

Powering E-Business

*A Progressive Series of
Workshops on Powering
the Digital Economy*

Who Should Attend?

- Providers of Internet and Telecommunication Services
- Manufacturers of Internet and Telecommunication Equipment
- Electric Utilities
- Energy Service Providers
- Manufacturers of Power-Conditioning Equipment
- Network and Communication Consultants
- Facility Engineers
- Architecture/Engineering Firms
- Standards-Setting Organizations
- Universities and R&D Organizations

Workshop Features

- ✓ Investigate the Hottest Issues in Powering Internet and Telecommunication Businesses
- ✓ Network with Experts and Professionals in Fields Related to Your Industry
- ✓ Hear the Perspectives of Industry Leaders
- ✓ Participate in Panel Discussions with Industry Stakeholders
- ✓ Receive Pragmatic Insights to Problems and Solutions
- ✓ Learn and Profit from Diverse Points of View

Part 1: Strategies and Planning

November 16–17, 2000

Opryland Holiday Inn Select

Nashville, Tennessee

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EPRI

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TVA
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public power institute

Organized by:

EPRI
PEAL



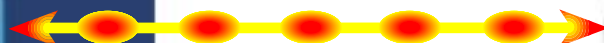
TELECOMMUNICATIONS
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Brace yourself for the digital economy.

In 1999, the Internet industry resonated its way into the nation's economy by adding **over 650,000 new jobs**. Studies funded by Internet corporations determined that the Internet economy—companies or parts of companies that generate revenue directly from Internet-related activities—accounted for nearly **2.5 million jobs and almost \$524 billion in revenues**. The productivity gains that the Internet has given the U.S. and international economies are just the beginning. In the next few years, the Internet and telecommunications industries will become even a larger part of most businesses, requiring them to understand that powering “Internet-compatible” facilities is critical to the future success of their business. The purpose of this workshop is to help workshop participants identify and define **relevant issues and problems** with supplying power-related services to e-businesses, to focus on **economic incentives and solutions**, and to initiate **targeted strategies** for delivering energy to e-businesses while planning for future business initiatives. This workshop, Part 1, will establish the groundwork for future workshops.

Workshop Description

Hosted by TVA, the Public Power Institute, EPRI, and EPRI PEAC Corporation, this workshop is designed to engage the stakeholders in e-businesses to identify questions related to the costs of power quality, protecting facilities from power problems, and applying energy-storage technologies—anything related to the compatibility between the electric system and Internet and telecommunication facilities. The workshop environment will create valuable resources and global interest in business-development activities while providing electric utilities, energy service providers, and their customers guidance for working with an evolving e-business economy.



Who Should Attend?

Those concerned about powering the digital economy and its high-tech equipment should attend. This workshop is particularly designed for manufacturers of Internet and telecommunication equipment, providers of Internet and telecommunication services, electric utilities, energy service providers, manufacturers of power-conditioning equipment, network and communication consultants, and architecture/engineering firms that design Internet, telecommunication, and high-tech commercial facilities.

Thursday, November 16, 8:00 a.m. to 4:30 p.m.

General Session

Growth of E-Business

E-business is growing at a tremendous rate, approaching exponential growth in the number of Internet and telecommunication services, hosts, and cells.

Linking E-Businesses with Electric Service

The fuel for Internet and telecommunication facilities is electricity: Will this fuel be compatible with the new engines of the digital economy?

Opportunities for Utilities in a Deregulated Environment

The opportunity for energy providers to serve their Internet and telecom customers is unlimited.

Panel Discussions

Perceived Issues with Powering Existing and Future Internet and Telecom Facilities

The perception of problems related to powering these facilities is different among the various stakeholders. This discussion features a convergence of opinions from stakeholders.

Solutions and Economics for Optimizing Internet and Telecom Service Availability

What are the right solutions to solve power problems and assure service availability considering economics, performance, and value?

Strategies and Planning for Education and Training: Powering E-Business

The future success of e-commerce lies in identifying the right powering strategies and developing plans to carry them out. Education and training are the key tools to making it happen.

Friday, November 17, 8:00 a.m. to 12:00 p.m.

