Let's talk about Regionality & Sustainability.

Why the future of digital infrastructure is regional and not only global.
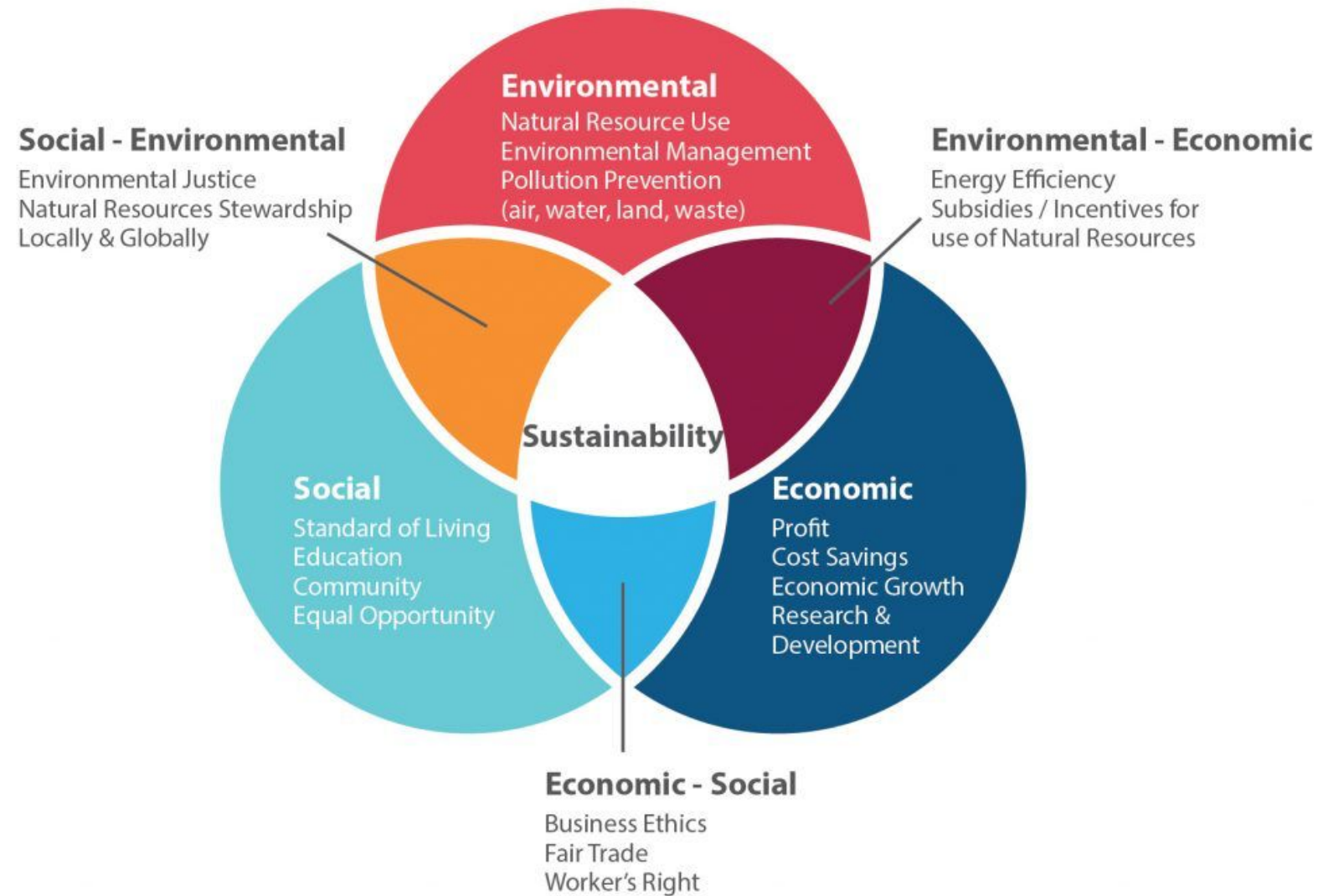
Definition of "Region" according to the Cambridge Dictionary:

B1

a particular area or part of the world, or any of the large official areas into which a country is divided:

- one of China's *autonomous* regions

- the Nordic/Asia-Pacific region

- the Basque region

Today, I want to take a look at regionality through the lens of sustainability.

