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7x24Exchange
322 Eighth Avenue, Suite 1400
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The end-to-end reliability forum
www.7x24exchange.org

End-to-End Reliability:

BEST PRACTICES

2003 Spring Conference

June 1-4, 2003

**The Boca Raton
Resort & Club
Boca Raton, FL**

End-to-End Reliability: Best Practices 2003 Spring Conference Highlights

"Do the best that you can in all that you do."

- Sir Henry Royce ca 1905

Most of us are well aware of Thomas Edison's lack of a formal education, which was never a liability due to his incredible perseverance for success. Edison committed himself to self-study at night while laboring during the day starting at the earnest age of nine. Edison was a strong believer in shaping one's destiny by investing in oneself so much that we are surrounded by hundreds of everyday items that originated from an idea in his mind, otherwise known as concept to reality.

Across the pond in the United Kingdom, a chap by the name of Henry Royce similarly led a parallel upbringing. Like Edison, he experienced hardship, but became a self-taught engineer and inventor that relentlessly honed his skills (It is a worthwhile read to learn more about Henry as the co-founder of **Rolls-Royce** automobiles and aircraft engines for this reason alone). A turning point came in 1903 when Henry purchased a small French car manufactured by Decauville, which has long ceased to exist since it was the Yugo equivalent of that era.

Poor Henry spent most of his time repairing one or more subsystems on the car as opposed to driving it. If it wasn't the ignition, it was the transmission, fuel system, cooling system, or engine that malfunctioned. The car's downtime bettered 90%, which was considered reasonably acceptable by most at the time. It also helps to have low expectations and mediocre competing models as well. So, for every 100 hours of use, 90 went to maintenance while the remaining 10 hours went to actual drive time. However, he was very lucky if he could drive for more than an hour at best.

Refusing to accept this, Henry went as far as redesigning numerous parts from the ground up on the car because they were so poorly made in the first place that they simply failed and fixing it made no sense. By replacing numerous parts with better quality ones, Henry had essentially elevated the car to a significantly higher level of performance and reliability which far outstripped Decauville's own manufacturing capabilities.

However, Henry had better things to do with his time. All this work had resulted in Henry becoming a very talented electrical and mechanical engineer thanks to the Decauville's poor design. Henry then decided to start his own car company called Royce in 1904. His first car's most notable characteristic was the incredible improvement in the quality of the individual parts that constituted the car compared to other manufacturers' models. His creation, a 10 h.p., 2-cylinder car made its maiden voyage from Cooke Street to Knutsfor, a distance of fifteen miles without incident on April 1, 1904.

Henry did much of the precision work with his own hands and insisted on only the very finest of materials for his cars. He made sure that every employee did the best possible work regardless of the task. Any part of which he was suspicious, in either design or workmanship, was scrapped and remade until it was the best it could be. There were no startling new ideas in the design of his car, but Henry improved on what he considered the most fault prone components common to most cars in that era. The ignition system and engine that he devised were far superior to anything else offered in that time. His meticulous attention to detail in the making and fitting together of all the component parts resulted in a car whose level of refinement and superior performance was obvious to all.

That first car came to be known as the **Silver Ghost**, a car whose incredible reliability helped establish numerous speed and performance reliability records that were not broken or even matched by others for years to come. Henry believed in entering his cars in all kinds of endurance races to objectively prove that his car was the

Conference Highlights

best. Usually, the top three finishers were all Royce cars, which did not sit well with other car manufacturers. That car and subsequent models set the standard for quality that went unmatched for decades. Henry also built airplane engines that made the Royal Air Force (RAF) famous for it's performance, speed, reliability, and ease of maintenance. The RAF became world renowned for it's air superiority. Although Henry tragically died at the age of 33 while performing an airplane dive in 1910, the Queen of England knighted Henry for his contributions to society giving him the title of "Sir Henry Royce" and today the legacy of his exemplary work continues at Rolls-Royce.

