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ABB Customer World

GEORGE R. BROWN CONVENTION CENTER
HOUSTON, TEXAS | MARCH 4 -7, 2019

Innovative solutions are always on the menu at ABB Customer World



As data centers get larger, they're requiring more sophistication and intelligence. Join us at ABB Customer World to discover unique electrification and automation solutions that deliver efficiency, reliability, security and sustainability.

There will be a full data center focused program running throughout the event. Join us for a specific curriculum track, technology and solution tours, and a networking dinner for data center industry professionals.

Registration is free!

ABB Customer World, brings together professionals from utilities, industries and infrastructure for a premier educational and collaboration event in North America.

From past lessons learned to the future revealed, this event saves you time, money and manpower. Ask your questions, deliver your feedback to developers, take advantage of hands-on training by experts, and learn from ABB's customers and project managers how to maximize value from your current assets.

Event registration is now open — and there is no conference fee to attend. For information and to register, visit us at www.abb.com/acw.

Join your Data Center peers as we explore cutting-edge technologies that address your most pressing challenges.

Data Center program

MONDAY, MARCH 4

TIME	PROGRAM	ROOM
10:00AM	Technology & Solutions center opens	TSC
11:45AM-12:45PM	Buffet Lunch	Hall E, Level 1
1:00-2:00PM	Data center design considerations	Room 351C
	<p>Data center design has been disrupted by new techniques in cooling and power. Learn about new design parameters to make your data center more efficient as well as future proof with aspects of Leadership in Energy and Environmental Design (LEED), ASHRAE TC9.9 and techniques for medium voltage use. We'll also talk about the pros and cons of implementing these techniques.</p> <p>Panelists: Dave Sterlace, ABB; Bruce Myatt, Arup; Rafael Valdes, Digital realty; Justin Minchey, ABB</p>	
2:05-2:25PM	Data Center Product Spotlight Tour	TSC Data Center Zone
2:30-3:30PM	Data center operations: Running safer and more smoothly	Room 351C
	<p>Are you running a state-of-the-art data center with paper and pencils? If you still use paper logbooks, informal change notifications and manual tracking of rounds information, then you're leaving yourself open to accidents and outages caused by lack of communication and knowledge sharing. Other industries are doing these things more effectively than you are, and your operations team deserves better. Come learn about the tools that ABB offers data center operators to help them streamline their operational activities.</p>	
4:00-5:00PM	Demystifying the edge: Enabling computing for the new digital economy	Room 351C
	<p>Disruptive technologies are changing the way companies, individuals and devices process data. Business models are shifting to the edge to improve latency, security and scalability. Computing at the edge is a key enabler for this shift. Join this session to discuss how Rittal, HPE and ABB are working together to demystify the edge.</p> <p>Panelists: Ciaran Flanagan, ABB; Andreas Keiger, Rittal, Hellmer Rahms, HPE</p>	
5:00-6:30PM	Reception	TSC
6:30PM	Technology & Solutions Center closes	TSC

TUESDAY, MARCH 5

TIME	PROGRAM	ROOM
8:30-10:00AM	Keynote Presentation	Hall B3, Level 3
	<p>Ulrich Spiesshofer, CEO, ABB Antonio Neri, CEO, HPE</p>	
10:00AM	Technology & Solution Center opens	TSC
10:30-11:30AM	Value of a strategic service partnership drives uptime in critical federal government infrastructure	Room 351C
	<p>In this session, ABB and Pergravis discuss how they help maintain data center reliability standards of the U.S. federal government. Preventative maintenance and asset management are critical to the goal of 100% uptime; this requires strategic maintenance schedules and proactive coordination. Additionally, a holistic approach of maintaining your entire data center power value chain in one program allows optimized service schedules and overall safety of your assets and employees. Finally, a partnership like this ensures seamless support if something does go wrong, quickly and without hassle.</p> <p>Panelists: Amanda Trumble, ABB; Dominick Rappa, Pergravis; Steve Ritzi, Pergravis</p>	
11:45AM-1:15PM	The Future of Industry - Luncheon panel discussion	Grand Ballroom
	<p>Peter Terwiesh, President Industrial Automation Division, ABB Michael Wiebe, COO, Kronos, Guide Jouret, Chief Digital Officer, ABB, Moderator: Greg Scheu, President Americas, ABB</p>	
	OR buffet lunch	Hall E, Level 1
1:30-2:30PM	The changing landscape of service in the data center: The promise and challenges of IoT for service	Room 351C

This session focuses on the shift in today's service environment as the industry adopts new trends. Data center operators are focusing on managing global fleets of data centers, which demand new platforms around asset health and monitoring. The internet of things (IoT) and its promise of data driven predictive service sounds appealing; however, when can it start to deliver? Let's dive into the security concerns and operational risks and understand our digital strategy to address these needs and concerns.

