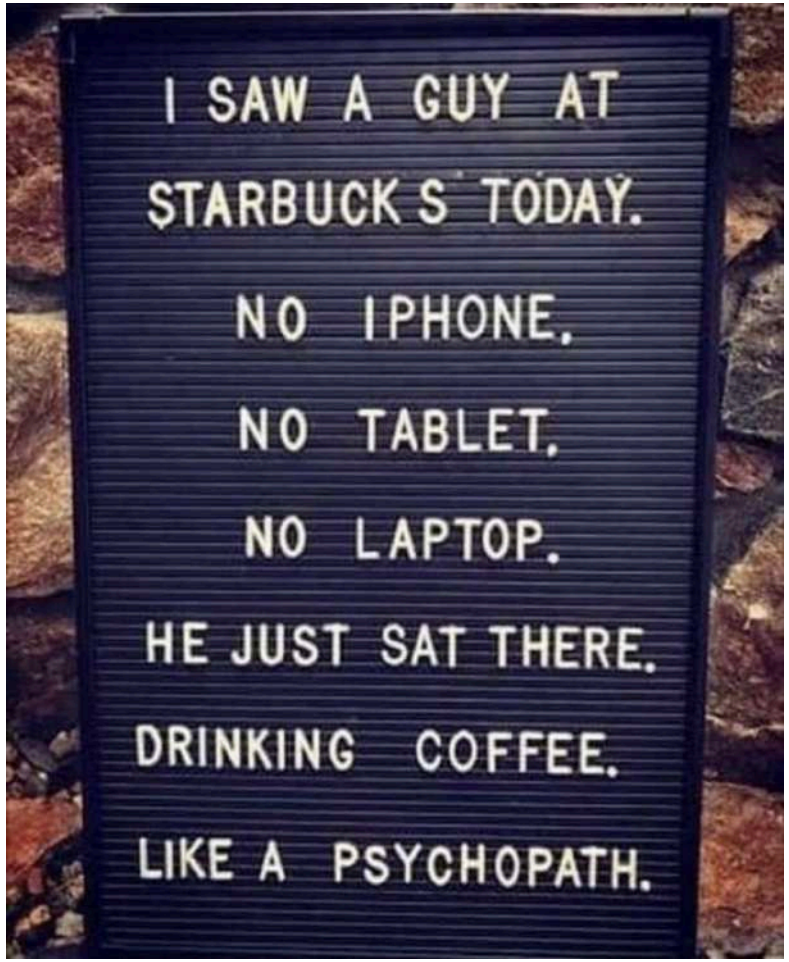
Welcome to the presentation:

"The cloud is not in the sky"

Starting soon….

EPI – The cloud is not in the sky



The Cloud is not in the sky

The importance of the digital infrastructure for OUR society

Presented by:
Bastiaan Janssen
Managing Partner, EPI Europe

EPI – The cloud is not in the sky

Why this presentation?

Our digital infrastructure drives innovation and enables sustainability!

Agenda

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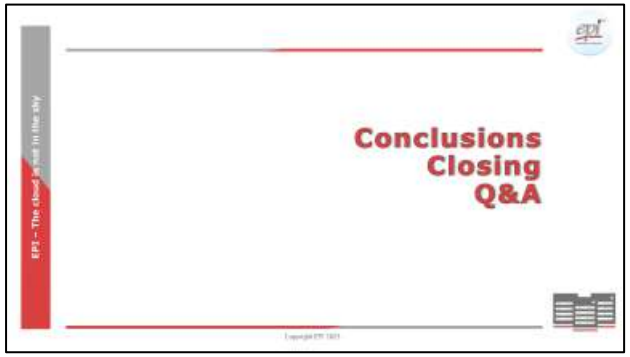

EPI – The cloud is not in the sky

About EPI

Bastiaan Janssen
Managing Partner
EPI Europe

History & Global Locations

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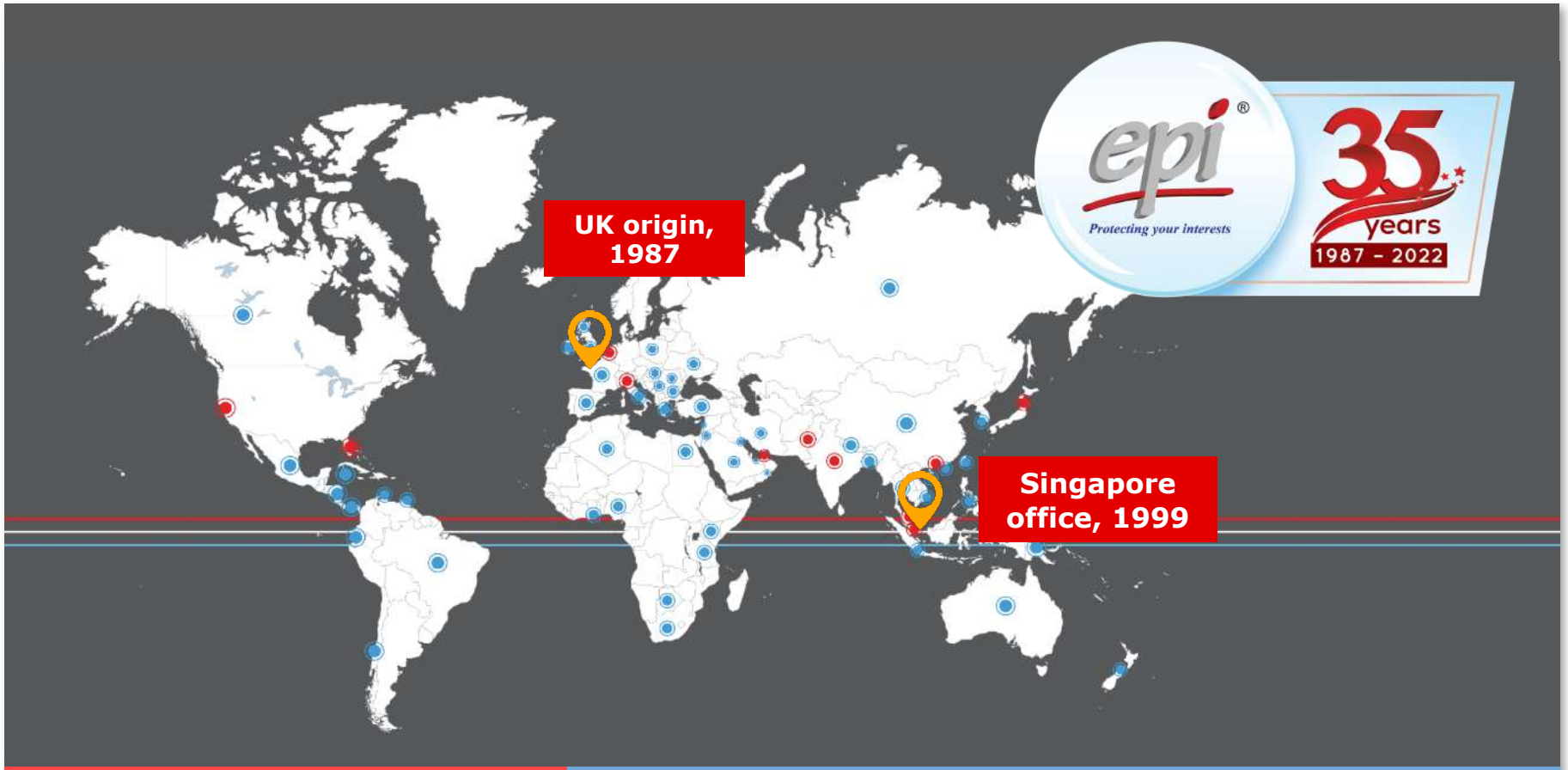