Fast forwarding a hundred or so years to today, 7x24 Exchange is proud to host our Spring 2003 conference built around the concept of **"Best Practices."** We hope to do with mission critical facilities what Sir Henry was able to accomplish through his insistence of being and doing the best in all his undertakings with automobiles and aircraft engines.

Running a mission critical facility that runs like clockwork without an outage day-in and day-out on a continuous basis year after year is no accident. In some cases, equipment or practices that were acceptable have to now be thrown away and re-designed from the ground up as Sir Henry would have done.

It is the result of well-defined processes executed by professionals that know how and what to do. It takes management support and adequate financial resources to make sure that every tool needed is available to get the job done. With that, we are honored to have a number of presenters that will cover a combination of broad as well as narrowly focused issues pertaining to this theme.

We are very pleased to have **Ken Baker** from HP/Compaq offer a tutorial on Sunday afternoon that will cover the basics and fundamental issues behind a mission critical facility. Ken will draw upon his years of experience coupled from his organization's worldwide record of accomplishment for running mission critical facilities. We strongly encourage you to attend this

session even if you are a seasoned professional. One can never know enough.

Besides being a licensed pilot, **Steve Fairfax**, is our resident expert on **NASA** space technology who delivered a superb session a few years ago on the Discovery shuttlecraft disaster. We are very pleased to have Steve come back as our Keynote Speaker on Monday to discuss the Columbia shuttlecraft disaster and derive a series of invaluable lessons for ourselves and our organizations to learn from.

For Tuesday's Keynote, we are pleased to have finally engaged **Larry Rushing** from Hewlett Packard Company to give a talk from a **Manufacturer's** perspective on how to optimally configure your data center for the best use of your server hardware.

For Wednesday's Keynote, we are pleased to have **Roy Chapman** from American Express describe the key success factors for maintaining a mission critical facility from a **Technology User's** point of view. This mission critical facility hasn't had an outage for at least ten plus consecutive years and counting. For those of you that went on the American Express tour in Phoenix as well as for others that were unable to attend the facility tour, this session will help you better understand the best practices that are routinely performed there. This is a must attend session for anyone desiring to learn what it takes to set the standard for other facilities to be measured against.

**John Oyhagaray – Program Director
on behalf of the 7x24 Exchange
Board of Directors**

What is *7x24 Exchange*?

The leading knowledge exchange for those who design, build, use and maintain mission-critical enterprise information infrastructures, *7x24 Exchange* is a not-for-profit organization seeking to improve end-to-end reliability by promoting dialogue among these groups.

Founded on the assumption that often professionals involved with data center uptime issues work in isolation when dealing with technical, budget, political, and career issues. As a result of expensive, time-consuming, and, sometimes, painful trial and error processes, innovative practitioners evolved unique and creative ways of solving problems and building the organizational support needed for their implementation. However, many have been stymied because they did not have access or know how to communicate potential risks to senior management to avoid a downtime disaster occurrence.

7x24 Exchange members work together to advance the state-of-the-art in infrastructure reliability. By collecting and disseminating data on safeguarding information systems and alerting top management to the importance of proactive measures, members can protect their companies' information lifelines.

The Goal of 7x24 Exchange Conferences

The field of uninterrupted uptime has no textbooks. Before its founding in 1989 as the *Uninterruptible Uptime Users Group*, learning how to deal with uptime issues largely resulted from individual trial and error. Continuing this random rate of reliability improvement would increasingly restrict the potential productivity of the large, growing investment in computer and communication hardware and systems. It also would interfere with the increasingly critical dependence on information accessible through computers.
With 7x24 operations now common, how much higher will availability requirements be in five years? How can cost-effective, reliable responses be assured? When is a centralized application site requiring ultra-high availability viable? Addressing, and, hopefully, answering these and related strategic questions, *7x24 Exchange* conferences provide stimulating discussion forums. Collectively, we know much about the future options and alternatives available. With *7x24 Exchange*, that knowledge can be shared.

