



Welcome to the presentation:

**“The cloud is not in the sky”**

Starting soon....

**The Cloud is not in the sky**

The importance of the  
digital infrastructure  
for OUR society

Presented by:

**Bastiaan Janssen**

Managing Partner, EPI Europe

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# Why this presentation?

Our digital infrastructure drives  
innovation and enables sustainability!



# Agenda

EPI – The cloud is not in the sky

**About  
EPI**

Bastiaan Janssen  
EPI

**The digital society  
Can we live without IT?**

**Datacenters: Complex Environments**

**The Nordics**  
Why are the Nordics a good  
and sustainable place for  
datacenters?

**Conclusions  
Closing  
Q&A**





Bastiaan Janssen  
EPI

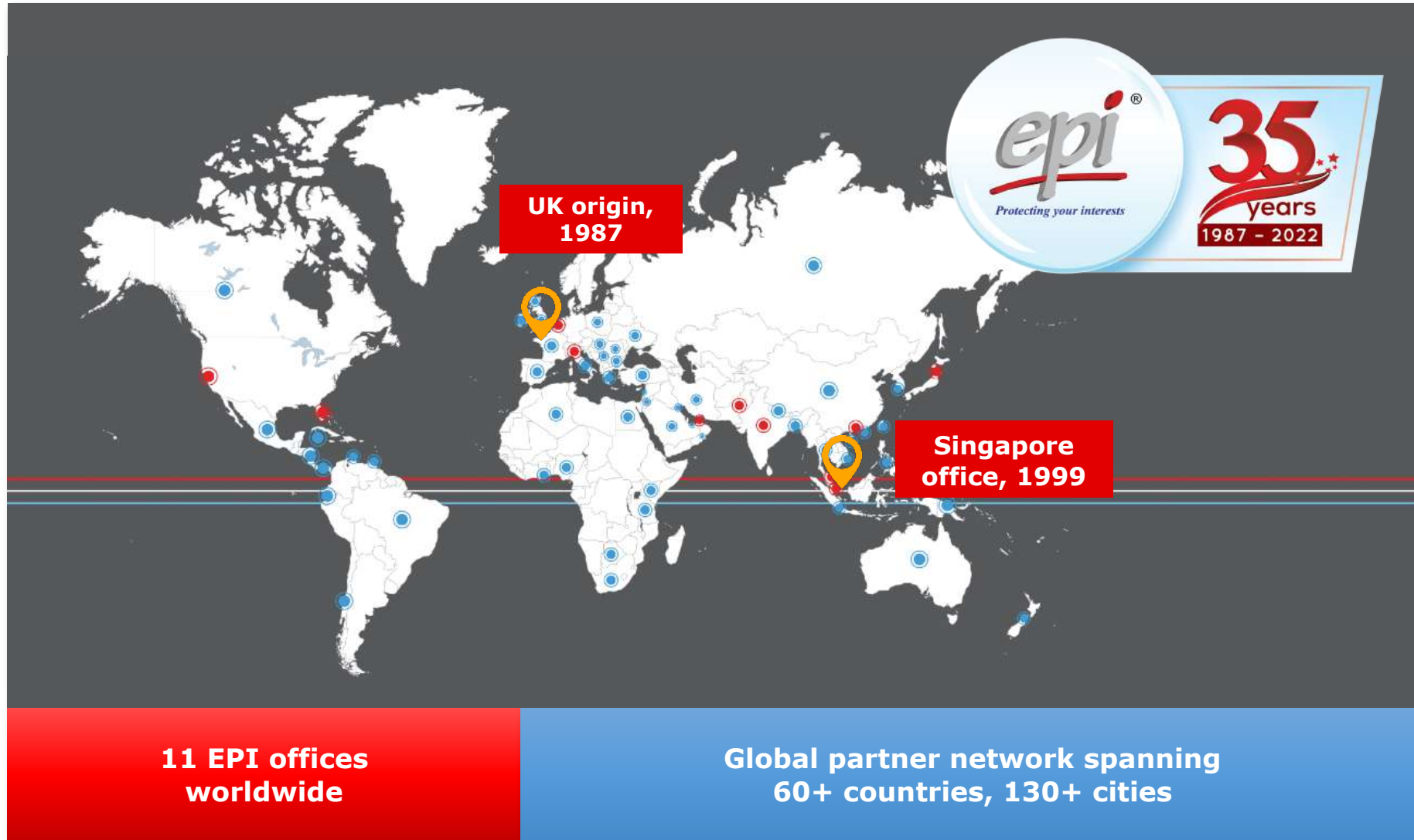
# About EPI





# History & Global Locations

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# Data Center Expert

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Design & Validation



Audit & Certification

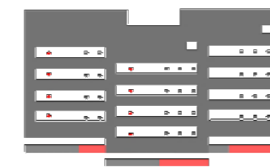


Training & Certification



# The digital society






## Can we live without IT?





# Society of today: always online (?)

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-  E-government
-  E-commerce
-  Digital payments
-  Digital education
-  Digital healthcare



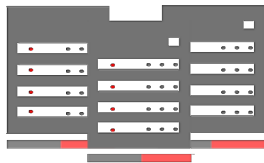
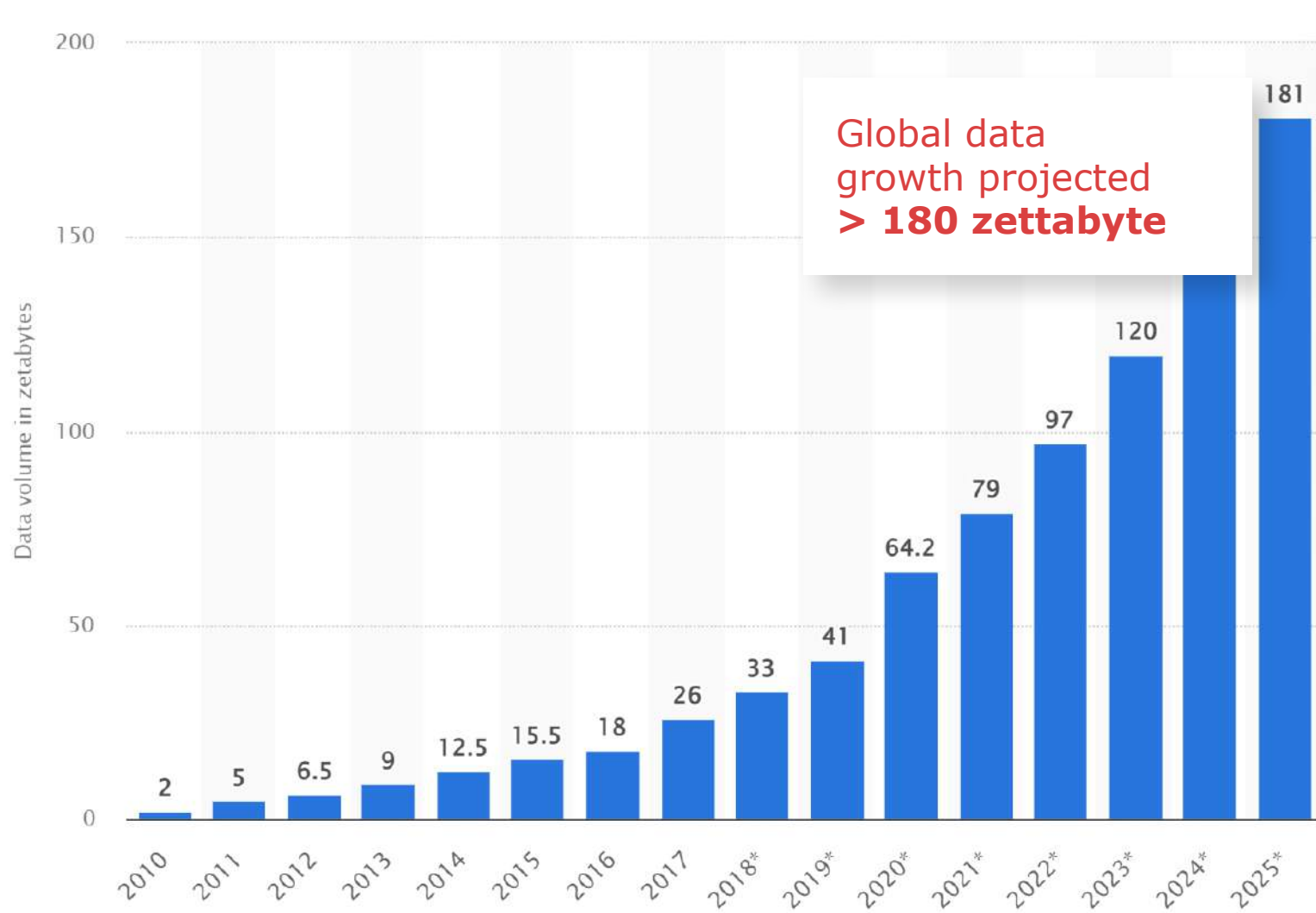
# Thesis