11 EPI offices worldwide

Global partner network spanning 60+ countries, 130+ cities

Data Center Expert

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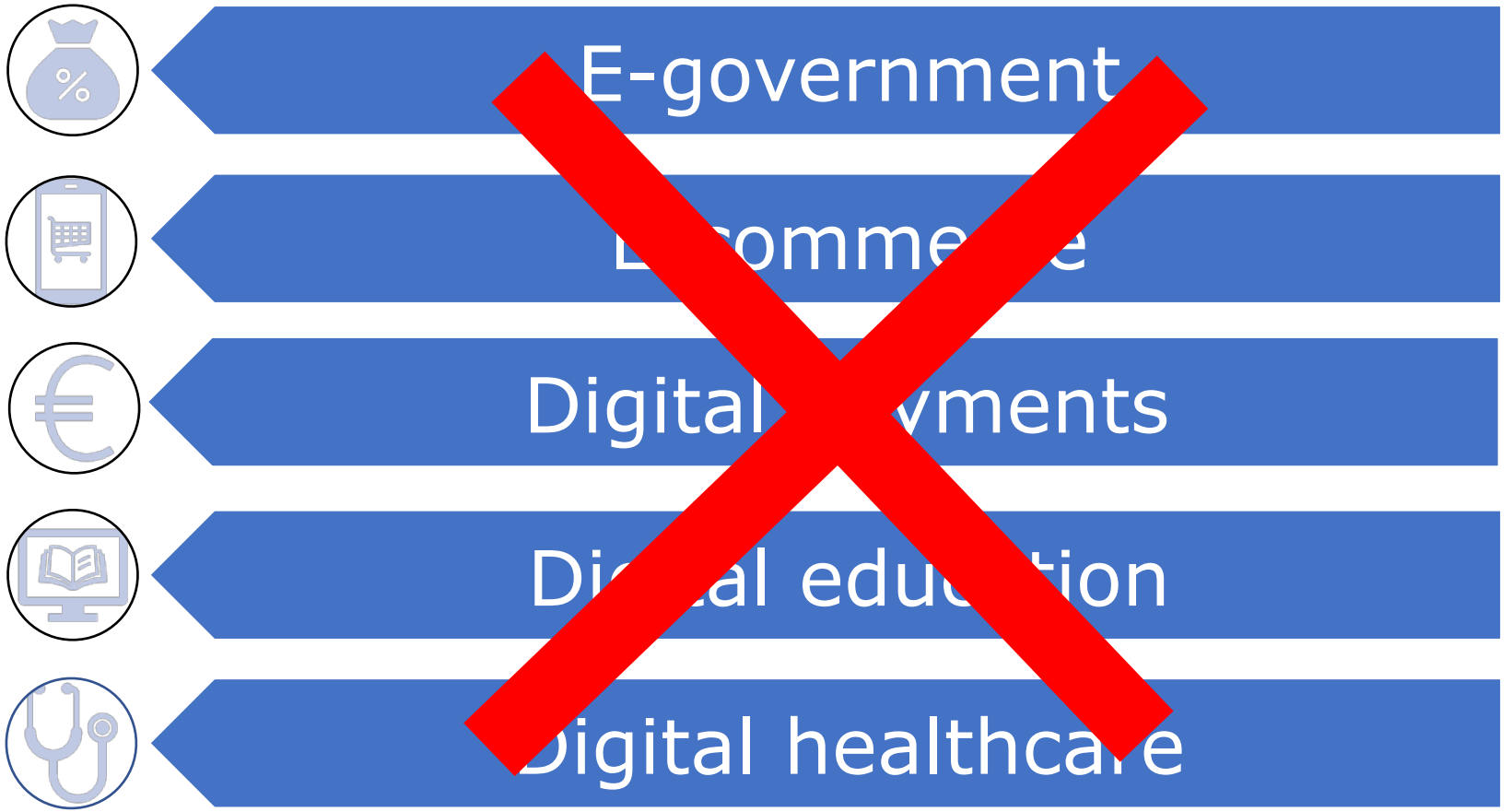
The digital society
Can we live without IT?

Society of today: always online (?)



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Thesis

Without a good digital infrastructure there is no (modern) society

Exponential Data Growth

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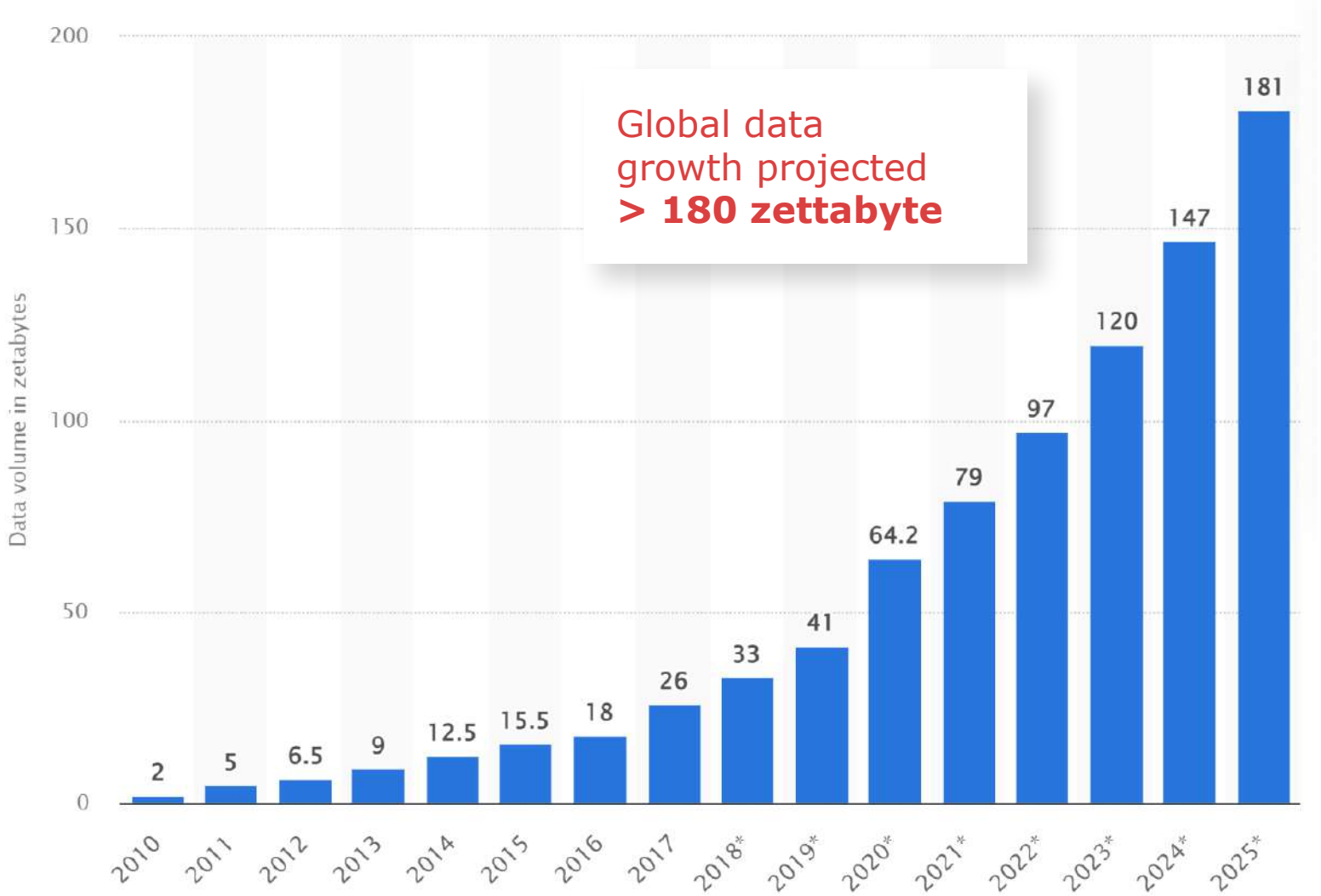

