Geist expert speaks at DCD London conference

/EINPresswire.com/ UK (submitpressrelease123.com - press release) An expert from data center specialist Geist has addressed the prestigious DatacenterDynamics (DCD) Converged London conference, earning a warm reception from attendees.

In his presentation to the event, Geist's European Sales Director Richard Clark discussed the importance of DCiM. He focused primarily on how DCiM installs and cooling components can fail, singling out such factors as lack of planning, ill-defined objectives and inadequate attempts at wider business integration as crucial factors. Richard reported that feedback had been positive and suggested there was a common perception that the industry as a whole needed to go further to drive up standards.

"'Presenting at DCD London is always a really useful exercise. It makes you think about our industry and the latest trends and challenges," he explained. "As an industry we need to try harder. We are not there yet with DCiM as the gap between DCiM expectations and the final delivery often disappoints."

Richard also added that DCD London offers useful opportunities for industry players to share new ideas and insights into data center cooling and power management, providing a crucial platform to discuss the latest innovations and trends. He stressed that if the DCiM industry is to live up to its potential, it's essential that companies like Geist continue to be responsive to customers' needs, ensuring they get the standard of service they require.

In his presentation, Richard also warned that many DCiM projects were too ambitious, with a lack of user-level support and "over-selling" on the part of vendors. He pointed out that project costs and the resources required were often misunderstood, with data overload a common result of failures to accurately determine the format, scale and relevance of data.

The ExCel ICC exhibition center this year played host to the 11th annual DCD London conference, which took place on November 14th to 15th. More than 2,000 delegates attended the two-day event, along with 100 speakers and 90 exhibitors. The next DCD London conference is scheduled to take place on November 20th and 21st 2013.

ENDS

For further information, please contact:

Name: Lauren Rogers
Phone: 0203 440 7578
Email: lrogers@geistglobal.com

This press release can be viewed online at: https://www.einpresswire.com/article/128781815

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2023 Newsmatics Inc. All Right Reserved.