Breakout Sessions

Identifying the Technical & Institutional Energy Issues Facing Our Businesses

What are the most important issues to assuring availability of Internet and telecom services?

Identifying Resources for Solving Power Problems in the Growing Digital Economy

Economic and speedy resolutions result from careful consideration of available resources.

Challenges of Design, Operation, and Maintenance of Internet and Telecom Facilities

Preventing power problems from surfacing in future facilities is the focus of this breakout session.

Determining the Service Availability Required for Internet and Telecom Facilities

What is an acceptable level for electric service availability for existing and future facilities?

Strategies & Planning: Enhancing Equipment Performance, Compatibility, and Reliability

Identifying the performance and reliability of Internet and telecom equipment will help determine the level of compatibility between the equipment and the electrical environment.

Identifying Weak Links in Internet and Telecom Equipment and Facilities

Before the availability of services can be improved, the weak links must first be identified.

Summaries and Conclusions

Wrap-up this workshop and plan for Part 2, tentatively scheduled for the Spring of 2001.

Panelist Participant Categories

Each discussion panel will include six influential leaders from the following industries:

- **Manufacturers of Internet and Telecommunication Equipment:** Manufacturers of equipment such as routers, hubs, switches, and power supplies.
- **E-Business Service Providers:** Internet and telecommunication service organizations at all operating levels who own and operate facilities or service companies.
- **Energy Service Providers:** Electric utilities who provide electric power to Internet and telecom companies.
- **Power-Conditioning Equipment Manufacturers:** Manufacturers of power-conditioning equipment, such as UPSs, protection devices, and alternative energy-storage technologies such as fuel cells, microturbines, and flywheels.
- **Network and Communication Consultants:** Consultants who design, repair, install, and troubleshoot the communication equipment necessary for the digital economy to function.
- **Architecture/Engineering Firms:** A/E firms that design new Internet and telecom facilities, design high-tech buildings, and specify what changes need to be made to facilities to make them Internet-ready.



Please Print or Type

First Name	M.I.

Last Name	

Name for Badge	Title

Company/Organization	

Mailing Address	

Mailing Address 2	

City	State/Province

Zip	Country

Phone	Fax

E-Mail	Web Address

Check One

- Electric Utility
- ESCO or DISCO
- Internet Service Provider
- Telecommunication Service Provider
- Internet Equipment Manufacturer
- Telecommunication Equipment Manufacturer
- Energy Service Provider
- Power Conditioning Equipment Manufacturer
- Network or Communication Consultant
- Internet Facility Engineer
- Telecommunication Facility Engineer
- Architecture/Engineering Firm
- Standards-Setting Organization
- University
- Research Organization
- Other _____

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Cardholder Name (Print)	

Billing Address	

I agree to pay the charges authorized by my signature according to the terms and conditions set forth by the issuing credit card company.

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Registration Fees

The registration fee includes:

- Workshop attendance
- Breakfast and lunch for day 1
- Breakfast for day 2
- Handout material for all sessions
- CD ROM of presentation material

EPRI Member: \$125 Other: \$175

Attendance is limited, so please register early. For more information, contact Lea Ann Lawson at (865) 218-8028 or llawson@epri-peac.com.

Register on the Web at www.epri-peac.com

Accommodations

The workshop will be held at the Opryland/Airport Holiday Inn Select in Nashville, Tennessee. For information, contact the hotel directly:

2200 Elm Hill Pike
Nashville, TN 37214
(615) 883-9770

Attendees must make their own hotel reservations. A special room rate of \$79 for single or double occupancy is available for reservations made before November 1. Please identify yourself as a Powering E-Business Workshop attendee.

The Embassy Suites is also nearby. For information, contact the hotel directly:

10 Century Boulevard
Nashville, TN 37214
(615) 871-0033

Copy this form and mail or fax it to:

EPRI PEAC Corporation
942 Corridor Park Boulevard
Knoxville, TN 37932
(865) 218-8000
fax: (865) 218-8001
www.epri-peac.com

A confirmation letter will be mailed out within two weeks of receipt of registration form and payment. Due to the anticipated heavy volume of registrations, please register for this workshop before the October 15th cut-off date.