Without a good digital infrastructure  
there is no (modern) society



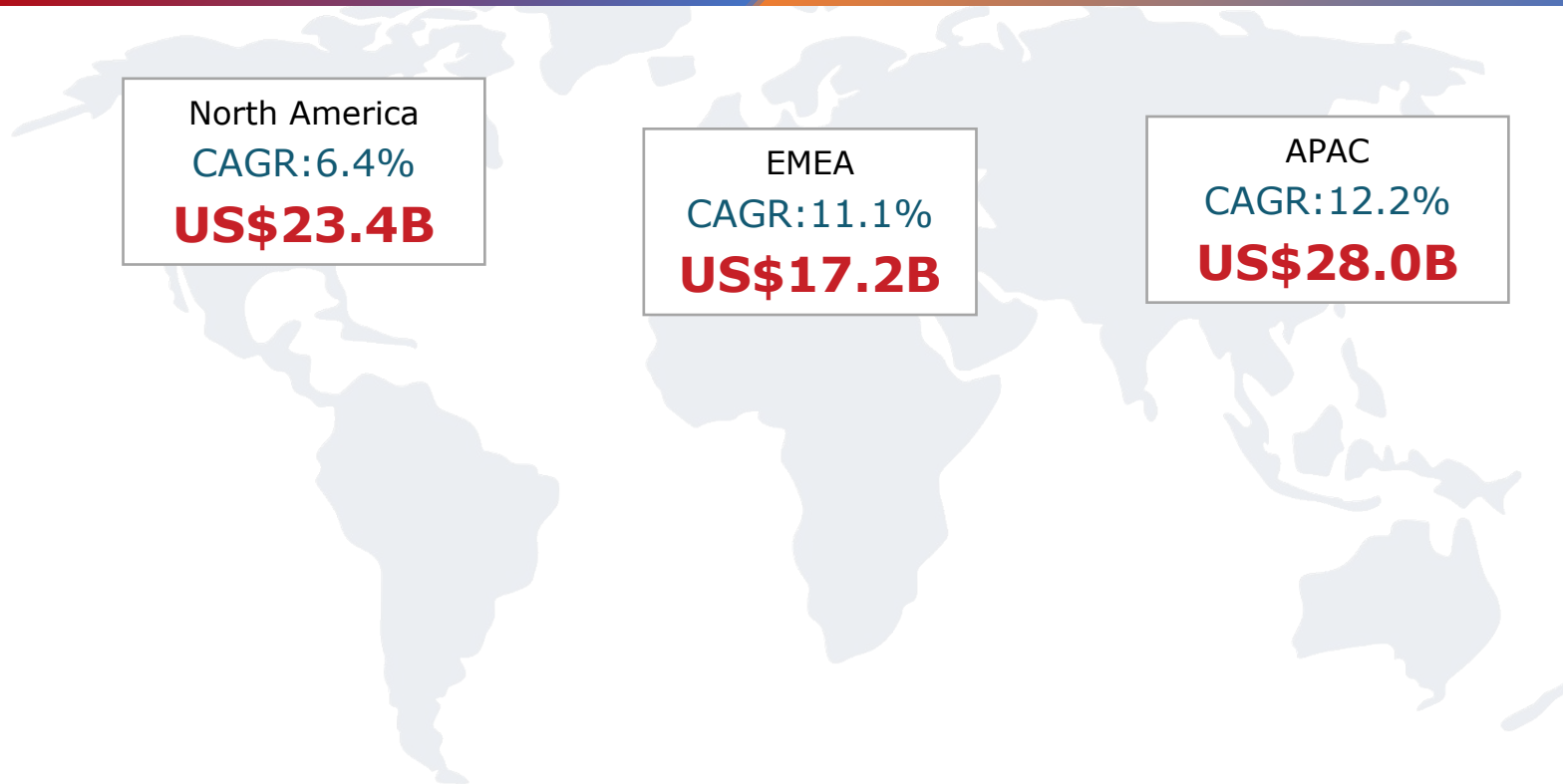
# Exponential Data Growth

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# The Data Centre Market

## Data Centre Growth and Co-location Market Size by Region in 2024



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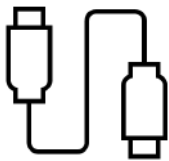


# The engine for innovation and growth

- In the last 2 decades society has digitalized strongly
- Digitalization changes the way we work and live
- Data grows exponentially and demands more innovation