All program elements aim to increase the reliability and availability of an enterprise's information infrastructure by presenting case studies, new ideas, techniques and tools. Open dialogue between attendees and presenters

About 7x24 Exchange

is encouraged throughout. Further, by involving the many specialists from user and supplier/service organizations with formal and informal sessions, the experience is rewarding and enjoyable for all.

Who Should Attend and Why

This conference is designed for anyone involved with 7x24 infrastructures — IS, data center, disaster recovery and network/telecommunication managers; computer technologists; facility or building managers, supervisors and engineers. Vendors, consultants, or anyone concerned with uninterrupted access to critical information also will find the conference of value.

Attendees and their organizations benefit from the conference because proactive plans and cooperation from diverse functions are needed to improve reliability. By promoting a dialogue and clarifying the synergies among functions, past conferences have enabled teams of attendees from a given organization to better communicate the critical importance of a proactive approach to continuous uptime. Team members also were able to cover breakout sessions and network with other professionals in similar companies/industries with like problems.

Conference attendees benefit in three ways: professional development and advancement; increased recognition of their function's importance; and exposure to new ideas, contacts and resources. First-time attendees often discover that many companies face similar, if not identical, technical and organizational problems in their quest for higher availability levels. Those still unaware of this often view their situations as unique. However, they learn there are many common downtime risks and failure modes with solutions clustering around universal ideas and attitudes. 7x24 Exchange conferences provide insights into what is being planned and done by others to mitigate or eliminate downtime risks. Recommended changes can then be justified, both on their practical merits and in the context of business arguments that have been successful elsewhere.

Sunday, June 1

12:00 noon - 10:00 p.m.
Registration

2:30 p.m. - 5:00 p.m.
Tutorial Session: The Data Center Infrastructure
A number of data centers continue to have numerous problems managing their hardware with minimal downtime. **Ken Baker**, manager of advanced technologies, from HP/Compaq will cover the ground issues that need to be addressed and identified beforehand to best utilize your existing infrastructure. The data and evidence presented are derived from years of experience gathered from his organization's management of numerous data center sites around the world. Given that this tutorial uses objective and proven methodologies, we strongly recommend that you attend this session even if you are a seasoned professional.

3:45 p.m. - 4:00 p.m.
Refreshment Break

5:00 p.m. - 10:00 p.m.
Registration (continued)
Pick up conference materials and name badges to help reduce Monday morning congestion.

6:00 p.m. - 10:00 p.m.
Welcome Reception
Join us for a buffet reception with open bar accompanied by soft music. This is an excellent opportunity to dialogue with conference presenters, meet new people, network, welcome first time attendees, renew old acquaintances, and meet the board members.

Monday, June 2

6:30 a.m.
Registration & Continental Breakfast

8:15 a.m.
Welcome and Opening Remarks
Bob Cassiliano, 7x24 Exchange chairman will open the conference, provide an overview, review meeting logistics and address general housekeeping items.

8:30 a.m.
Keynote Address: The Columbia Shuttlecraft
Steve Fairfax, president of MTechnology, will cover three crucial aspects of the Columbia shuttlecraft in his talk. He will discuss Probability Risk Assessment (PRA), the engineering behind the Columbia, and lessons learned that can be useful in mission critical infrastructures. The **NASA** shuttlecraft vehicles represent the highest implementation of our technical prowess as a nation from multiple engineering disciplines as the most complex dynamic system built to date. A number of advancements from experiments performed on the shuttle craft have been made in the fields of medicine, communications, manufacturing, and defense which have quietly furthered the quality of our lives. Steve led the Plasma Fusion laboratory at MIT for a number of years, which gives him extensive theoretical and practical knowledge when examining mission critical systems.