2:35-2:55PM **Data Center Product Spotlight Tour** **TSC Data Center Zone**

3:00-4:00PM **Unleash the power of a digital platform: Leverage integrated products, services for maximum results** **Room 351C**

Operators of data centers have a primary mission of uptime and 24/7 data availability; they depend on a reliable power backbone. Best in class data centers need to be able to quantify their risk exposure and be able to anticipate potential equipment challenges in near real time. To support this evolving direction in our power industry, ABB is manufacturing digital native transformers as a standard offering. Coupled with our asset management software and wrapped with a service contract, customers are well prepared for the uptime commitment they are offering to their clients.

4:30-5:30PM **New power protection solutions for today's hyperscale datacenters** **Room 351C**

The last decade has presented significant changes to the data center market, from a corporate/enterprise model towards cloud and colocation based solutions. This change has resulted in increased focus on lowering the cost of building and operating data centers, which are now the revenue generators in a highly competitive market. UPS manufactures have responded to the challenges with new UPS designs and configurations, as well as new energy storage solutions. Each solution comes with its own benefits and challenges, so it is important to consider the best solution for your unique application.

6:30PM **Technology and Solution Center closes** **TSC**

6:30-9:30PM **Customer Appreciation Event, Convention Center** **Hall B3, Level 3**



WEDNESDAY, MARCH 6

TIME **PROGRAM** **ROOM**

9:00-10:15AM **Future of Mobility - Keynote presentation** **Hall B3, Level 3**

Moderator: Guido Jouret, ABB Chief Digital Officer
 Panelists: Tarak Mehta, President, ABB Electrification Products division
 Tony Seba, Futurist and thought leader

10:00AM **Technology & Solutions Center opens** **TSC**

10:30-11:30AM **Transforming data center projects with holistic design** **Room 351C**

Data centers are huge – literally! Data centers are being built that are hundreds of thousands of square feet in size with power requirements in the hundreds of megawatts. It's time to rethink the data center design process to be more efficient, scalable and reproducible. In this session, we will cover holistic data center designs that take into account the total cost of ownership for the entire system, not just it's sub-systems. In large facilities, this approach has allowed data center owners to eliminate costly equipment, prepare themselves for future growth and reduce their overall engineering time.

11:45AM-1:15PM **The Future of Energy - Luncheon panel discussion featuring Joe Kava, Google**

The ways in which electricity is generated, distributed, and consumed are changing radically. Renewable energy sources, such as wind and solar, are ramping up, and the grid is becoming increasingly digital and decentralized. This lunchtime panel will provide insight into how these interwoven trends will play out and what the implications are for electricity utilities and their customers. We'll discuss the integration of conventional and renewable energy sources, the adoption of smarter energy management practices, the role of digital substations and microgrids and the emergence of self-reliant "prosumers" – individuals who produce and use their own energy.




Grand Ballroom, Level 3

Panelists: Rob Massoudi, ABB GVP, Digital Transformation, Claudio Facchin, President, ABB Power Grids division, Joe Kava, VP Data Centers, Google, Gary Hayes, CIO & VP Information Technology, CenterPoint, Charles McConnell, Former DOE Assistant Secretary of Energy