Environmental: Better energy integration & community effort

Regional IT infrastructure is already integrating themselves into the energy system:

Integration in a local school gym (heating)

Akquinet integrated a Tier 4 data center with a local school for heat recovery.
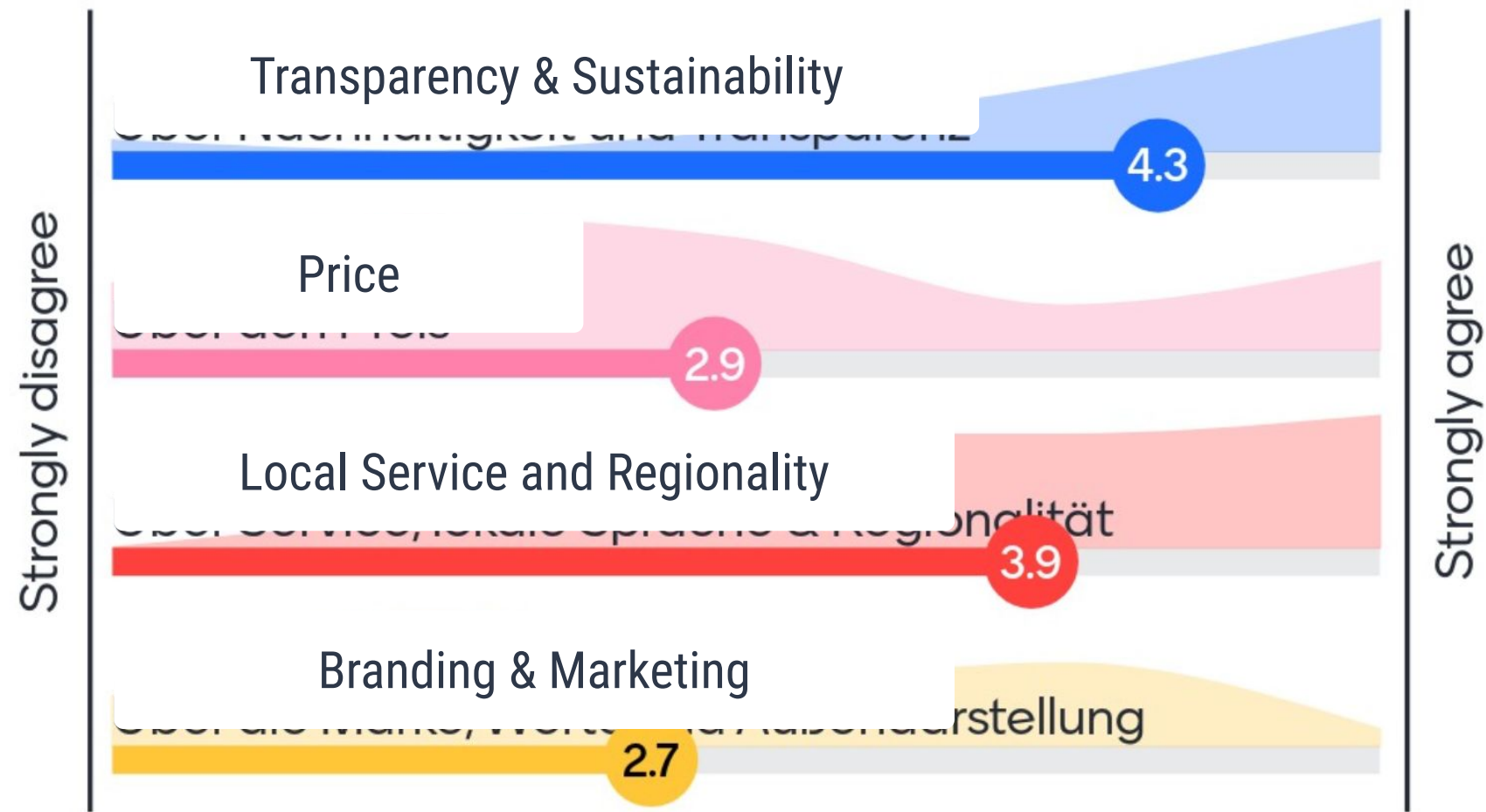

Making cheese from PV-powered DC

Tier 4 with 100% heat recovery to cheese manufacturer & all surfaces covered with PV.