9:30 a.m.
Refreshment Break

10:00 a.m.
The Data Center for the 21st Century

Neil Rasmussen, senior vice president and chief technical officer of American Power Conversion, has been intimately following the evolution of data centers from a business and personal point of view for a number of years since his days at MIT. Neil will review problems with existing data centers and the network room architecture covering poor return on investment (ROI), mythology and superstition, quality problems, the inability to predict future requirements, and systems that can adapt to changing requirements. Predictions on how we think about and design future data centers, the future of raised floor, AC Vs DC, dynamic power variations, the move away from watts per square foot (A very **HOT** topic), modular and scalable solutions, and fast cycle time data centers will be discussed.

11:00 a.m.
Capacitors in UPS Applications

Dr. Martin Hudis, MIT graduate and the top capacitor applications expert at Aerovox, will cover capacitors with a focus on their application to UPS systems used in data centers. Capacitors play a vital role in power distribution and UPS systems and this in-depth talk will cover the basic workings, the life cycle of capacitors, properly sizing and selecting them for your environment, and testing and properly maintaining them. Aerovox is a major capacitor manufacturer with applications in numerous mission critical systems. We are very fortunate to have someone like Martin present a topic that has never been covered to this degree in previous conferences.

12:00 p.m.
Buffet Lunch

1:30 p.m.
The National Energy Bill

Steve Rosenstock, manager of electric solutions from the Edison Electric Institute, will be coming back thanks to your requests to give us the latest news on what the federal and state governments are now proposing to implement for the utility industry. There is still a lot of uncertainty in the power industry and until it is fully deregulated if and when it happens, major data center operators have to plan ahead for these changes. Steve has extensive knowledge of the industry, so for anyone who missed him last time, it will be a great opportunity to hear and meet him this time.

2:15 p.m.
Make Your Own Sundae Break

2:45 p.m.
A. The Command Center

Dave Schwartz, business development manager from Infrastructures, will cover an in-depth session on how to properly design, optimize, and maintain an existing mission critical command center. For too many organizations, this is an often neglected aspect of the data center environment. Human performance can be enhanced or impaired if the command center isn't ergonomically and properly designed. Topics on the environment itself, KVM switching, fire codes, security, war room considerations, RF/EMI interference, cable management, and the latest on Plasma/LCD large screen technology will be covered. Dave has over 21 years experience doing just that, so he brings an intensity and best practices focus for all to learn from.

B.Case History: Ground Fault Protection & Optimization
Reza Tajali of Square D Company, **Edward Lynch** of Bala Consulting Engineers and **Scott Good** of Gilbane Company will cover grounding issues for mission critical facilities. Reliability of the power system in data centers is a function of the quality of the grounding system. However, power system solid grounding creates a power availability issue due to the ground fault protection requirements. During the design process of a major retrofit to a large data center, the engineers at Bala Consulting Engineers collaborated with Square D company's power system engineers to develop a state of the art ground fault protection system. This system is impervious to nuisance tripping due to stray ground currents and neutral currents. The system is also inherently selective (irrespective of over-current protective device settings), maximizing power availability at the critical loads.

3:30 p.m.
5 Nine's Reliability: What you Really Want From your Utility Company
Bill Green, manager of power protection solutions at Progress Energy, will discuss what kind of uptime performance mission critical facilities should be receiving from their local utility provider. The standard utility infrastructure, based mainly on radial supply to individual customers is typically capable of delivering only three to four nines reliability to their customers at best. Furthermore, the specifics as to how a customer is served will determine the customer's electricity experience, which will vary widely depending on a multitude of factors. Progress Energy has monitored the reliability of a number of unique utility options for providing enhanced levels of customer reliability and will present their findings. As a note, this is the first time a utility company has agreed to address this topic after years of trying to find one that would. We commend Progress for being a leader.

4:45 p.m.
Concurrent Tours
Tours of 3 major facilities in the Boca Raton area are still being finalized based on security regulations. Registered attendees will be notified via e-mail with tour details at which time selections need to be made. Based on prior conference evaluations, *7x24 Exchange* is making every attempt to find noteworthy facilities as close to the resort as possible. Tour attendees will return to the resort at a reasonable hour to attend the hospitality suites and enjoy the property. All tours are subject to space availability and will be assigned on a first come, first served basis.

