



Industry Visionaries to Discuss Next-Generation Data Centers for Financial Services Firms

Wall Street & Technology Vendor Webcast to Focus on Common Data Center Challenges and Strategies for Data Center Design

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WHAT: Adaptivity, the premier data center architecture consulting firm, will participate in a free, one-hour Wall Street & Technology Webcast entitled, "How to Build a Next-Generation Data Center." Tony Bishop, CEO and founder of Adaptivity, will be joined by Rachel Chalmers, research director, Infrastructure Computing for the Enterprise (ICE) at The 451 Group, to discuss common data center challenges for financial services firms, provide strategies for building a next-generation data center and share recent end-user data center design case studies. Technologies like server consolidation, virtualization, fabrics, cloud computing and collocation are adding sophistication and challenges to data center design. In addition to today's downturn economy, IT departments need clear, objective direction when it comes to their data centers. Bishop and Chalmers will advise attendees about: -- Taking advantage of the latest data center advances with limited budgets -- The best ways to manage virtual machine sprawl -- What hardware, virtual machines and applications should be grouped together

As former senior vice president and chief architect of Wachovia's Corporate Investment Banking Technology Group, Bishop designed and optimized its next-generation data center. One of the first to adopt virtualization and cloud technologies in the enterprise, Bishop's methodologies have earned him countless industry awards and recognition. A frequently cited industry expert, Chalmers pioneered coverage on SOA, distributed application management, utility computing and open source software. At The 451 Group, Chalmers leads the firm's datacenter automation and server, desktop and application virtualization efforts.

WHEN: How to Build a Next-Generation Data Center Thursday, Nov. 6, 2008 2:00 p.m.-3:00 p.m. ET

HOW: Register online

About Adaptivity

Adaptivity (<http://www.adaptivity.com>) helps IT organizations solve execution gaps and maximize impact on shareholder value. Adaptivity institutionalized its award-winning, proven track record into three core execution areas of IT Strategy, IT Architecture and IT Operating Models. The company is differentiated through its ability to help firms rapidly and incrementally succeed in driving business aligned service-level improvements, while dramatically lowering costs.

Adaptivity's Service Oriented IT (SOIT) Transformation Program, including its ADIOSSM Methodology, Fit-for-PurposeSM Design Framework and Quality-of-ExperienceSM Maturity Model, serve as catalyst mechanisms to enable firms to differentiate their businesses through IT.

SOURCE: Adaptivity

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