



# Digital Transformation - What role do Data Centres play?

WheelHouse Solutions by Siemon

PRESENTED BY

LEE FUNNELL | TECHNICAL MANAGER – ERA

# Introduction to Siemon

FOUNDED

**1903**

PRESENCE IN  
OVER

**100**

COUNTRIES

OVER

**400**

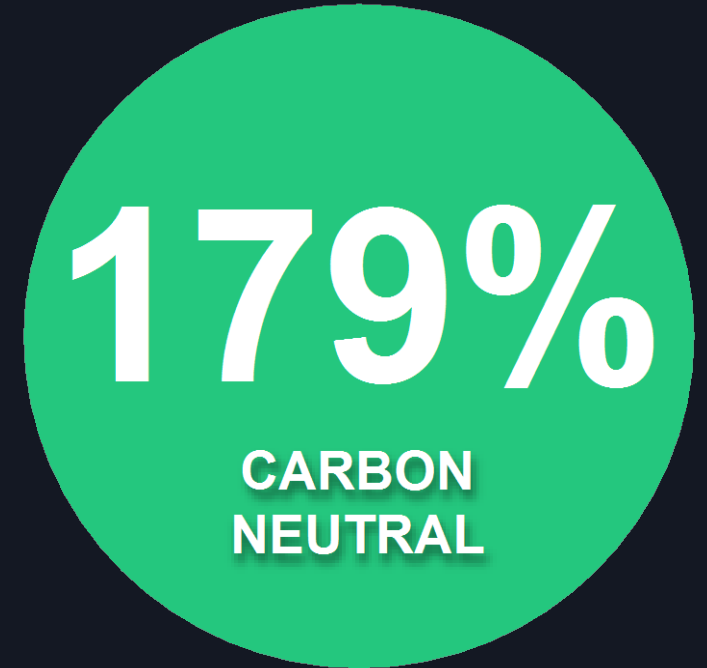
PATENTS

OVER 50% OF  
FORTUNE

**500**

LIST

# Global Capabilities



# Digital Transformation & The Data Centre

\$25,000,000,000

Source: CBRE 2017 Data Centre Tracker



# Evidence of the Digital Economy

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Data  
Monetisation

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Google converts IoT data into analytics for customer targeting

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Contextual offerings  
and pricing

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Vitality uses data to provide personal discounts & offers for loyalty

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Original  
Programming

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Netflix uses data analytics of millions of customer viewing habits to commission original programming

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Accounting  
Efficiency

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BDO uses big data to identify risk and fraud during audits.

# In the next 5-10 years, we expect:

- Direct attach twinaxial
  - 400 Gb/s over 8 lanes of 50 Gb/s
- Singlemode Optical Fiber
  - 400 Gb/s over 2 or 4 WDM lanes
- Multi-mode Optical Fiber
  - 400 Gb/s over 8 lanes
- Balanced Twisted-Pair
  - 50 Gb/s (TBD) over four pairs
- Wireless
  - Real world speeds greater than 2 Gb/s



# Pressure for Data Centers



- Fast development of IoT
- Big Data
- Cloud-based business
- Storage Solutions

# Physical Infrastructure Consideration

**DC Architecture**

**Cabling**

**Cabinets**

**PDU**



Thank You



Connecting the World to a Higher Standard ▶▶▶