Source: Statista 2022

The Data Centre Market

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Data Centre Growth and Co-location Market Size by Region in 2024

North America	EMEA	APAC
CAGR:6.4%	CAGR:11.1%	CAGR:12.2%
US$23.4B	**US$17.2B**	**US$28.0B**

Source: Structure Research, Cushman & Wakefield

Sweden Colocation & Hyperscale Facts (1 September 2023)

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72
Facilities
Colocation

139 MW
IT Power available
Colocation

242 MW
IT Power under construction / planned
Colocation

409 MW
IT Power available
Hyperscale

42
Operators
Colocation

62.050 m2
White Space
Colocation

950 GWh
Residual heat potential
Colocation

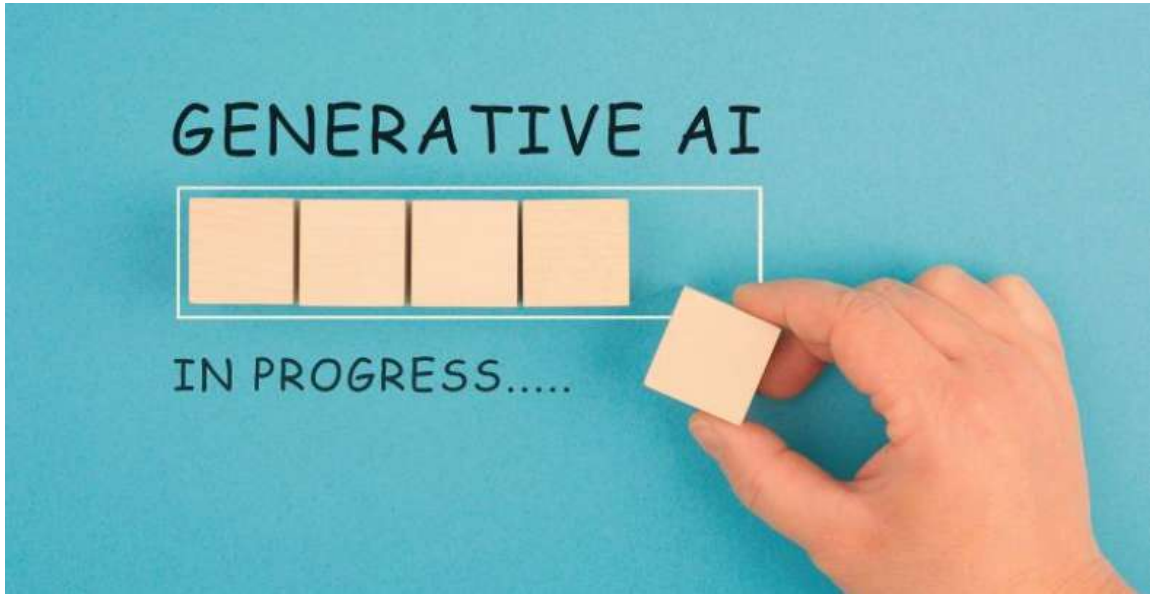
3250 GWh
Residual heat potential
Hyperscale

Source: Pb7 Research 2023 ©

Generative AI

The data center industry is seeing a massive increase in:

1. Amount of infrastructure
2. Density of infrastructure
3. Size of deployments



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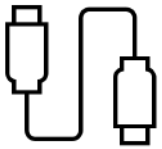
The Engine For Innovation And Growth

- In the last 2 decades society has digitalized strongly
- Digitalization changes the way we work and live
- Data grows exponentionally and demands more innovation
- Generative AI will be (or is already) a big game changer as well

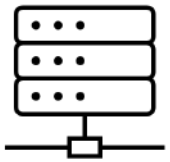
The digital infrastructure is:

Sea cables & Fiber



Telecom

Datacenters



Hosting & cloud providers

Internet connections

Devices

Digital infrastructure

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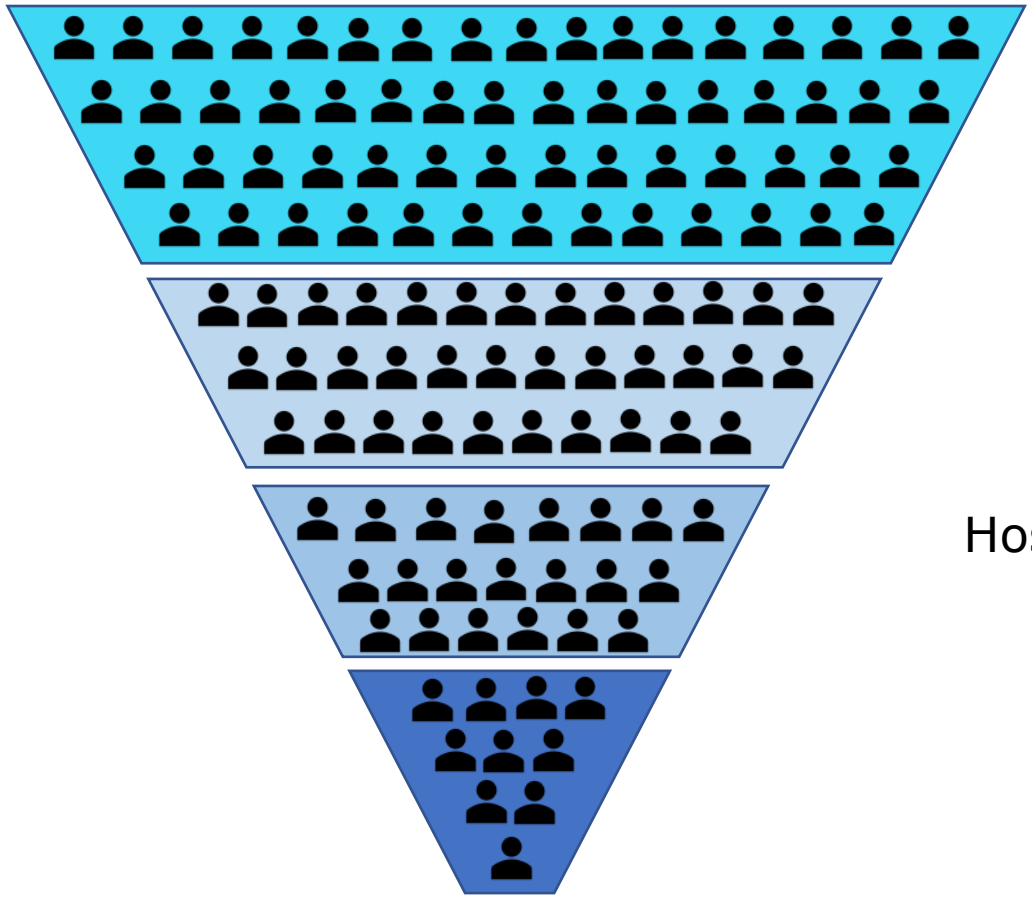
100.000
Users