## The digital infrastructure is:

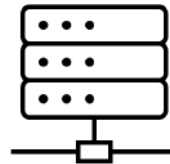
Sea cables &  
Fiber



Telecom



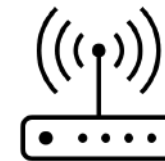
Datacenters



Hosting & cloud  
providers



Internet  
connections

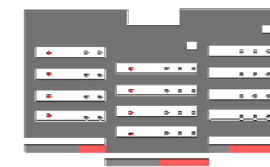
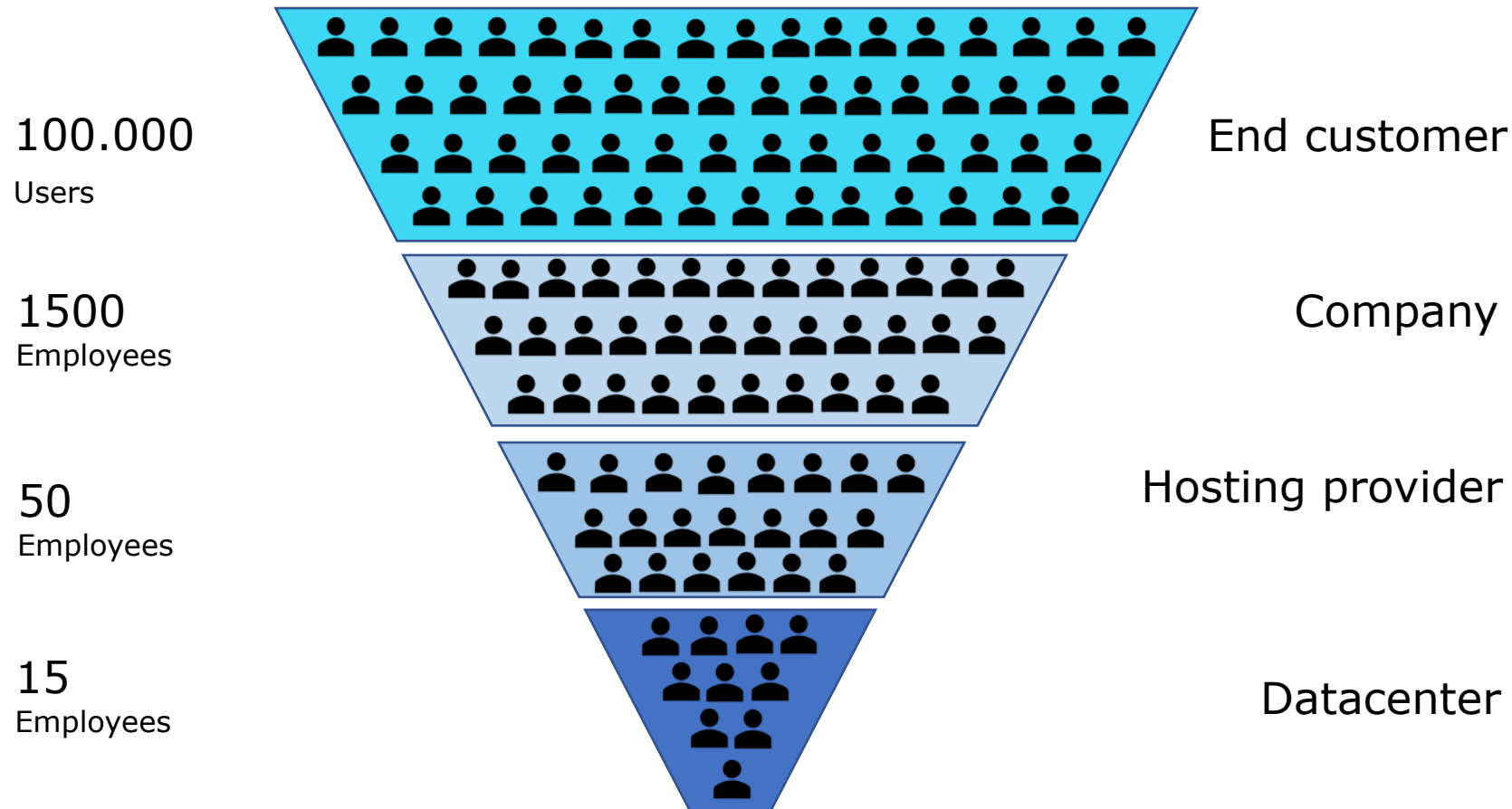


Devices



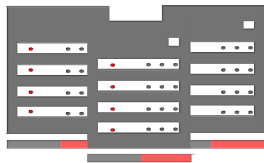
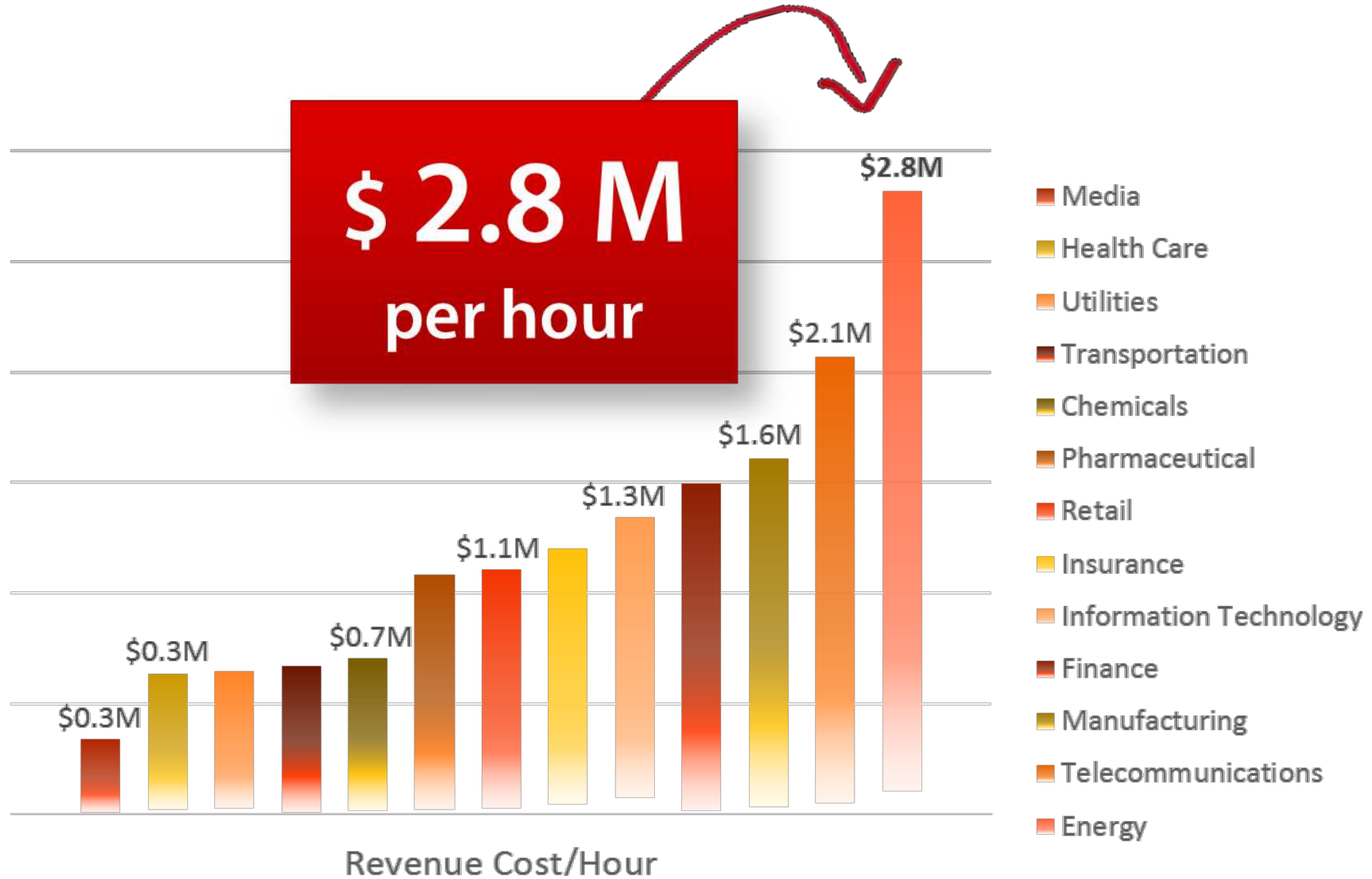
# Digital infrastructure