1:30-2:30PM	Crimps and the cloud	TSC, Theater 2
	Your electrical circuit is only as good as your connection. The ABB Smart Tool+ measures and records the crimping pressure created during the crimping process at a given distance that the indenter has traveled. This data are then transferred from the tool to your mobile device. You can then upload the data from your mobile device to the cloud. Once the data is in the cloud, the contractor can create crimp reports to share internally and externally.	
2:35-2:55PM	Data Center Product Spotlight Tour	TSC Data Center Zone
3:00-4:00PM	Data center business case for digitalization	Room 351C
	Digitization of information in electrical systems can lead to increased visibility, safety and optimization of resources. Using the technology of ABB Ability™ for the electrical system and with a similar approach to both the heating, ventilation and air conditioning (HVAC) and IT portions of the data center, we can optimize performance. Let's take a look at why the data center makes an ideal test case for exploring preventive maintenance, machine learning, artificial intelligence (AI) on complex systems and ultimately business transformation.	
4:30-5:30PM	Energy efficient and reliable transformers for data centers	Room 351C
	Data centers rely on energy, with an overall consumption currently exceeding two percent of the world's electricity usage. Transformers play an important role in supplying this energy, with ABB covering distribution, dry and power transformer applications to secure a reliable, energy efficient power supply. This session will present two case examples focused on the benefits and advantages of transformers for data center companies: one on transient voltage resistant dry transformers, and one on power transformers, focused on on-time delivery, quality execution and service.	
5:30-6:30PM	Data Center Industry Networking Reception	Harris Hall, Marriott
6:30-9:00PM	Conference wide dinner event	GRB

THURSDAY, MARCH 7

TIME	PROGRAM	ROOM
8:30-9:30AM	Future of Work: The Impact of Digital Manufacturing on the Factory of the Future with Sami Atiya & Lessons from the Dirt featuring Executive Producer & Show Host Mike Rowe	Hall B3, Level 3
	<p>Keynote speakers: Sami Atiya, President, ABB Robotics & Motion and Mike Rowe, Executive Producer & Show Host</p> <p>Join us as we wrap up ABB Customer World with two very special keynote presentations. Sami Atiya, President, ABB Robotics & Motion division, will share his vision on how to succeed in the changing global manufacturing landscape and workforce readiness. Executive Producer & Show Host Mike Rowe will share the surprising lessons he learned working as a perpetual apprentice.</p>	
10:00AM	Technology & Solution Center opens	TSC
10:00-11:00AM	Arc flash mitigation in data center designs	Room 351C
	Most commercial project designs are based on the building being a high occupancy, low power density facility. Data centers, on the other hand, are low occupancy, high power density facilities and therefore view the role of the power distribution system differently. Not all arc flash mitigation techniques are widely accepted in data center designs. This discussion will highlight the arc flash hazards encountered in data center designs, and review methods to reduce the hazards.	
11:30AM-12:30PM	Lower your carbon footprint with a greener data center energy strategy	Room 351C
	Today, many data center owners are taking strides to improve their carbon footprint. For example, some are using power purchase agreements to negate their emissions, but that strategy has some unintended consequences. How can we take sustainability to the next level? Can renewables and microgrids play a meaningful role in the data center? Join this session to discuss the challenges and what the data center energy landscape may look like in 5-20 years.	
12:30-1:30PM	Buffet Lunch	Hall E, Level 1
1:45-2:45PM	Improving asset utilization in data center critical power systems	Room 351C
	Data center designs were historically based on system plus system designs. These designs limited the asset utilization in the critical power infrastructure to less than 50%. Current data center designs are focused on reducing cost by increasing the asset utilization without compromising on reliability. Several designs will be examined including Isolated Parallel Ring Bus (IPBR) for static UPS modules.	



General information



Event registration

Register for APW, now ABB Customer World, and event hotels by visiting the event website at www.abb.com/acw



Event location

All educational training, the Technology & Solution Center and meals will be held at the George R. Brown Convention Center (GRBCC), levels 1 and 3.

The street address is 1001 Avenida De Las Americas, Houston, Texas 77010.



Hotel accommodations

Information about where to stay and how to book your hotel reservations is available at www.abb.com/acw. The special event rates will be offered for days of the event, subject to availability. You must be registered for ABB Customer World, in order to reserve rooms under the event rate; please do not contact the hotels directly.

Note: Hotel reservations are not automatically made when you register for the event. Your event reservation confirmation will include a link to reserve your hotel room, and you can then reserve your event housing or you can reserve at the same time you are registering to attend.

All event hotels offer easy access to the GRBCC and complimentary wireless internet access in guest rooms as part of the event rate.



Need more information?

Event information is available on the event website or by calling our 24-hour help line: 800-435-7365 Press option zero (0) and ask for ABB Customer World 2019 support.



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