End customer

1.500
Employees

Company



50
Employees

Hosting provider

15
Employees

Datacenter

Downtime: Disruptive & Costly

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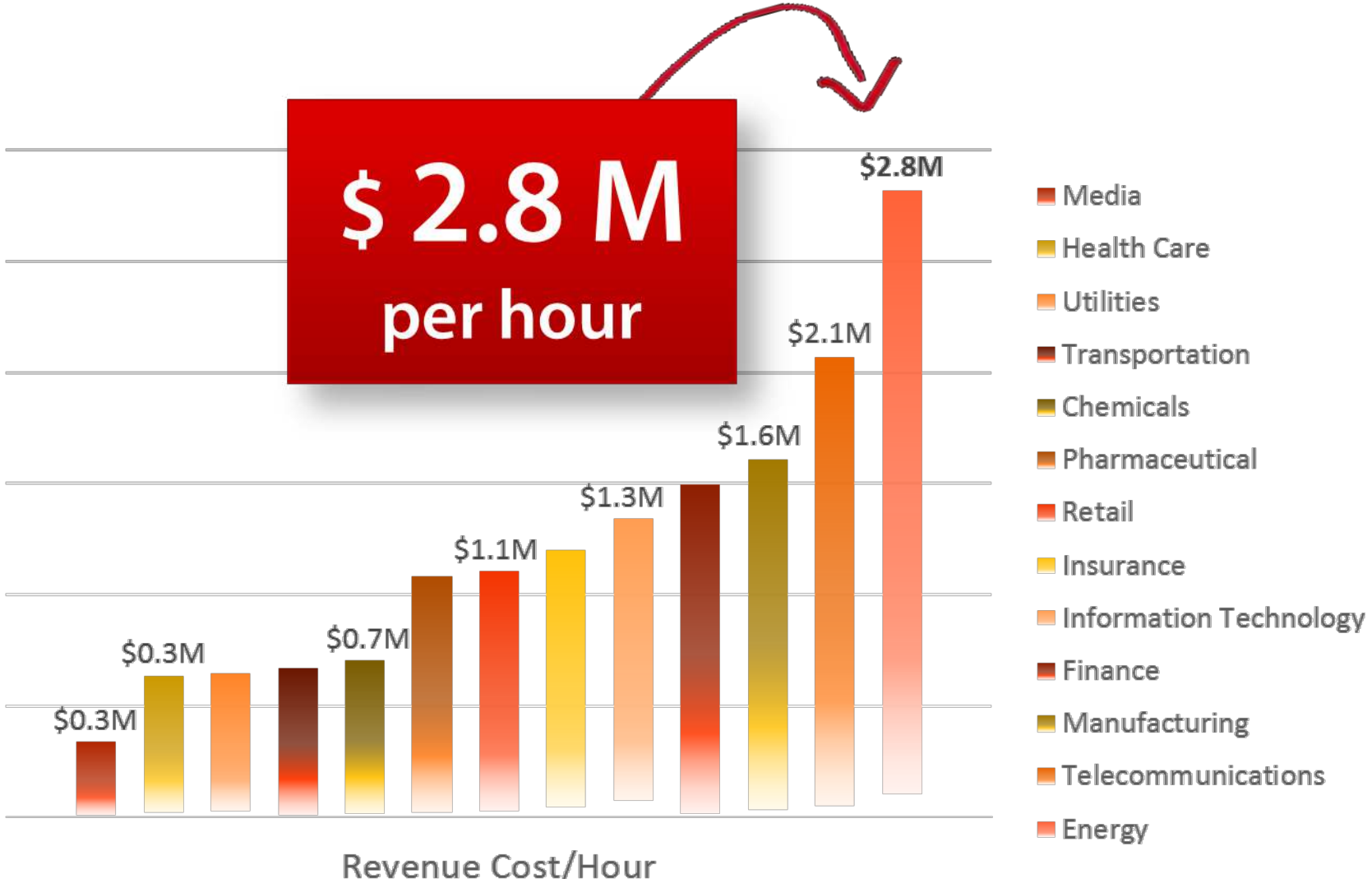

Source: META Group

Explanation of some cloud definitions...

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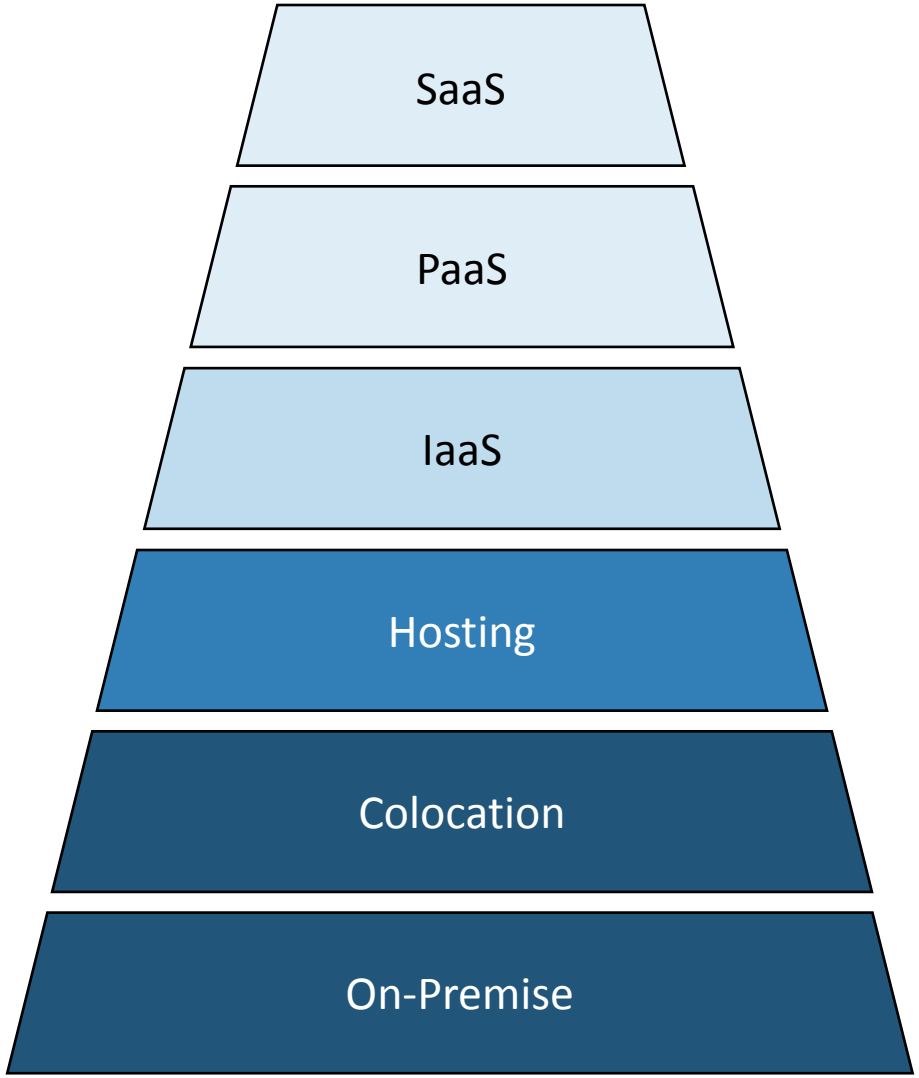