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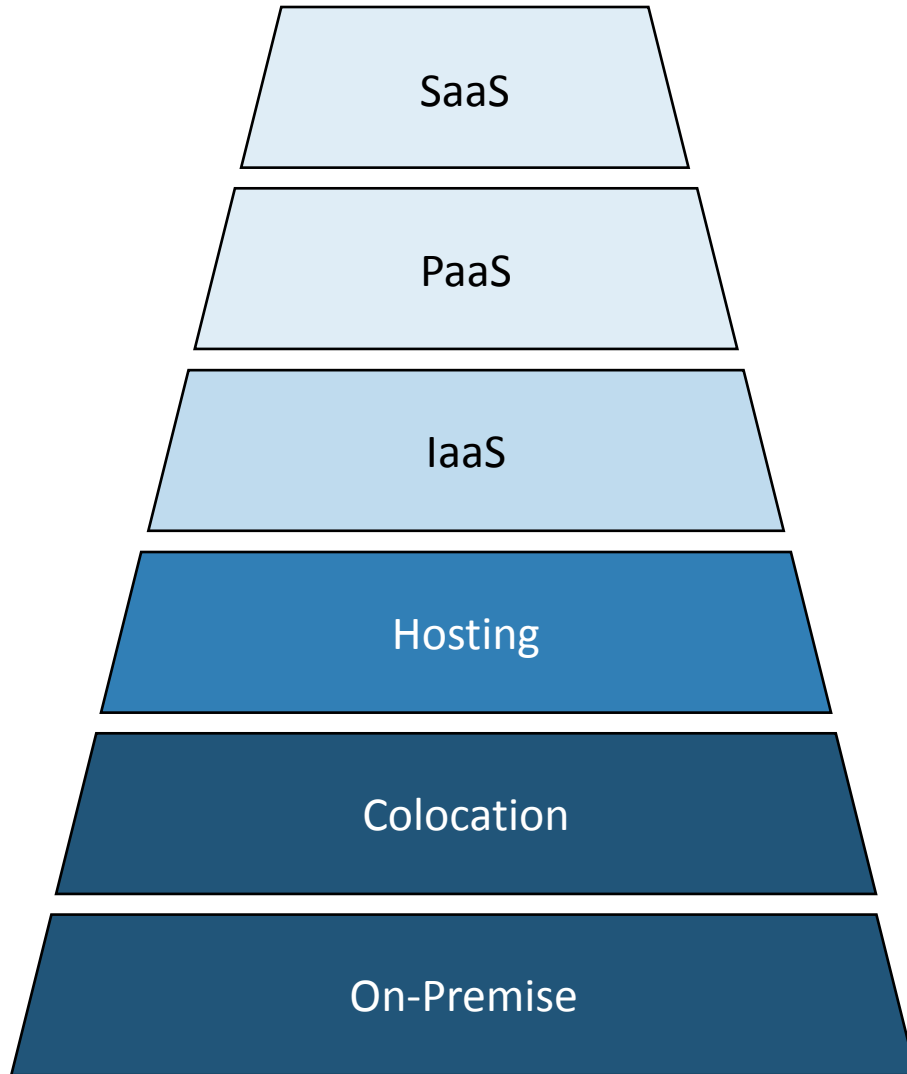
# Downtime: Disruptive & Costly

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# Explanation of some cloud definitions..

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## Software as a service

Gmail, Hotmail, Facebook etc

## Platform as a service

SAP cloud, RedHat openshift

## Infrastructure as a service

Amazon Web Services, Azure

## Hosting / hosting provider

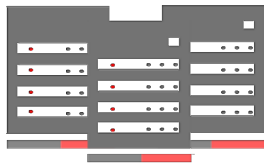
Website / application hosting

## Colocation

Commercial datacenter

## On Premise

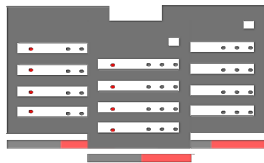
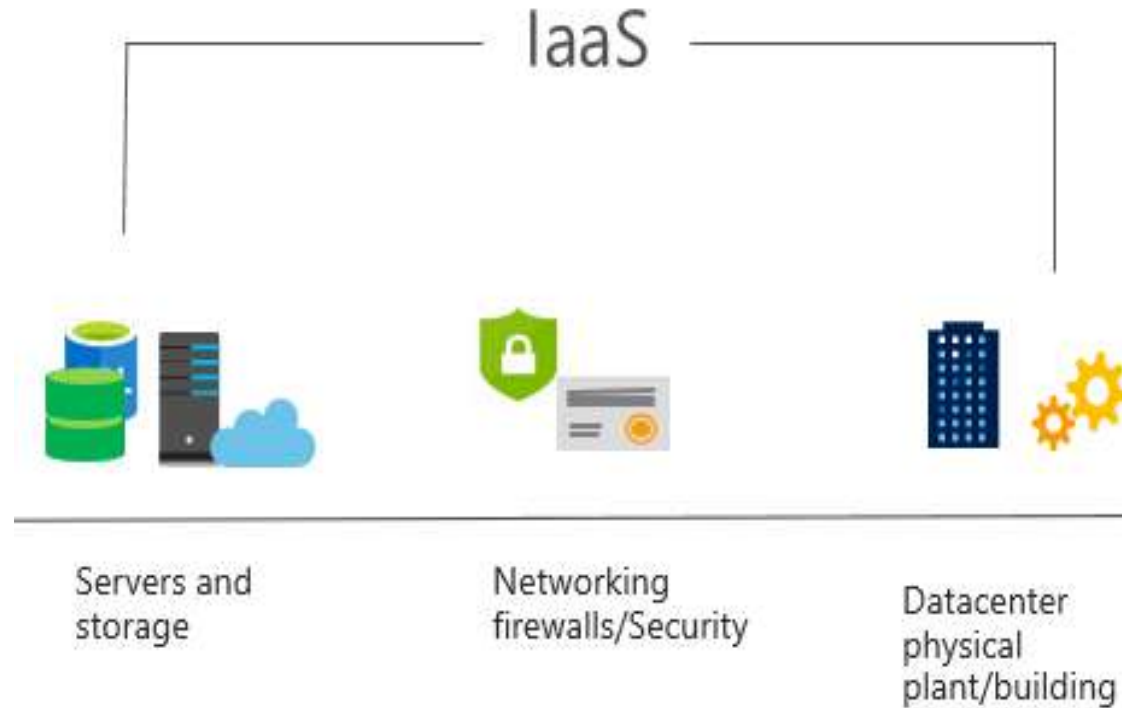
Enterprise datacenter





