

Microsoft To Explain What Designers Must Learn From Its Hyperscale Experience

Microsoft's Hyperscale Data Center Architect Brad Booth delivers keynote address "From Silicon to System: How Hyperscale Impacts Your Design" April 15th at 2:40

SANTA CLARA, CA, USA, April 7, 2015 /EINPresswire.com/ -- The Ethernet Technology Summit ("ETS") is pleased to announce that Brad Booth, Microsoft's Azure Networking Principal Architect, will present a keynote titled "From Silicon to System: How Hyperscale Impacts Your Design". The keynote will occur on April 15th from 2:40 to 3:10 pm at the Santa Clara Convention Center in Santa Clara, California. Mr. Booth will discuss what designers must learn from Microsoft's experience with its hyperscale data centers, involving hundreds of thousands or millions of servers handling a huge and varied range of problems.

In such centers, the slightest changes can have huge effects on cost and performance, so operators must have standards, methods, and products that are low-cost, bare-bones, provide immediate payback, scale easily, and get every possible bit of performance for each application. What hyperscale data centers use can provide similar benefits for smaller data centers. Furthermore, as the hyperscale centers become ever more dominant in the marketplace, smaller data centers will find they must follow the hyperscale choices or end up paying higher prices for lower-volume products. Typical current hyperscale choices include next generation software defined networking, the latest in on board silicon optics, and cost/performance optimized Ethernet standards such as 25 GbE.

"We are delighted to have Brad, one of Microsoft's main hyperscale data center architects, discuss the latest design successes and challenges in large scale design. Microsoft is on the frontline of building huge networks, and Brad can show us some of the latest design choices and why they have been made," said Lance Leventhal, Ethernet Technology Chairman.

Now in its 6th year, ETS 2015 will be held April 14-16 in Santa Clara. ETS 2015 is all things Ethernet design including open source switching, the Internet of Things, software defined networking, 25/50 GbE, and the future of Ethernet. ETS 2015 is currently experiencing projected registration 40% above the 2014 level. Other keynote speakers include Cisco Systems, IXIA, Qlogic, the Ethernet Alliance, and the Dell'Oro Group. ETS 2015 also features a special history session with Internet pioneer and co-inventor Larry Roberts, the IT Brand Pulse Awards Show, and an exhibit floor showcasing the latest in Ethernet design technology.

About Ethernet Technology Summit

Ethernet Technology Summit focuses on the use of Ethernet throughout the networking space. This covers the emergence of 40-Gigabit and 100-Gigabit Ethernet standards and standards efforts beyond 100GbE. Furthermore, it includes the use of Ethernet in data centers, storage, and converged networks. Other topics of interest include Open Ethernet, Ethernet and SDN, and high-speed test equipment. The Summit offers keynotes, seminars, forums, tutorials, an expert table session, exhibits, and receptions with the aim of presenting expert speakers and encouraging networking and the flow of information. More information is available at www.ethernetsummit.com.

Press release courtesy of Online PR Media: <http://bit.ly/1CaiQVA>

Melissa Kallos
Conference ConCepts
+1.408.758.8575
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/258808592>

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.

© 1995-2024 Newsmatics Inc. All Right Reserved.