6:00 p.m. - 10:00 p.m.
Hospitality Suites

Tuesday, June 3

7:00 a.m.
Continental Breakfast

8:15 a.m.
Opening Remarks Day 2
Bob Cassiliano will review day one highlights, provide an overview of upcoming events and address housekeeping items of interest.

8:30 a.m.

Keynote Address: Configuring your Data Center

Larry Rushing, manager of datacenter strategy and planning from Hewlett Packard Company who has years of experience in this particular area, will discuss how a number of items have evolved over the years. Up to about 15 years ago, a large data center was one that averaged about 25,000 square feet of raised floor. Today, that number is more like 175,000 square feet. With the incredible increase in area also comes a proliferation of equipment that didn't exist or was never even though to be housed in a data center. Larry, through his years at HP/Compaq, has lived with all of these changes on a daily basis and has frequently presented his findings to senior management as well as external business partners that rely on his organization's expertise. To Larry, it's not a big deal to do this right, but for most of us that is not the case.

9:30 a.m.

Refreshment Break

10:00 a.m.

Implications of Business Cycle Time on 7x24 IT Operations

Cycle time reduction has forced increased demands on business-critical IT applications. Organizations no longer have luxuries to take down applications and servers to perform upgrades, maintenance, and deployment. In this new age, business applications need to be designed for redundancies in software and hardware so that ongoing software development and deployment cycles can support 7x24 operations. **Binod Taterway**, partner from Blue Canopy, will discuss the implications of 7x24 operations on application development and deployment.

10:45 a.m.

Update on 9/11 Impact & Recovery

John Diamond, from Cushman & Wakefield, will moderate a blue star panel discussion on what has happened since this topic was presented a year ago at the Grand Floridian in FL. A number of companies executed their business continuity plans and some of them have made long term decisions as to what they will now do. This panel will share with us what has happened since then. Each of the prospective panelists was selected for their experience in the mitigation and recovery of the loss of infrastructure and mission critical network systems required to conduct business. More details on this will be provided at the conference.

12:00 p.m.

Buffet Lunch

1:30 p.m.

How Intel Manages their Systems World Wide

Bob Bogowitz & **Harold Cartmill** from Intel will share the established tools and methodologies used by their organization. With over 100 mission critical facilities worldwide, Intel has to know when there are issues to address ASAP. Downtime can easily cross over into the millions given the importance of most of their sites. Proactive management is built into their system and that should be the basis for any company running an operation of this scale.

2:15 p.m.

Refreshment Break

2:45 p.m.

A. Data Center Infrastructures - Best Practices
Jerry Becker, managing director of global services from Aperture, will share what you should be doing today to optimally manage your facility for the best possible uptime. The information presented is gleamed from years of experience in building and advising long term customers as to what works. This presentation is a follow-up to the work presented by Steve Yellen from Aperture at the Fall conference.

B. Case Study:100 Watts Per Square Foot
Rupa Dharia, from Morgan Stanley, the client, was hit with a major change in the IT strategy for her data center project. She turned to **Paul Degroot** of NTT, the vendor manager, and **Cliff Albright** of EYP, the consultant, to help her quickly redesign the raised floor space to meet the new power and cooling load requirements. Of course, there were some issues that made this a challenge given the timetable and facility constraints. Calculating and building the right amount of watts per square foot for a data center also continues to very problematic for a lot of our member companies.

3:30 p.m.

Case Study: Control Systems at Ford Motor
Frank D'Amore from Ford Motor and **Robert J. Ten Bosch** of HarleyEllis Corporation will discuss the customized Computer Aided Facility Management interactive database tool that was developed to centrally manage Ford Motor's mission critical facilities. This system keeps track of all the electrical panels, distributions systems, circuit breakers, chillers, maintenance records, vendor information, security controls, wire management, mechanical systems/equipment and computer systems equipment. This tool is used to maintain and provide

real-time status information to support all of the hardware in approximately 100,000 square feet of raised floor space.