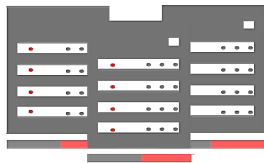
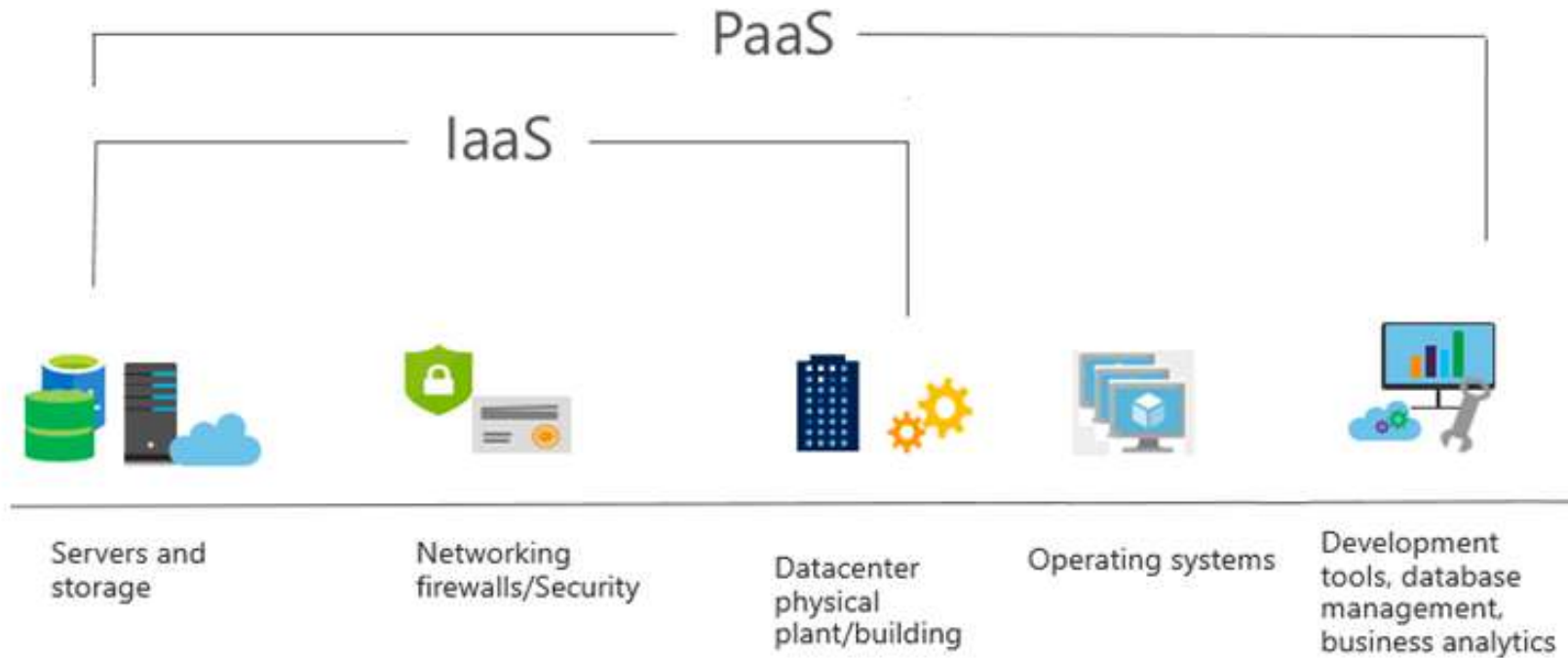
# Infrastructure as a Service (IaaS)

Build pay-as-you-go IT infrastructure by renting servers, virtual machines, storage, networks, and operating systems from a cloud provider.



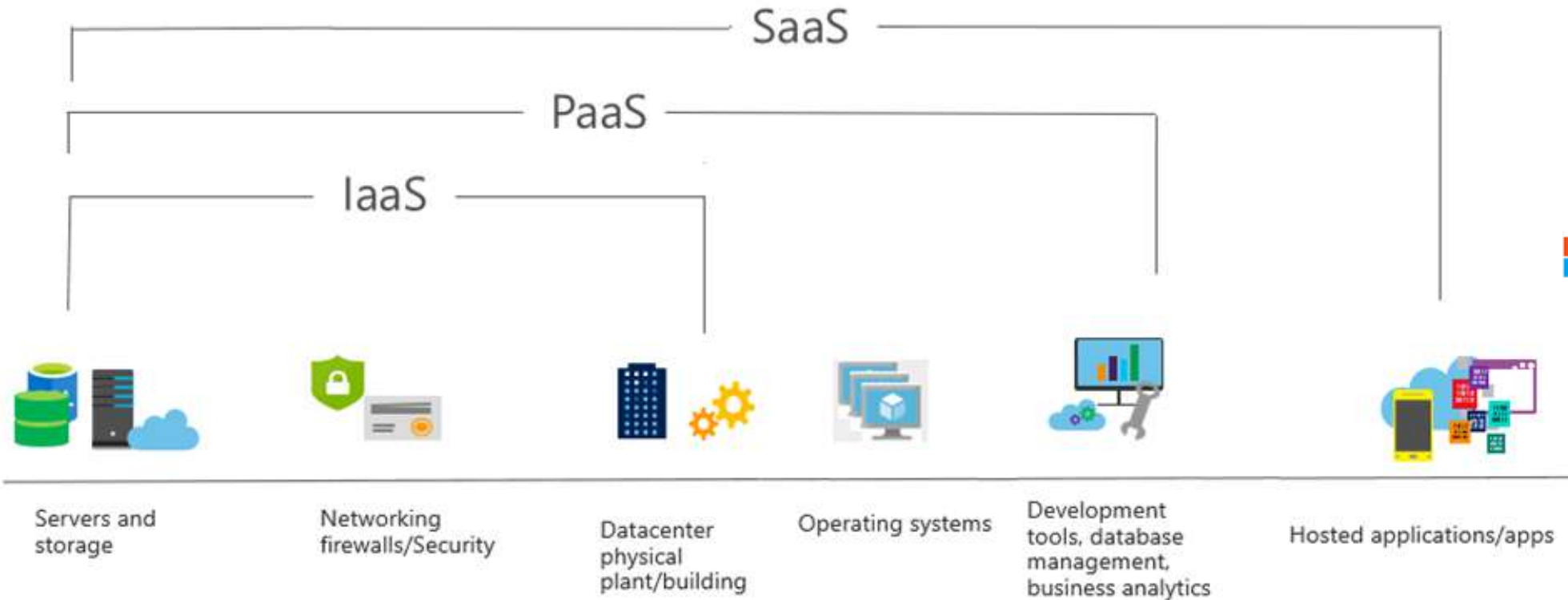
# Platform as a Service (PaaS)

Provides environment for building, testing, and deploying software applications; without focusing on managing underlying infrastructure.



# Software as a Service (SaaS)

Users connect to and use cloud-based apps over the internet: for example, Microsoft Office 365, email, and calendars.