Sofware as a service
Gmail, Hotmail, Facebook etc

Platform as a service
SAP cloud, RedHat openshift

Infrastructure as a service
Amazon Web Services, Azure

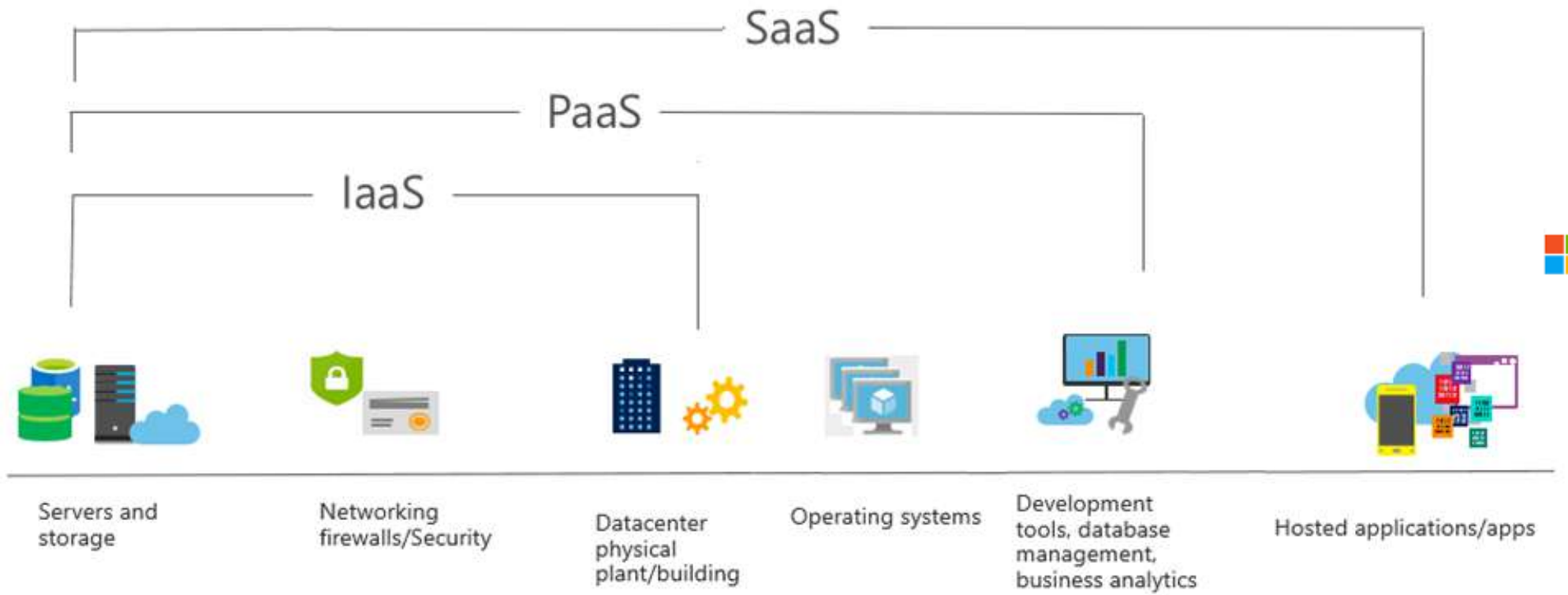
Hosting / hosting provider
Website / application hosting

Colocation
Commercial datacenter

On Premise
Enterprise datacenter

SaaS – PaaS - IaaS

Users connect to and use cloud-based apps over the internet: for example, Microsoft Office 365, email, and calendars.



Microsoft

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Digital responsibility model

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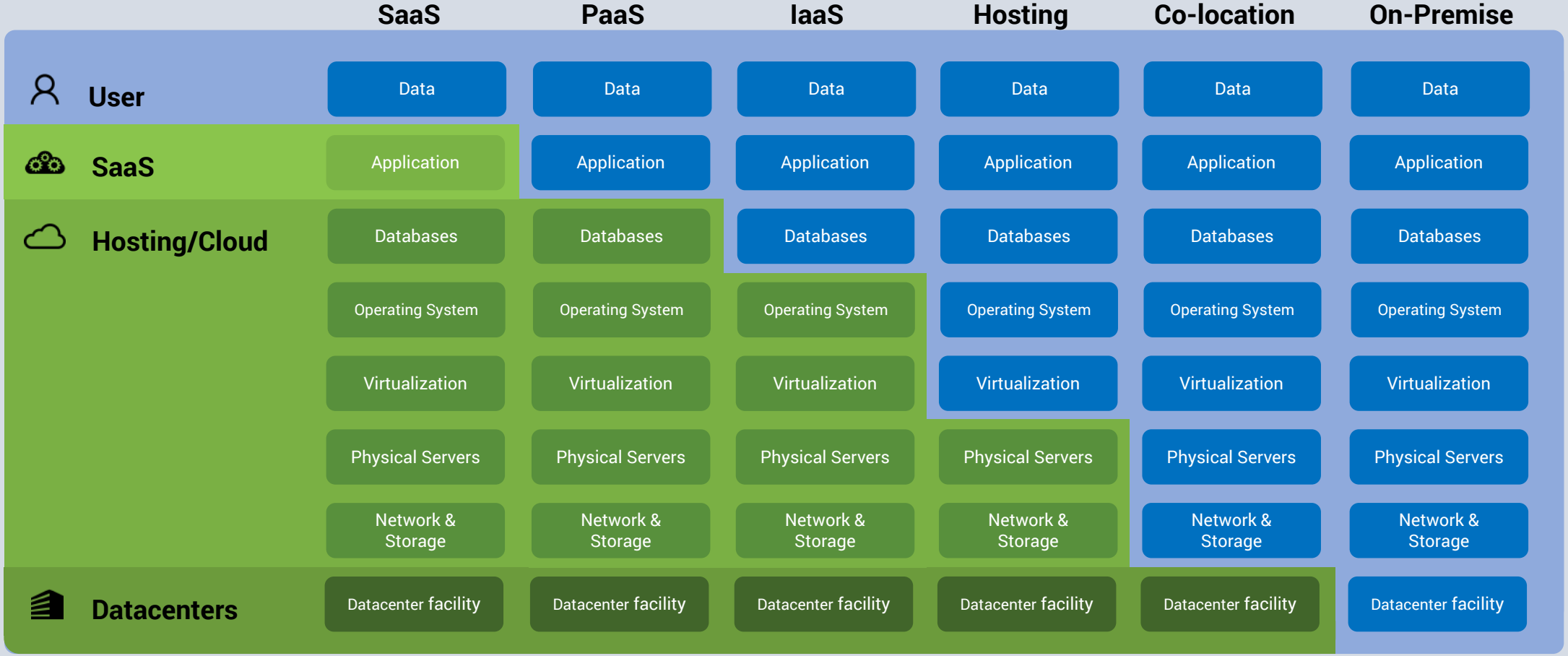
Responsibility per layer of the digital infrastructure.



