



Invitation Effective & Efficient IT

How your business can benefit from today's
IT solutions and be well prepared for tomorrow

Agenda

13:30 - 14:00	Registration & coffee
14:00 - 14:10	Welcome Christen Oesterbye, BORN Green Technologies
14:10 - 14:40	Energy Management and the Internet of Everything Tom Noonan, General Manager, Cisco
14:40 - 15:00	Effective & Efficient Energy Management Robert Nilsson, BORN Green Technologies
15:00 - 15:30	Smart Cities & Project Urban Hive Markus Schrofer, Cisco Switzerland
15:30 - 16:00	Break – coffee & refreshments
16:00 - 16:30	Energy Management at University St. Gallen Dr Kurt Städler, Head IT Infrastructure, University St. Gallen
16:30 - 17:00	Green IT for the energy transition (Energiewende) Niklaus Meyer, President, Green IT SIG of the Swiss Informatics Society
17:00 - 17:30	IT in medicine – Megatrend of the future? Prof. Jürg Gutknecht, President, Schweizer Informatik Gesellschaft (SI)
17:30 - 19:00	Apéro & networking

Date and time

21st April 2015, starting at 14:00 – registration from 13:30

Location

Swiss Stock Exchange “Börse”
Selnaustrasse 30
8021 Zürich

Registration

Via web: www.bgreen-technologies.com/contact

Via email: info@bgreen-technologies.com

Via phone: +41 41 377 20 00

You are cordially invited
to our event on 21st April 2015 at the Swiss Stock Exchange, Zürich

Effective & Efficient IT

How your business can benefit from today's IT solutions and be well prepared for tomorrow

Information technology can make a significant difference in the pursuit and achievement of effectiveness and efficiency.

Effectiveness and efficiency, when combined with the most recent developments in the "Internet of Things/Everything" (IoT/E), can create new benefits and opportunities which will inextricably link technologies with positive business outcomes.

BORN Green Technologies will present its IT Energy Management Solution, which will monitor and measure your IT spend and unlock cost savings through the application of intelligent energy management policies. This is fast becoming the standard application for any enterprise seeking knowledge and control of their IT energy spending.

Tom Noonan, General Manager, *Cisco Energy Management*, will explain the features and benefits of energy management, how and why it is an integral part of the IoT/E, and where this technology will lead us to next.

Markus Schrofer, *Cisco Switzerland*, will brief us on the Urban Hive Project, which focuses on smart cities and how technology is becoming a key part of future urbanisation. Using Switzerland as the base, we will see examples of solutions already in use and what they will bring in the future.

Dr Kurt Städler, from the *University of St. Gallen*, will discuss the current implementation of *Cisco Energy Management* at the St. Gallen campus, and the broader picture of monitoring and managing energy usage in academia as an important part of their future strategy.

Niklaus Meyer, President of the *Green IT Fachgruppe*, will give us an update as to where sustainable and green IT is moving in Switzerland, and how technology can lead to sustainability outcomes by being more "lean".

Finally, Prof. Jürg Gutknecht, President of *Schweizer Informatik Gesellschaft*, will deliver a different perspective on technology in the area of medical research by sharing how computerised cognitive systems and analytics may well become much more useful, thereby shaping the future agenda for the world of medical research.

We look forward to welcoming you on 21st April.

Kind regards,

Christen Oesterbye
Managing Director, BORN Green Technologies AG

About our speakers:

Tom Noonan

Tom Noonan assumed the role of president and CEO at JouleX in 2010. He is the former chairman, president and CEO of Internet Security Systems (ISS), which was acquired by IBM 2006. In 2002, President Bush appointed Noonan to serve on the National Infrastructure Advisory Council (NIAC), a White House homeland defense initiative that protects information systems critical to the nation's infrastructure. Since Cisco's acquisition of JouleX in June 2013, Tom has been responsible for Cisco Energy Management.

Markus Schrofer

Markus Schrofer has many years of experience in the IT industry and has been at Cisco since 2007. During his tenure at Cisco his main focus has been projects in the public sector, most recently how this sector can benefit from the "Internet of Everything" seen by many as the second generation of the internet that connects people, data, processes, analytics and things.

Dr Kurt Städler

Kurt Städler studied Biochemistry and Computer Sciences as a minor field of study at the University of Zurich. After several stations of work, he also successfully completed a postgraduate course in "databases and information systems" at the Eidgenössische Technische Hochschule (ETH Zurich). Since 2003 he has been working at the IT Department of the University of St. Gallen (HSG).

Niklaus Meyer

Niklaus Meyer is president of the Green IT Special Interest Group of the Swiss Informatics Society. Prior to this, he was responsible for the European and APAC Operations of the Research Board, a Gartner subsidiary. Before joining Gartner in 2001, Meyer was for many years chief information officer of Zurich Financial Services. Niklaus Meyer is a mathematician and studied at the Federal Institute of Technology in Zurich and the universities of Lausanne and Stanford.

Prof. Jürg Gutknecht

Jürg Gutknecht was professor at the Department of Computer Science at the Eidgenössische Technische Hochschule ETHZ until January 2014. He started his career in 1967 as a member of the real-time system programming group at Swissair. Then he studied mathematics at the ETH and in parallel worked at IBM as a student employee. In 1978 he received his doctorate in mathematics. He joined Niklaus Wirth's research team in 1981, working on the Lilith and Modula-2 projects. After a sabbatical at PARC in 1984/1985, he developed conjointly with Niklaus Wirth the Oberon System based on the Oberon programming language. His research focus is on parallel programming and on integrated hardware/software codesign. Prof. Gutknecht is President of the Schweizer Informatik Gesellschaft (SI).