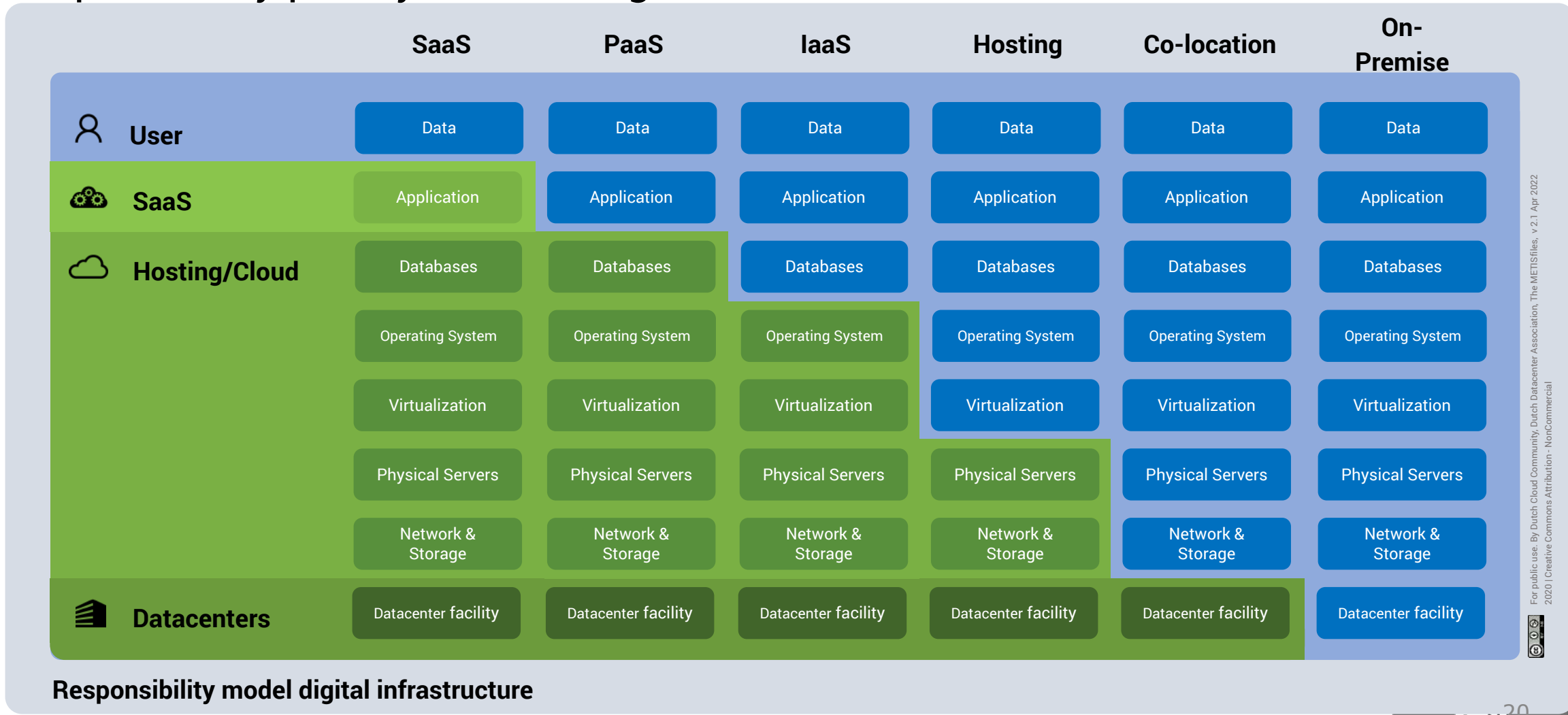
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# Digital responsibility model

## Responsibility per layer of the digital infrastructure

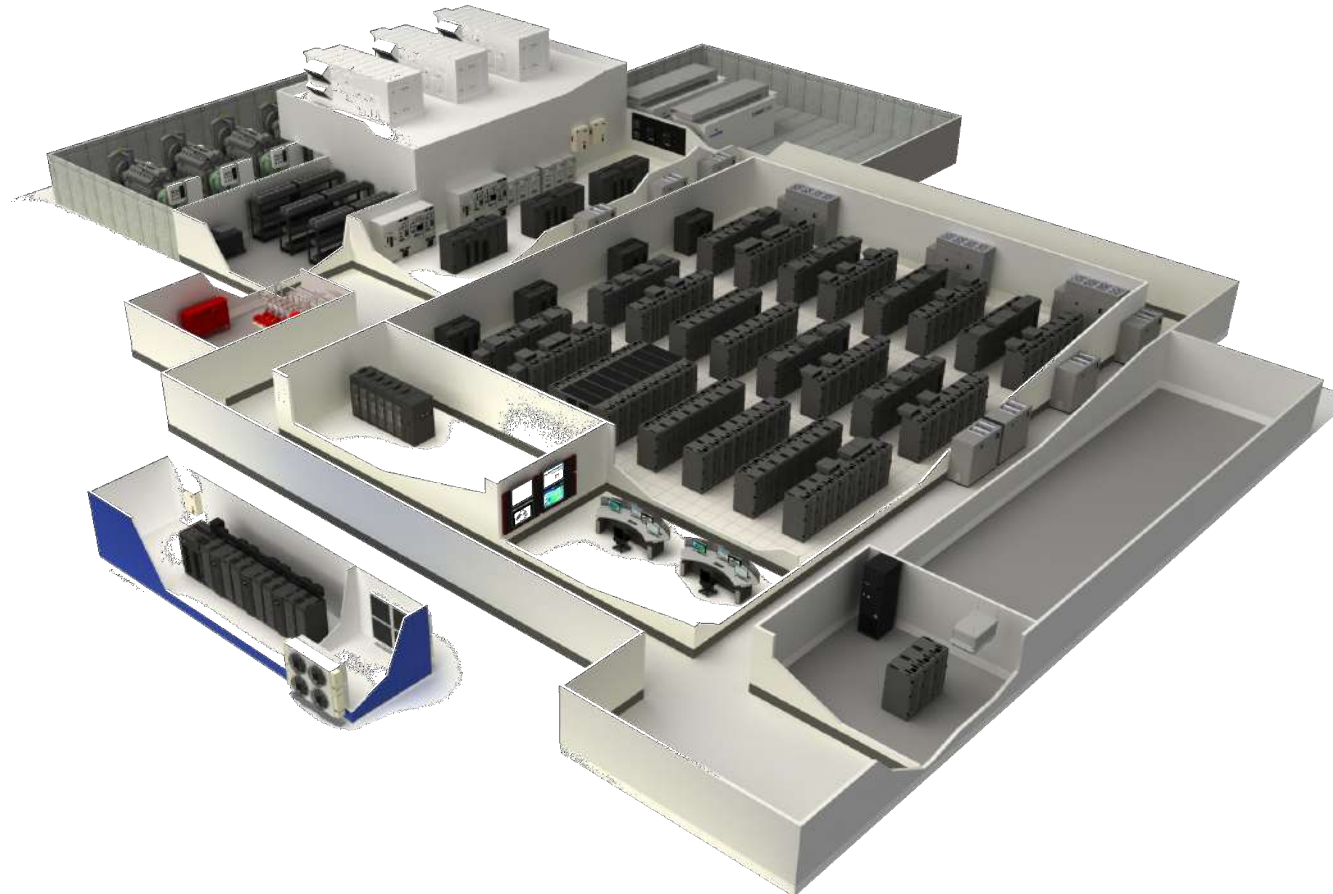
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# Datacenters: Complex Environments