4:15 p.m.

Pass the Mike Session
Dennis Cronin, one of the original founders of 7x24 Exchange, will moderate this session which addresses questions previously submitted on registration forms and those which surfaced during the conference. 7x24 Exchange encourages all attendees to step up to the microphone and state and their case. Attendee participation and open dialogue has made this a valuable session over the years.

6:00 p.m.

Vendor Sponsored Event
Details regarding this event will be e-mailed to registered attendees prior to the conference. For more information on sponsorship opportunities please contact Brandon Dolci at (646) 486-3818 x108.

Wednesday, June 4

7:00 a.m.

Continental Breakfast

8:15 a.m.

Opening Remarks - Day 3
Bob Cassiliano will review highlights from days one and two and provide an update on current 7x24 Exchange activities and plans.

8:30 a.m.
Keynote Address: Best Practices at American Express

Roy Chapman, vice president of technology operations from American Express who has religiously attended our conferences for a number of years, will discuss what their best practices are. If there ever was and is a true world class operation that fits the bill as the standard to measure others against, the AMEX facility in Phoenix is a leading contender for that nomination. Emulating Henry Royce, AMEX's facility team was very disappointed that no manufacturer performed or provided adequate circuit breaker reliability performance testing data. They therefore decided to set-up their own in-house breaker standards team that modifies existing breakers to an even higher level of performance. But it doesn't stop there; they have an extensive training and operational staff of experts that covers every critical facet of operational excellence resulting in ZERO downtime.

9:30 a.m.
Refreshment Break

10:00 a.m.
Case Study: Transitioning Legacy Data Centers

Joseph Simeone, from Computer Sciences Corporation (CSC) along with **Thomas Reed** and **Gerard Murray** from Kling will present a "How To" based on actual experiences gathered over many years of experience. A number of organizations have outdated mission critical facilities that can not provide an adequate level of uptime. The sites have to be consolidated into one or two that can provide the level of uptime mandated by the business needs. You don't want to over-design nor do you want to under-design the new facility space. They refer to this as Facility Transition Planning. This is a topic that has never been covered before to this level of planning and we strongly recommend that anyone currently involved now or in the foreseeable future to become acquainted with their methodology.

11:00 a.m.
Going Forward: Business Continuity Planning in the New Millennium

Ted Brown, a member of the Contingency Planning Management Hall of Fame and vice president at Strohl Systems will bring closure to all the methodologies advocated at our conference. Sure, you can build the best data center in the world, but when something catastrophic happens like 9/11, what do you do then when your facility no longer exists? You still need to have a Business Continuity plan so that your business will be open for business the next day. A number of companies are no longer in business not because of 9/11, but simply because they didn't have any contingency plans in the first place. Too many companies don't take this seriously enough until it's too late for them and their employees and customers.

12:00 p.m.
Conference Adjourns

Two Quick Steps to Registration:

Complete a Conference Registration Form for each participant on-line or mail or fax a copy of the Conference Registration Form on page 13 to:

7x24 Exchange
322 Eighth Avenue, Suite 1400
New York, NY 10001

Phone: 646-486-3818
Fax: 212-645-1147

www.7x24exchange.org

To ensure space availability, conference registrations must be received by May 21, 2003.

2. Hotel Reservations

To take advantage of *7x24 Exchange's* special rates at the Boca Raton Resort & Club, complete the Resort Registration Form on page 12 and fax a copy to the Boca Raton Resort & Club at (561) 447-3557 or (561) 447-5065

To ensure space availability, hotel reservations must be received by **May 1, 2003**. After May 1st rooms are subject to space availability.

