

## **Better Data Center Management thru Metrics and Considerations on Colos**

- Presented by Tad Davies at Data Center World Bick Consulting Services SVP, Tad Davies will be presenting two business centric educational sessions during the spring Data Center World.

Las Vegas, NV April 9, 2015 -- Tad Davies, SVP Bick Consulting Services, will lead a tutorial titled "Better Data Center Management Through the Use of Metrics" and another session titled "Considerations on Colo" at the Data Center World (DCW) Global Conference in Las Vegas. Data Center World is the premier conference for Data Center and Facility Management Professionals.

During the first session - Better Data Center Management thru Metrics - Mr. Davies, a Board Member of the Data Center Institute (DCI) and 28-year industry veteran, will focus on Data Center Heuristics and Data Center Financials. The session will review metrics from three perspectives: Heuristics / DC Math, Financial, and Operational. The session will also provide industry best practice insights. Participants will learn what key aspects of their data centers to measure and how to calculate their own metrics.

The second session, Considerations on Colos (Managed Services), Davies will address planning, budgeting, technical needs, contractual obligations, and migration challenges. The session will focus on proven practices and potential pitfalls in the sourcing of third party data centers.

In addition to these educational track sessions, Davies will participate in the closing session panel discussion on Converged IT.

"Data Center World is a great platform for professionals to share how they are addressing various challenges. Data centers are providing strategic business functions and competitive advantages," stated Davies. "Understanding how your data center is performing relative to metrics as well as new sourcing options that might make sense is essential to effective decision making in today's environment "

About Bick Group, Inc.

For 50 years, Bick Group, Inc. has been a leader in data center maintenance services, installation, and consulting services. Bick Group, Inc. has facility and consulting services teams that work in more than 1,000 data centers across the U.S. each year. Bick Group, Inc. works with clients to ensure all aspects of a data center - space, energy, technology, and business objectives - are delivering operating, environmental, and expense efficiencies. Bick Group, Inc. is a privately owned company and has over 200 employees with offices in St. Louis, MO; Richardson, TX; Alpharetta, GA; Houston, TX; and Lenexa, KS. For more information on Bick Group, Inc.'s Maintenance Programs, Installation Services, On-Demand Services, Access Floor and Fire Protection products and installation, and Consulting Services, contact: [tdavies@bickgroup.com](mailto:tdavies@bickgroup.com) 314-265-2735 or visit [Bickgroup.com](http://Bickgroup.com)

## About AFCOM

AFCOM ([www.afcom.com](http://www.afcom.com)) is the leading association supporting the educational and professional development needs of data center and facilities management professionals around the globe. Established in 1980, AFCOM currently boasts more than 2,800 members and 40 chapters worldwide, and provides data center professionals with unique networking opportunities and educational forums, and resources through its bi-annual Data Center World Conference, published magazines, regional chapters, research and hotline services, and industry alliances.