You can find 100+ examples here: **sdia.io/2nm**

Regional actors are not afraid to differentiate through transparency & sustainability:

Strongly disagree — Strongly agree

Transparency & Sustainability
Über Nachhaltigkeit und Transparenz — 4.3

Price
Über den Preis — 2.9

Local Service and Regionality
Über Service, lokale Sprache & Regionalität — 3.9

Branding & Marketing
Über die Marke, Werte und Außendarstellung — 2.7

Survey (in German) from the SDIA's Regional Summit in Düsseldorf with 39 respondents

Regional actors can be held accountable by local authorities & civil society:

A Microsoft data center in the Netherlands is generating environmental concerns

John Callaham · Mar 31, 2023 11:46 EDT

Updated: Dutch province of Flevoland enforces temporary data center moratorium

Seeks to develop a more sustainable strategy

Farmers' group files appeal against Microsoft's Dutch data center permit

LTO challenges Microsoft's environmental permit for data center in Hollands Kroon

SDIA

Social: Real jobs, real help and people-driven digitalization

Let's face it: Clouds & data centers do not create many jobs - but regional IT actors do:

Global Actors

Regional Actors

*"People thought when Microsoft **came in it would create jobs, but that's just not the case,"** said E.W. Gregory, the head of the local International Brotherhood of Electrical Workers union. Instead, they brought in outside technicians to do most of the work, he added.*

TechRepublic, 2016, Alison DeNisco Rayome

Microsoft

*akquinet employs **950 people, mainly in Hamburg**, [...] In 2006, akquinet set up a not-for-profit limited company together with Evangelische Stiftung Alsterdorf and since then has **employed 36 people with a disability** at the company.*

akquinet

Family-owned cloud infrastructure & managed services business in Hamburg & Berlin with 20+ year history and more than 20 staff.

ScaleUp Technologies

SDIA

Digitalization is driven by people, local IT experts who speak the language and can engage with the community.
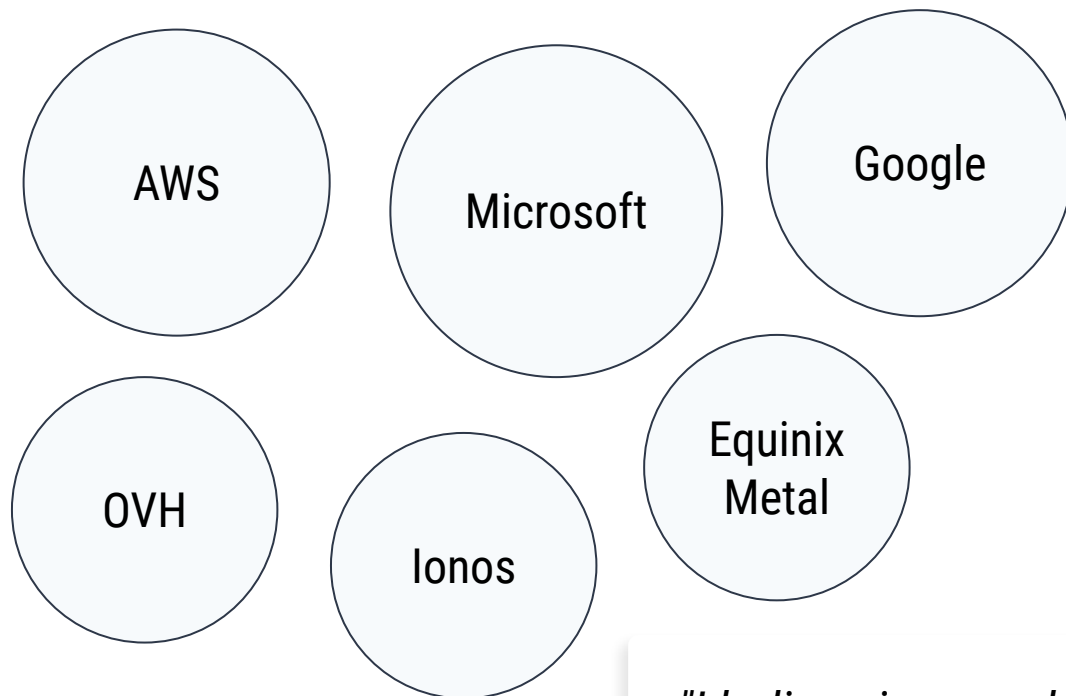