Responsibility model digital infrastructure

Datacenters: Complex Environments

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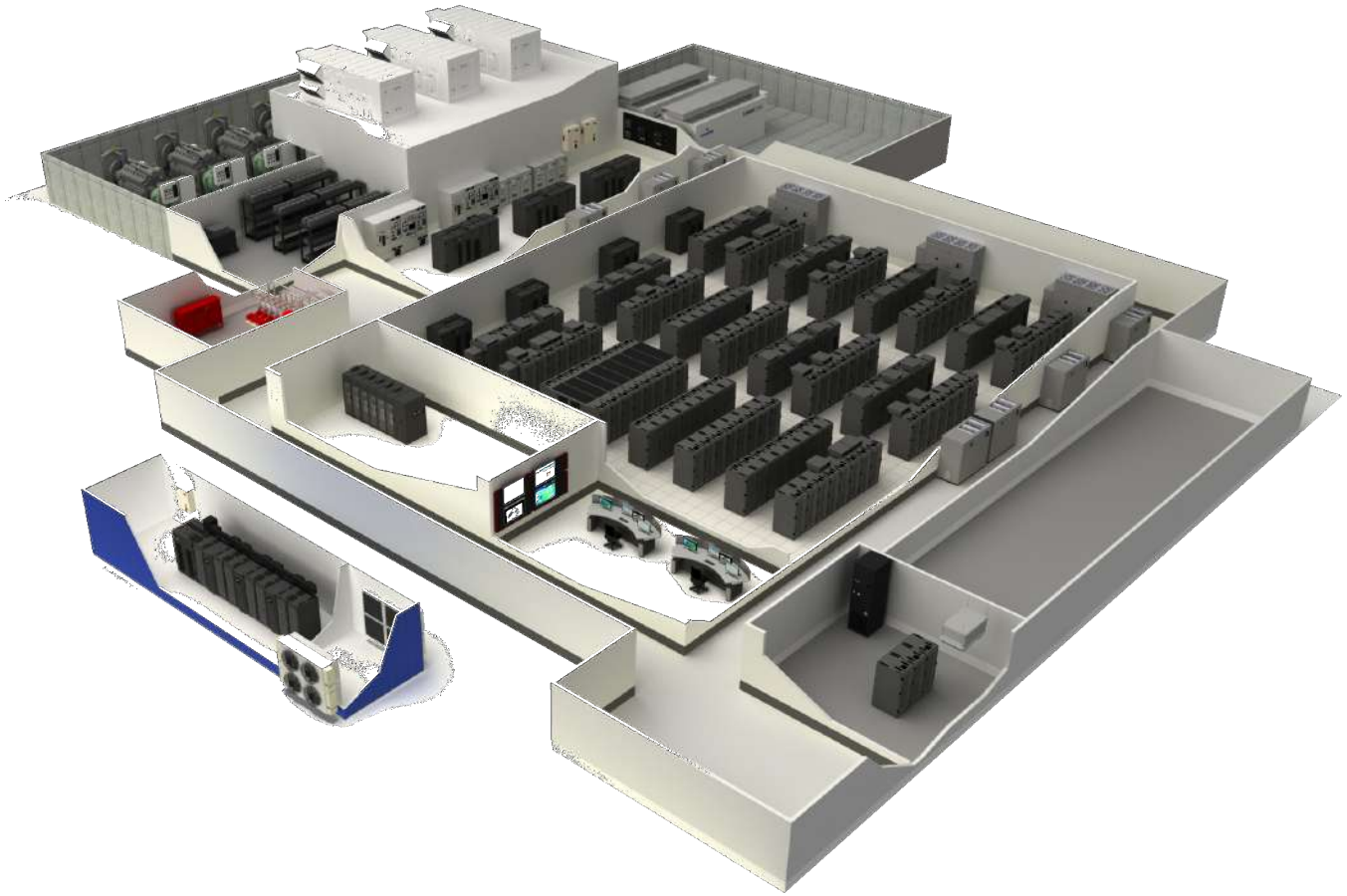

Datacenters: Complex Environments

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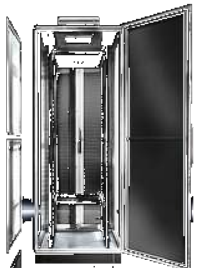




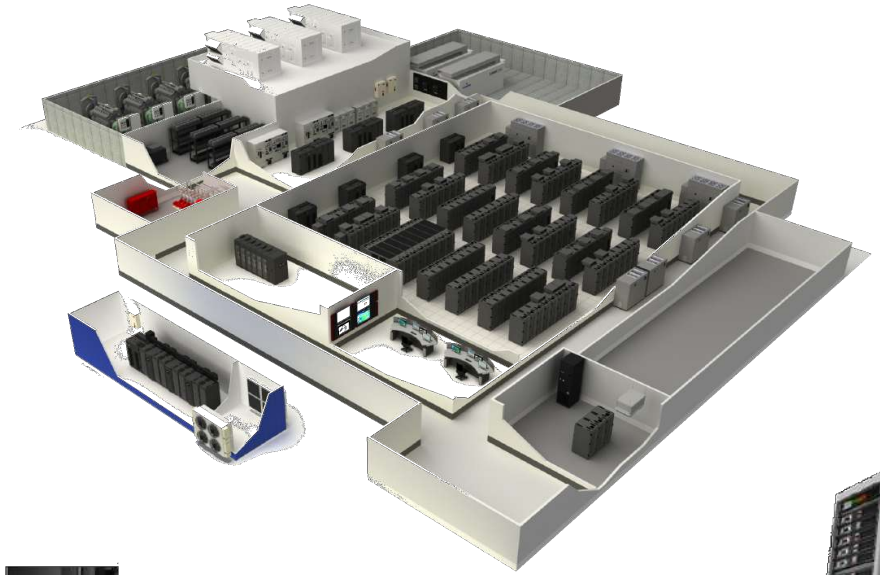




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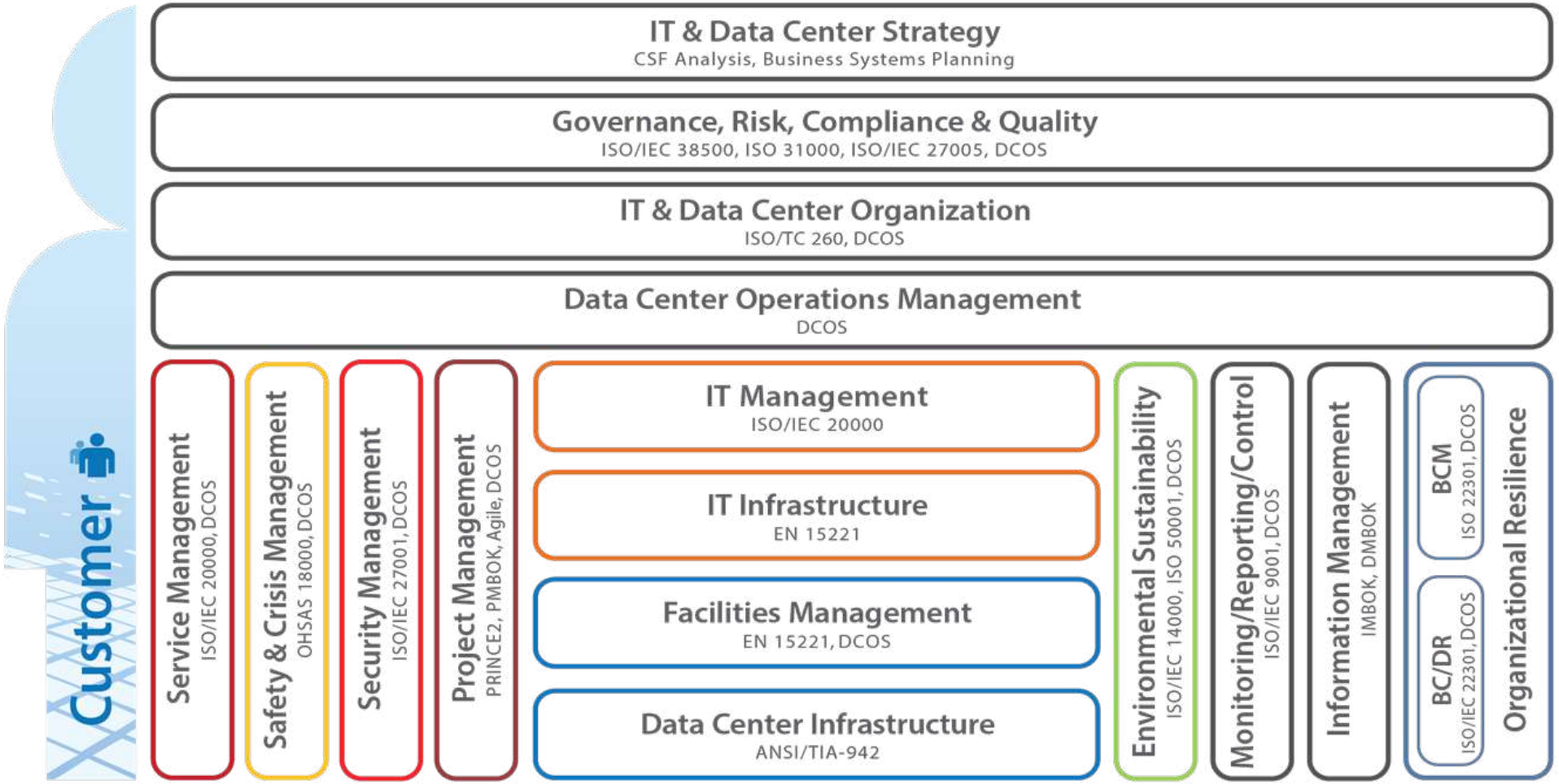
EPI - IT & Data Center Framework©