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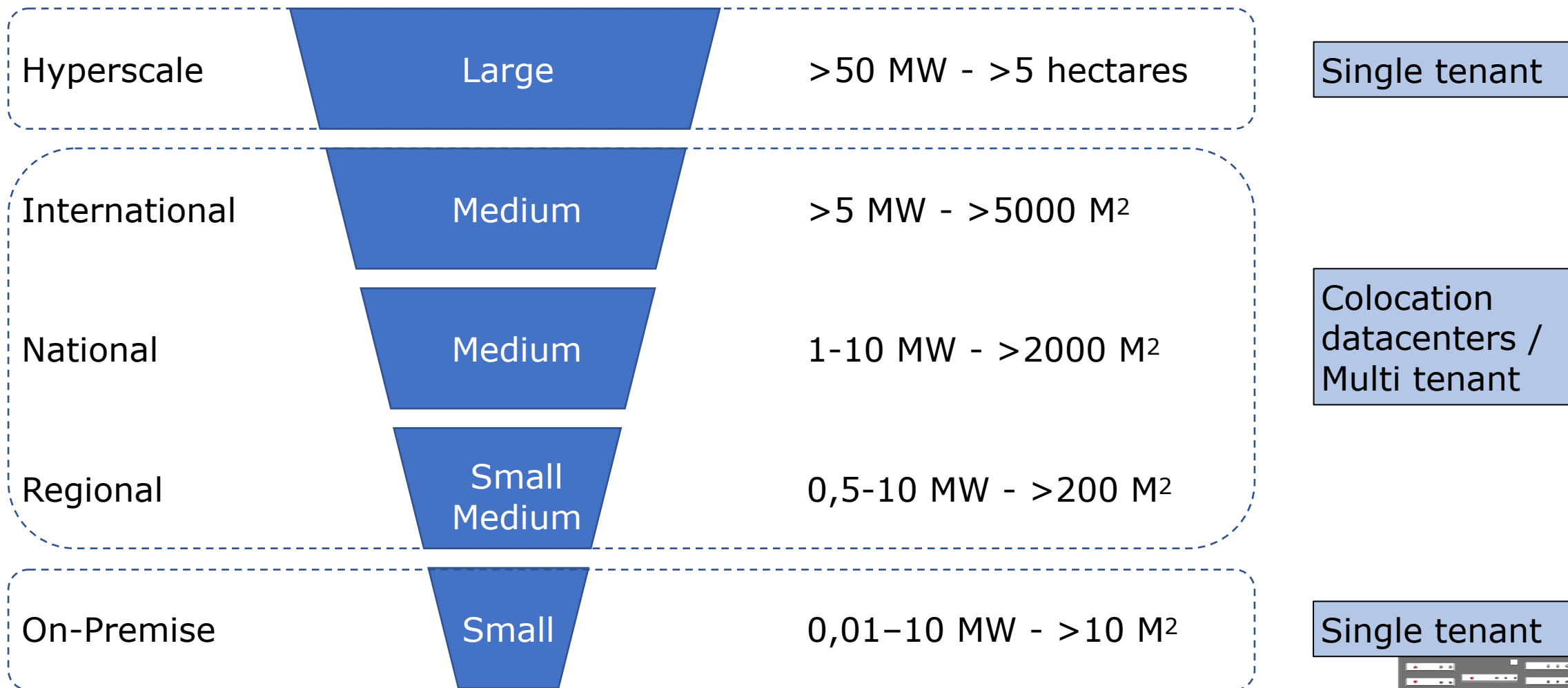
# Datacenters: Complex Environments

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# Types of datacenters

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# Hyperscale datacenter

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# Colocation datacenter

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# On-Premise datacenter

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# Trends in datacenters

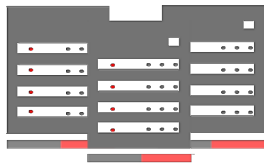
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Moving into hyperscale datacenters

Environmental sustainability

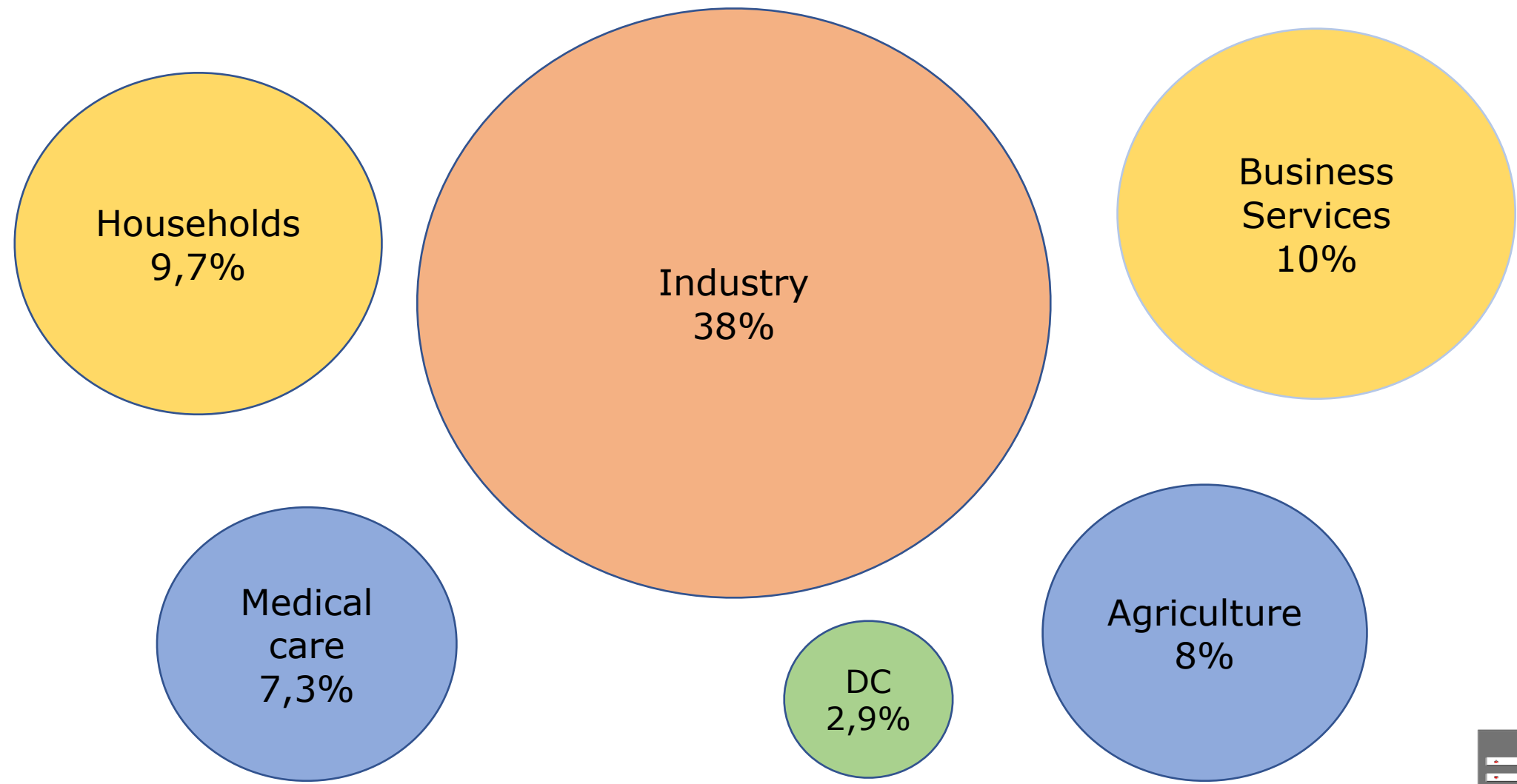
Data privacy laws (GDPR)