Special Interest Groups (SIGs) and Chapters

To better serve users and provide a means for ongoing technical interchange between semi-annual conferences, *7x24 Exchange* encourages and supports the formation of local *7x24 Exchange* Chapters and Special Interest Groups (SIGs). Monthly or bi-monthly chapter meetings help assure continued dialogue between members in a given geographic area. SIG's provide an opportunity for members to explore specific 7x24 issues/problems in depth.

7x24 Exchange's Board of Directors will authorize Chapters and SIGs based on availability of a president/chairperson, a clear program plan and, if needed, a budget. Chairpersons are responsible for gathering a working group and achieving approved plan objectives.

Any member interested in forming a Chapter or SIG should contact *7x24 Exchange* headquarters at (646) 486-3818.

Resort Registration Form

Each attendee is responsible for his/her own hotel accommodations. To take advantage of 7x24Exchange special rates, attendees must register with Boca Raton Resort and Club by **May 1, 2003**. Reservation requests not received by **May 1, 2003** will be accepted on a space-availability basis. 7x24Exchange conference rates are available from Friday, May 30th, through Friday, June 6th.

Please include check or credit card number to cover one nights room rate. (Room rates are plus 10% tax). This deposit will hold your room until 2 a.m. of the morning following your scheduled arrival date. Upon arrival, your deposit will be applied to the last confirmed night of the reservation. In the event of your early departure, the deposit is non-refundable unless the Resort is notified at the time of check-in. Cancellation notice of **7 days** is required for a refund. (Please retain your cancellation number.) **A daily service charge of $9.00 plus 10% tax is added to your account to cover bellmen for arrival and departure and other hotel services.** * We will make every effort to honor specific requests for location, connecting rooms, non-smoking rooms, etc.; however, we reserve the right to provide alternate accommodations.

In some cases the room block sells out before the scheduled cutoff date, therefore we encourage you to make your reservations early.

Please type or print clearly

Arrival Date _____ Time _____ (a.m. /p.m.)
    Check-in time is after 4 p.m.

Departure Date _____ Time _____ (a.m. /p.m.)
    Check-out time is before noon

Name _____ Company _____

Company Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Request: ❏ *Smoking* ❏ *Non-Smoking* Special Requests: _____

Please circle single (one person room), or double (two people in the room). Additional adults in rooms are $33.00 per day.

	Run of House
Single Occupancy	$195.00
Double Occupancy	$195.00

Deposits may be made by check or credit card (Visa, Master Card, American Express, Diners Club, Discover and Carte Blanche accepted).

Type _____ No. _____ Exp. _____

Signature _____

Your Credit Card will be charged for a one night's deposit. No shows will result in forfeiture of deposit and cancellation of the room.

Please fax this form to the Boca Raton Resort at 561-447-3557 or 561-447-5065.
Boca Raton Resort and Club, 501 East Camino Real, Boca Raton, Florida 33432, Tel: 888-503-2622 or 561-447-3000

Conference Registration Form

Please type or print clearly

Full name
_____

(Informal name/nickname for badges)
_____

Position/Title
_____

Company
_____

Address
_____

City _____ State _____ Zip _____

Phone (_____) _____ Fax (_____) _____

E-mail
_____

Fees

	Early Bird Discount Through April 30	After April 30
Member	$1,200	$1,500
Non-member	$1,500	$1,800

Payment Method

❏ *Check enclosed*

Charge (check one):

❏ *American Express* ❏ *Discover* ❏ *MasterCard* ❏ *Visa*

Card Number _____ Expiration Date

┃__┃__┃__┃__┃__┃__┃__┃__┃__┃__┃__┃__┃__┃__┃ ┃__┃__┃__┃

Signature _____

Company problem/issue/case study

An important part of *7x24Exchange* conferences is the discussion of real world uptime issues, problems and solutions. Each attending organization is requested to provide a short write-up of a recent experience, major question, problem or issue which might be of interest to conference attendees:

_____
_____
_____

(include additional sheets if necessary)

May we identify your company as submitting this information?
❏ Yes ❏ No

These write-ups will be reviewed by the *7x24Exchange* Board of Directors and provided to appropriate presenters and moderators for possible inclusion in their sessions.

