NEWS RELEASE

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Every Cloud Has A Silver Lining

Technology innovation is driving the need for ever closer collaboration between corporate real estate executives and their IT colleagues. That was the strong message coming out of a technical breakfast forum organised by CoreNet Global UK Chapter at the offices of Lawrence Graham LLP.

The purpose of the event – attended by a high calibre mix of SME and corporate occupiers, service providers and workplace consultants – was to demystify the latest developments in IT infrastructure, including Thin Clients, Cloud computing, social media and data centres.

The line up of expert speakers included senior representatives from Deloitte and Oracle who cut through the jargon often associated with IT to explain the terminology in simple terms, demonstrate the use of the technology and discuss the practical implications for corporate real estate. Richard Forrest of Deloitte then provided the audience with a useful primer on data centre requirements, and this was followed with a highly informative presentation from John Killey of Citigroup on how the company achieved a world-class LEED Platinum rating for its new green data centre in Frankfurt.

The panel drew several positive conclusions including that Thin Clients and virtual desktop technology enable agile and flexible working which can reduce the levels of real estate required, enhance sustainability, are cheaper and easier to maintain, and improve security and business resilience.

John Starling, an Associate Partner in Deloitte's Technology Integration practice, cut to the chase on the cultural shifts that are accompanying these technology changes. He warned that employers who don't embrace the power of mobility, new ways of working and Web 2.0, and recognise the business benefits they bring into their company culture, could find themselves unattractive to future generations of potential employees for whom these new technologies are becoming a fundamental part of everyday life.

Event moderator and CoreNet Global UK Chapter member Martin Laws of Deloitte commented: "Whilst not a mainstream real estate topic, IT innovation is an important influence on our industry and increasingly must be high on our agenda. As the voice of the occupier, CoreNet Global UK Chapter arranges events on a range of innovation topics and this is certainly one that attracted a lot of interest. The 90 plus people in the room – many of them senior representatives of their organisations – heard an engaging and thought-provoking series of presentations that left them in no doubt that the world of technology continues to change apace and that the real estate and IT executives' worlds are becoming ever more aligned."

Further info and advice on how to maximise the potential of these emerging technologies can be obtained from experts within CoreNet Global UK Chapter by visiting the website http://unitedkingdom.corenetglobal.org or emailing ukchapteradmin@corenetglobal.org

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Note to Editors

CoreNet Global is the world's leading association for corporate real estate and workplace professionals, service providers, and economic developers.

CoreNet's 6,500 members, who include 70% of the top 100 U.S. companies and nearly half of the Global 2000, meet locally, globally and virtually to develop networks, share knowledge, learn and thrive professionally.

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