Types of datacenters

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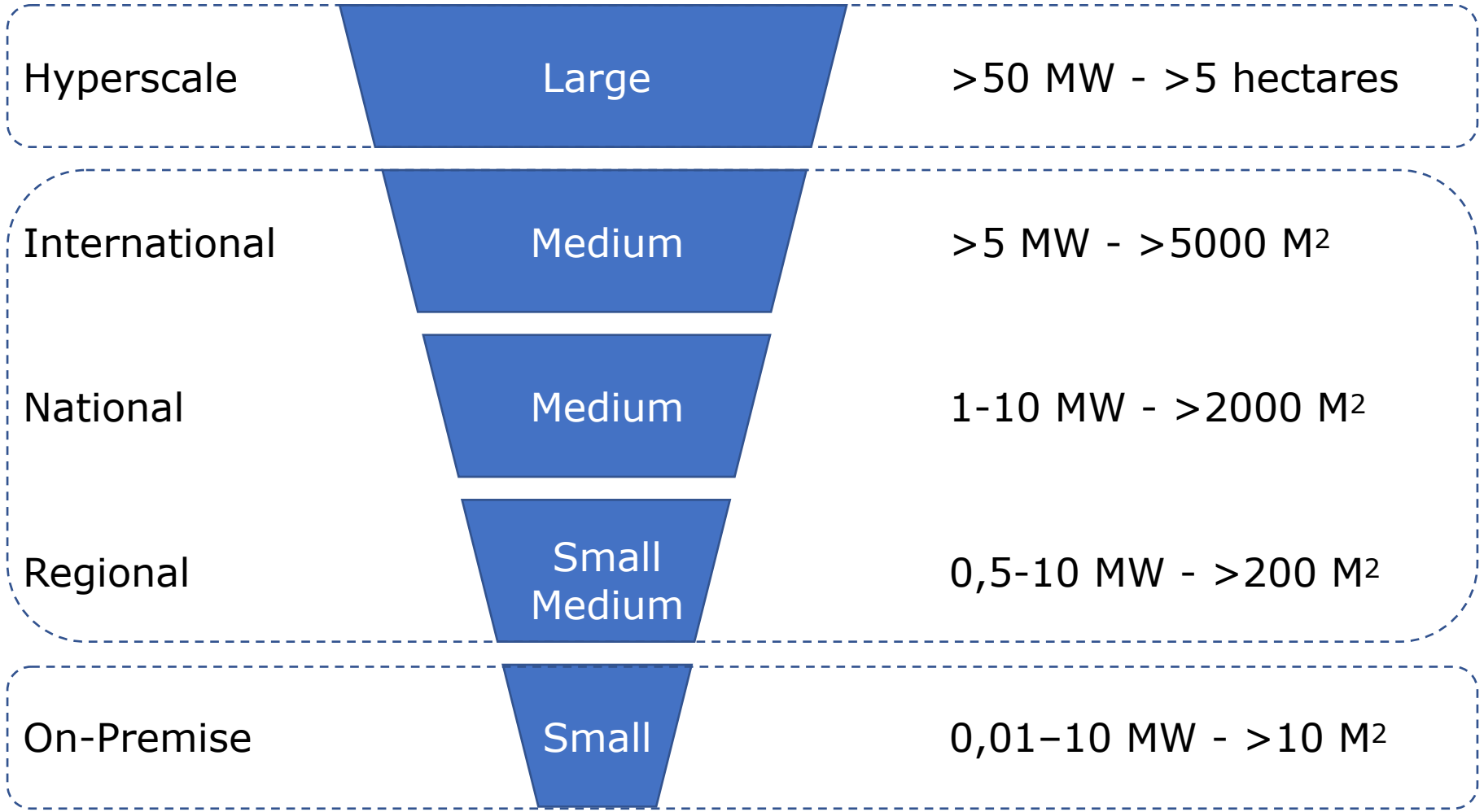

Hyperscale datacenter

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Colocation datacenter

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On-Premise datacenter

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Trends in datacenters

1. Moving into hyperscale datacenters
2. Smaller on premise datacenters
3. Environmental sustainability
4. Adoption of AI and machine learning
5. Shortage of skilled labour force

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Relative energy consumption

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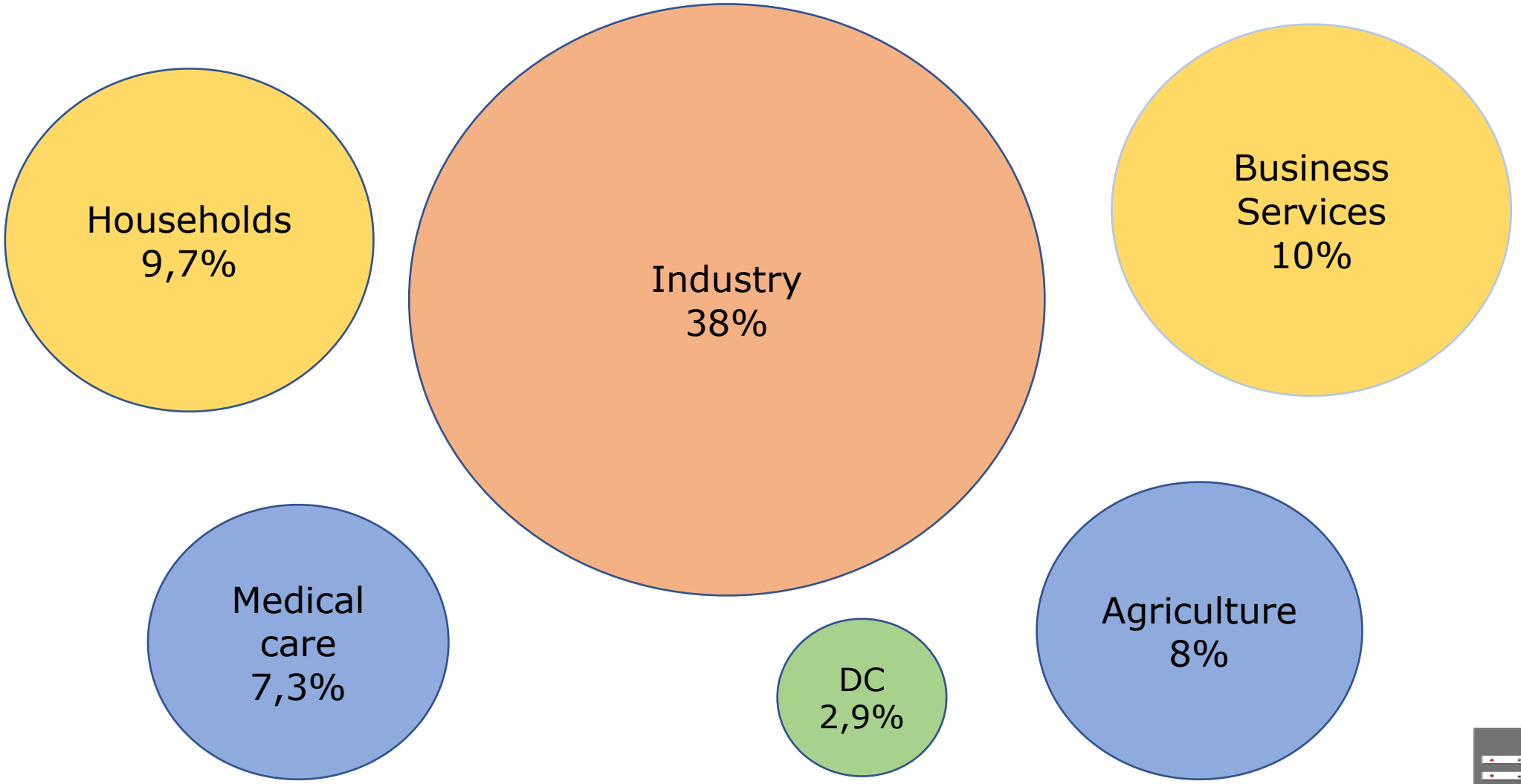