Made by Dall-E

Family-owned regional IT service provider offering cloud workspace environments as an alternative to Office 365 and Google Workplace.
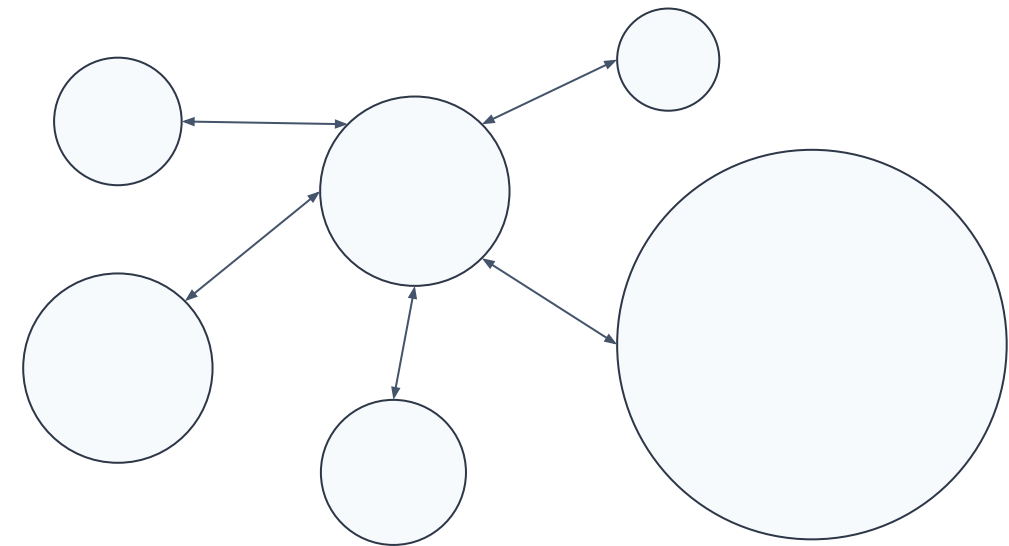
HKN

Economic: Diversified market with healthy competition & trading

A market of regional hubs that trade IT infrastructure capacity and offer services to each other is sustainable:

Current Trajectory

Regional Markets

AWS

Microsoft

Google

OVH

Ionos

Equinix Metal

"I believe in a market economy where there is a level playing field. Small businesses are the backbone of our economy, and competition is the hallmark of a successful marketplace." – **Barack Obama**
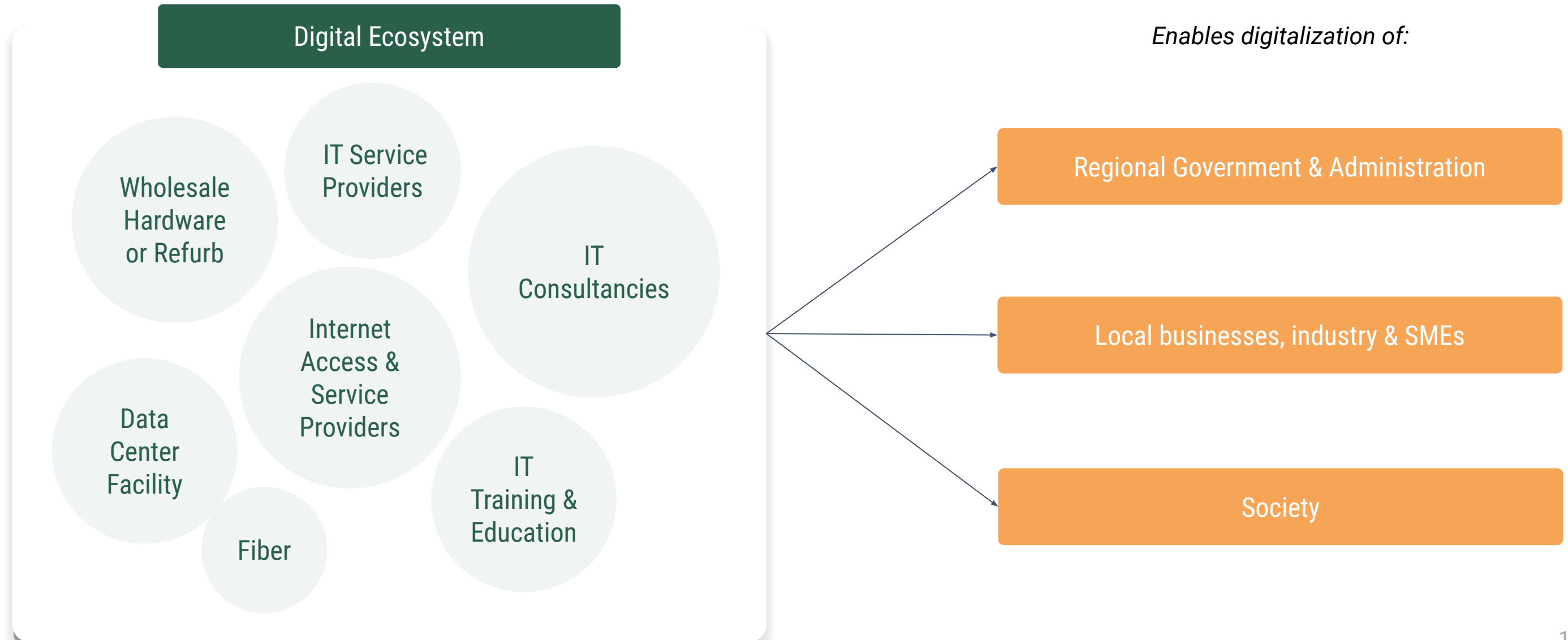
Regional actors compete on trust, transparency, sustainability and long-term:

partnerschaftlich
anpassungsfähig
kurzfristige umsetzung
zukunftssicher
langfristig
perspektivisch
marktkenntnis
anpacken
herausforderung
konsequent
nachvollziehbar
langfrisrig
glaubhaft
langsam
transparent
pionierarbeit
wettbewerbsfähig
regionale stärke
kundenorientiert
verbundenheit
kooperationen
soziale verantwortung

Survey (in German) from the SDIA's Regional Summit in Düsseldorf with 39 respondents

What makes a healthy & sustainable digital region?

A sustainable region is a healthy ecosystem of IT service & infrastructure providers.

Digital Ecosystem

Wholesale Hardware or Refurb

IT Service Providers

IT Consultancies

Internet Access & Service Providers

Data Center Facility

IT Training & Education

Fiber

Enables digitalization of:

Regional Government & Administration

Local businesses, industry & SMEs

Society

It requires 3 key enablers:

Local purchasing

All actors in the region need to make an effort to purchase local IT services. This can be simplified through directories and standardized service offerings.

Political support

Government need to support local & regional actors both for expanding infrastructure as well as providing services to local businesses. Financial & political support are needed as well as advocating for fair market conditions.

Community building

Local communities of administration, business and IT actors need to define shared digitalization agendas and implement them together, enabling tailored digital service offerings to the needs of the local community instead of blanket digitalization.

And values:

Sustainability
(Environmental, Economic, Social)

Transparency

Responsibility

Community

Open

Forward-thinking

SDIA

Thank you for your time.

I'm here for your questions.