Other comments, suggestions:

_____
_____
_____

Do you wish to receive membership information?
❏ Yes ❏ No

Do you plan to attend?
Sunday 2:30 p.m. - 5:00 p.m.
Tutorial Session: The Date Center Infrastructure
❏ Yes ❏ No

Sunday Evenings' Buffet Reception
❏ Yes ❏ No
If yes, do you plan to bring a guest? ❏ Yes ❏ No
Name of guest:

_____

A guest is a spouse/significant other, friend or an adult child (18 and over) who is not in an industry related occupation. Co-workers or associates in the industry may not use the guest registration category and are required to submit a separate registration form. Guests are invited to attend the Welcome Reception, Hospitality Suites and the Vendor Sponsored Event.

Breakout Sessions (please choose only one)

Monday 2:45 p.m.
❏ A. The Command Center
❏ B. Case History: Ground Fault Protection & Optimization

Tuesday 2:45 p.m.
❏ A. Data Center Infrastructures: Best Practices
❏ B. Case Study 100 watts/sq.ft.

Vendor Sponsored Evening
❏ Yes ❏ No
If yes, do you plan to bring a guest? ❏ Yes ❏No
Name of guest:

_____

The registration fee covers all sessions and activities, handout materials, Sunday's reception, lunches, breakfasts on Monday, Tuesday and Wednesday and tour transportation. Participants are responsible for all other expenses, including guest meals, transportation and hotel accommodations.
The dress code is business casual. Cancellations received by May 21, 2003 will be refunded, less a $75 handling fee. There will be no refunds after May 21. However, substitutions of company participants may be made at any time.

Return this form to: *7x24Exchange.*
322 8th Ave, Suite 1400
New York, NY 10001
Phone: 646-486-3818
Fax: 212-645-1147
www.7x24exchange.org

What Members Are Saying

"Exceptional!"

*"Overall this was a top notch conference.
I wouldn't change a thing"*

"Always first rate and always great venue"

*"Invaluable input from all sectors with a good mix of
presentation topics"*

"One of the best 7x24 Exchange conferences yet"

Policies & Procedures

Information Tables and Pop-Up Displays

Vendors and consultants are encouraged to participate in 7x24Exchange. However, the group is primarily driven by user interest. Tables are provided at the conference for the distribution of product literature, educational material and other useful information at no cost. Overt selling at 7x24 Exchange meetings and the use of 7x24 Exchange membership lists for direct selling are prohibited.

Conference sponsors will be permitted to occupy one full six foot table for literature and/or a pop up display at no cost. Non sponsoring companies can set up pop up displays at a cost of $500 per table. Any additional costs such as electric, shipping etc. are the responsibility of the vendor.

7x24 Exchange and the Boca Raton Resort & Club are not responsible for the theft, loss or any damage incurred to any vendor materials. If you wish to coordinate a display please contact Brandon Dolci at 646-486-3818 x108. All displays MUST be registered with 7x24 Exchange by May 23, 2003.

Hospitality Suites

Hospitality suites/demo rooms are permitted on Monday, June 2, 2003 between the hours of 6PM and 11PM. All hospitality suite hosts must be Key Members of the 7x24 Exchange Corporate Leadership Program (CLP). In order to be recognized by 7x24 Exchange vendors must complete a Suite Registration Form. Suites/demo rooms are not permitted during 7x24 Exchange programs or meal functions!

As always, hosting a hospitality suite gives vendors, direct access to the conference attendees and provides the opportunity to promote products and services in an enjoyable relaxed environment.

If you are interested in hosting a suite on Monday, June 2nd, please contact Brandon Dolci at 646-486-3818 x 108 before May 9, 2003.