Source: CBS 2021

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The Nordics

Why are the Nordics a good and sustainable place for datacenters?

Nordics increasingly popular for datacenters

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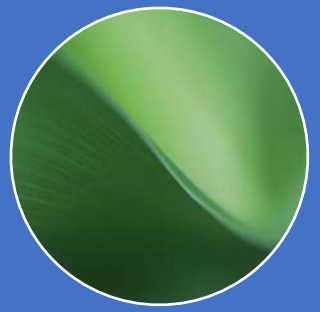
Cool climate



Environmental sustainability

Political and economic stability

Connectivity

Skilled workforce

Advantages of Swedish Data Centers

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Sustainable, Economical, and Technologically Advanced

1. High percentage of renewable energy sources
2. Cool climate: significant energy savings on cooling compared to warmer locations
3. Business-friendly policies with incentives for technology investments
4. Stable political climate
5. Highly ranked for innovation and digital skills
6. Committed to sustainability and environmental responsibility

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Conclusions
Closing
Q&A

Datacenters

1

Datacenters are the only **efficient** and **sustainable** way to facilitate all the computer power that we need for the **digital infrastructure** of society of tomorrow

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Nordics

The Nordics are an attractive region for datacenters because:

1. Cool climate
2. Sustainable energy
3. Political and economical stability
4. Connectivity
5. Skilled workforce

2

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Nordics: Stay ahead!

- Technological developments are only increasing in speed
- The Nordics are leading the way in the digital field
- It is important for the Nordics to maintain and build on this position in order to provide maximum support to the sustainable digital society

3

Would you like to know about datacenters?

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Hottest selling course!

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What is CDCP?

- 2-Day course exposing candidates to all the **fundamental knowledge related to design, build and optimize data centres**
- Course address Standards and all the technical matters
- Explains **design requirements** as well as various **technologies**
- A lot of practical experience from experts in the data centre industry
- Exam; 1 hour, 40 questions, closed book, 27 correct to pass
- **Prerequisite: None**

CDCP®
Certified Data Centre Professional

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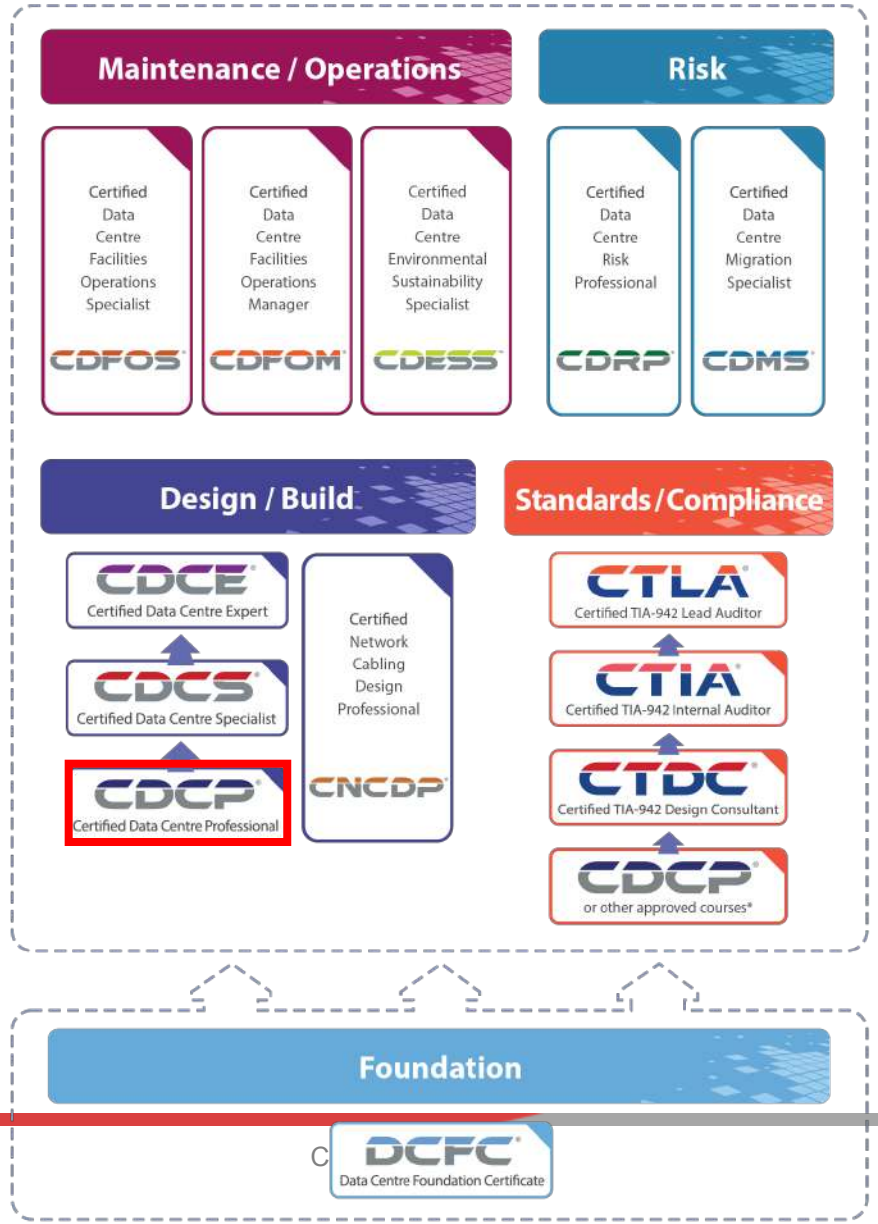
EPI Data Centre Training Framework©



Course Delivery – 3 options

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ILT

Instructor Led Training

VILT

Virtual Instructor Led Training

TOD

Training On Demand

ACADEMY

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Jovita Januskeviciute

EMEA Research Manager
DC BYTE

"CDCP training is a must for everyone that works in the data center industry.

The course is very informative, providing key information on multiple subjects through a number of video recordings, presentation slides and notes provided to the student which will well accommodate all types of learners.

I would definitely recommend others to take this course"

CDCP®

www.epi-ap.com

Thank You!

Bastiaan Janssen

EPI Europe | Vijfhart | AT Computing | CIBIT | Complementair Groep

Bastiaan Janssen

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Questions?

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