
Robert W. Baur  
David Pearsall  
David Schirmacher

**Holder Construction**  
Michael E. Kenig  
Tony TeVault

**I & S Operations**  
G. Michael Sever

**IEX Corporation**  
Dean A. Jones

**Power Paragon, Inc.**  
Saeed C. Mahramnia  
Charles M. Sparks

**Power Protection Unlimited**  
Robert Wilkens

**Power Switching & Conv**  
Bruce Brady

**Powerware Corporation**  
Randy Adleman  
Mark Ascolese  
Jeffery Cunningham  
James C. Davis  
Douglas Dethmers  
Rod K. Grindle  
John D. Mock  
Barry Needle  
Edward Sandlin  
Marty Stefanski  
Frank Spruill

*I think your effort to balance IT, Facilities, Network was great.*

**Air Canada**  
Donald Penner

**Air Express International**  
Stewart Stern

**Alban Engine Power**  
Mickey McGuire

**Alber Corp.**  
Ron Burgin

**ALC Controls Inc**  
Leon White

**Amdahl Corporation**  
Allen D. Buskirk

**APC**  
Jorgen Peter Madsen  
Wayne Marcotte  
Wahid Nawabi  
Peter Rumsey  
Chris Thompson

**Amer. Power Technologies**  
Nicholas Moon

**AT&T**  
John Dughman

**Automated Logic Corp**  
John M. Ciccone  
John Miner

**Automatic Switch Co.**  
Douglas H. Sandberg

**Axiom Group Inc.**  
Joseph Paladino  
Francis Teracino

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*Professional Roundtable/Pass-the-Mike was just great, the debate was excellent and the panel did not dominate.*

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**Innovative I/T Solutions**  
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**Interactive Week**  
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**Isen.com**  
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**ISM**  
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**State Street**  
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Michael Perelstein  
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Arthur J. Mannion

*Good group of people/companies, size 200+, is very conducive to interaction and effectiveness.*

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