Smaller on premise datacenters



# Relative energy consumption

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# The Nordics

Why are the Nordics a good and sustainable place for datacenters?

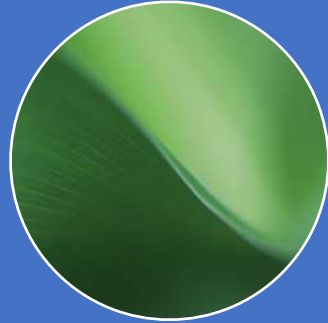


# Nordics increasingly popular for datacenters

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Cool climate



Environmental sustainability



Political and economic stability



Connectivity



Skilled workforce





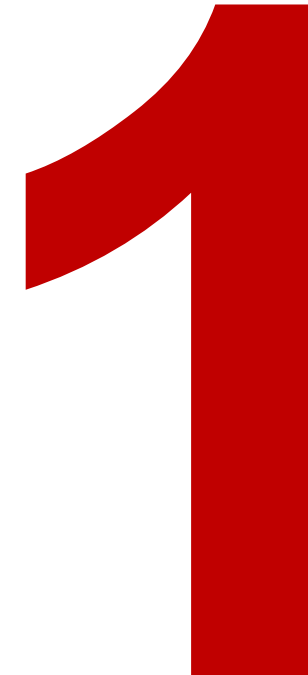
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# Conclusions Closing Q&A



# Datacenters

Datacenters are the only **efficient** and **sustainable** way to facilitate all the computer power that we need for the **digital infrastructure** of society of tomorrow





## Nordics

The Nordics are an attractive region for datacenters because:

1. Cool climate
2. Sustainable energy
3. Political and economical stability
4. Connectivity
5. Skilled workforce



## Nordics: Stay ahead!

- Technological developments are only increasing in speed
- The Nordics are leading the way in the digital field
- It is important for the Nordics to maintain and build on this position in order to provide maximum support to the sustainable digital society

# 3



# Would you like to know about datacenters?

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Hottest selling course

(2-day course)



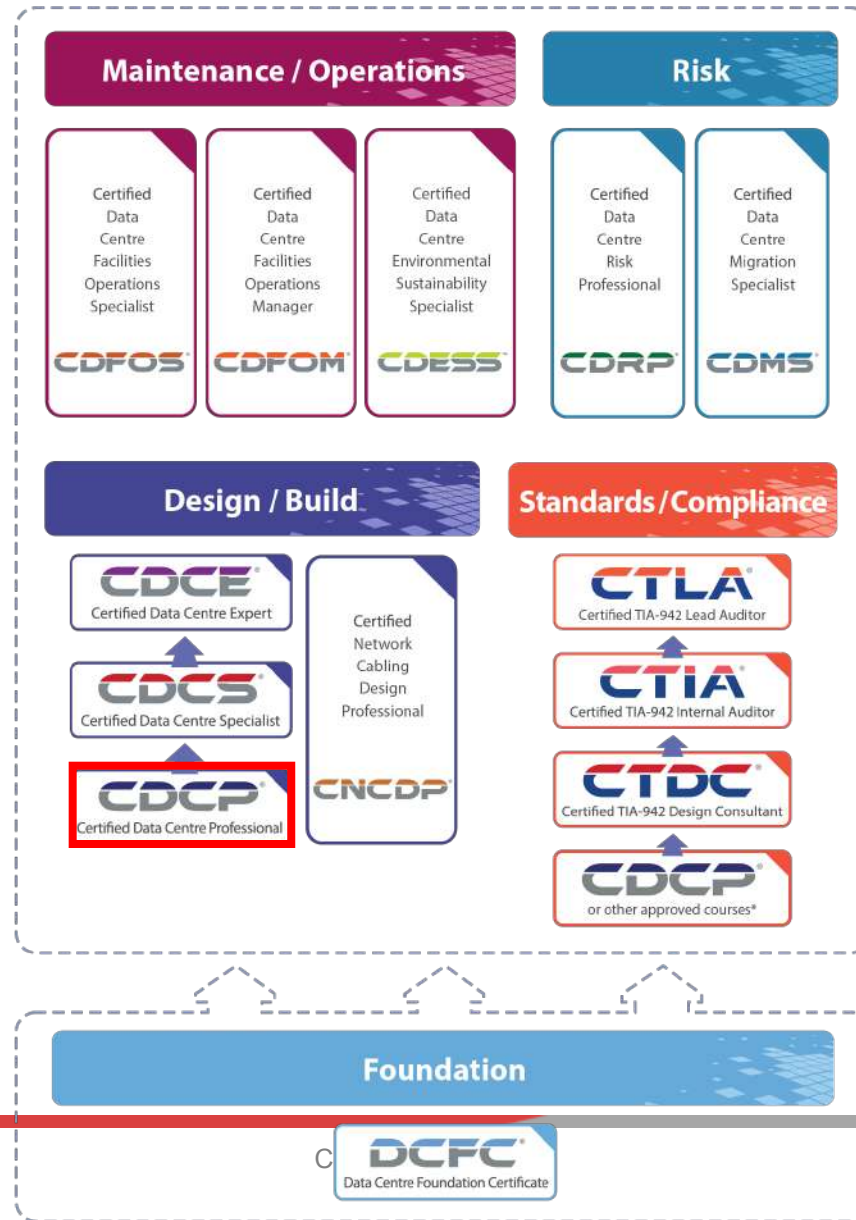
# What is CDCP?

- 2-Day course exposing candidates to all the **fundamental knowledge related to design, build and optimize data centres**
- Course address Standards and all the technical matters
- Explains **design requirements** as well as various **technologies**
- A lot of practical experience from experts in the data centre industry
- Exam; 1 hour, 40 questions, closed book, 27 correct to pass
- **Prerequisite: None**





# EPI Data Centre Training Framework®





**Thank You!**

**Bastiaan Janssen**



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Questions?

