

IO to Showcase IO.Anywhere Platform in Modular Data Center Campus at Uptime Institute Symposium 2012 - IO



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IO announced today they will demonstrate their IO.Anywhere **modular data center** technology in the Modular Data Center Campus at the upcoming Uptime Institute Symposium 2012. This campus showcase presents Symposium attendees the opportunity to see first-hand how IO is defining the Data Center 2.0 revolution.

The Modular Data Center Campus is a special two-day Symposium Exposition pavilion showcasing modular products and systems components. Symposium 2012 attendees can receive guided, in-depth tours and expert briefings on **IO.Anywhere** modular data centers which provide enterprise-class infrastructure that can be rapidly deployed to customer sites anywhere in the world. Attendees also will learn about **IO.OS**, the world's first secure data center infrastructure operating system which provides the intelligent control needed to optimize the Data Center.

IO CEO George Slessman also will deliver the Symposium 2012 keynote presentation. Slessman's presentation will explore how data center infrastructure delivered through standards-based hardware and software technology is reducing costs, increasing efficiency, and enabling the future cloud transformation. This methodology has been referred to as "Data Center 2.0" by industry analysts to distinguish it from one-off, constructed, facilities-based legacy data center infrastructure. Slessman will also discuss how moving the data center infrastructure into the IT stack can eliminate the massive over-provisioning of IT and data center assets.

"In the past 12 months, Data Center 2.0 technology has opened up a massive opportunity to improve the entire data center. Manufacturing data center infrastructure in the form of standardized modules, and then enabling IT managers to control and optimize their infrastructure with integrated operating software, has the power to be truly transformative," says Slessman.

"Uptime Institute has closely charted the convergence of technological, economic and market factors that have resulted in data centers being increasingly engineered and constructed in a fundamentally different way than in the past," said Matt Stansberry, Program Director for Uptime Institute Symposium. "The rise of Modular Data Centers is a great example of this evolution. We are excited to have IO join us in this important dialogue at Symposium 2012 and as a participant in the Module Data Center Campus."

About IO

IO is a global leader in software-defined data centers and has pioneered the next generation of data center infrastructure technology. IO's integrated hardware and software data center technology platform offers enterprises, governments, and

service providers an innovative way to deploy, provision, and optimize data center capacity anywhere in the world. IO technology lowers the total cost of data center ownership compared to traditional data centers, enabling dynamic deployment and intelligent control based on the needs of IT equipment and applications in the data center.

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