

Executive Presentation

*The Art of Communicating Purposefully
Online*

communication noun 1
2 something that commu-
nicates a letter or message
communication, e.g. a
telephone, radio, or

SEND

Mountain View, CA

Palo Alto, CA

Pittsburgh, PA



San Francisco, CA

Long Beach, CA

New York, NY

The “Why”

- Interactive
- Persuasive
- Broad-based



The “Why Not”

- Too detailed
- Too complex
- No action needed





Presenting the 'Movie'



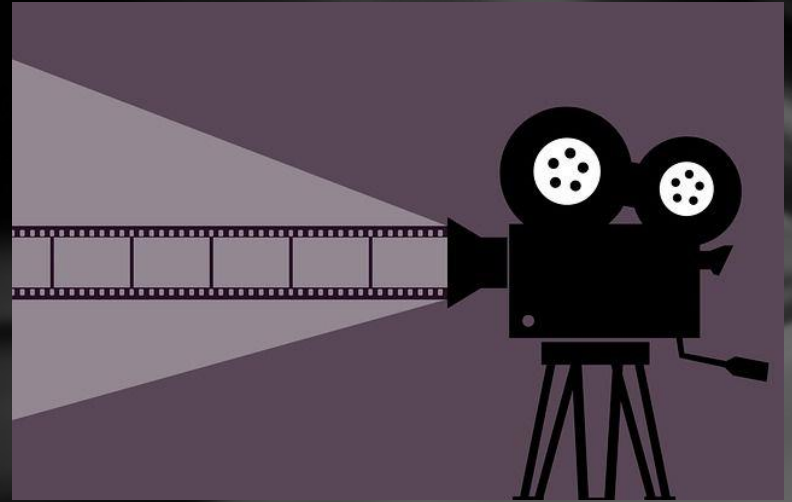
Rules of the Road

- *Focused Purpose*
- *Concise*
- *Clear , Strong Messages*



Oral Presentation Differences

- *Understood the first time*
- *Repetition*
- *High Level*













THOSE WHO TELL
THE STORIES
RULE SOCIETY.

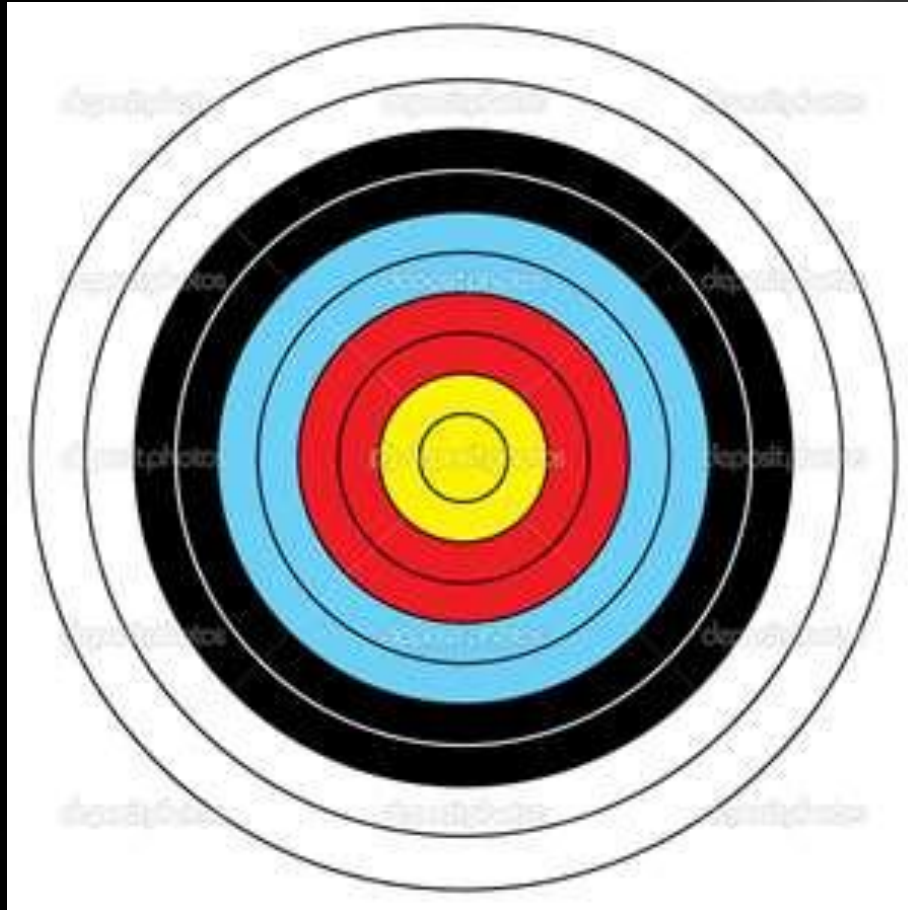
PLATO



Audience

Intent

Message





Your Audience

- Who are they?
- What do they know?
- Misconceptions/hurdles



Your Audience?





What is YOUR Intent?







What To Do

1. _____

2. _____

3. _____





- Data Dense
- No Message
- Unfocused
- Message Focused
- Data Supports Messages
- Concise (Show don't just tell)







A photograph of a beach at sunset or sunrise. The sky is a mix of orange, yellow, and grey clouds. The ocean is calm with a few small waves. In the distance, a small boat is visible on the right, and a dark object, possibly a pier or another boat, is on the left. The foreground is a wide expanse of golden sand. The words "BREATHE DEEPLY" are written in the sand in a simple, hand-drawn font. The word "BREATHE" is on the top line and "DEEPLY" is on the bottom line, both centered.

BREATHE
DEEPLY

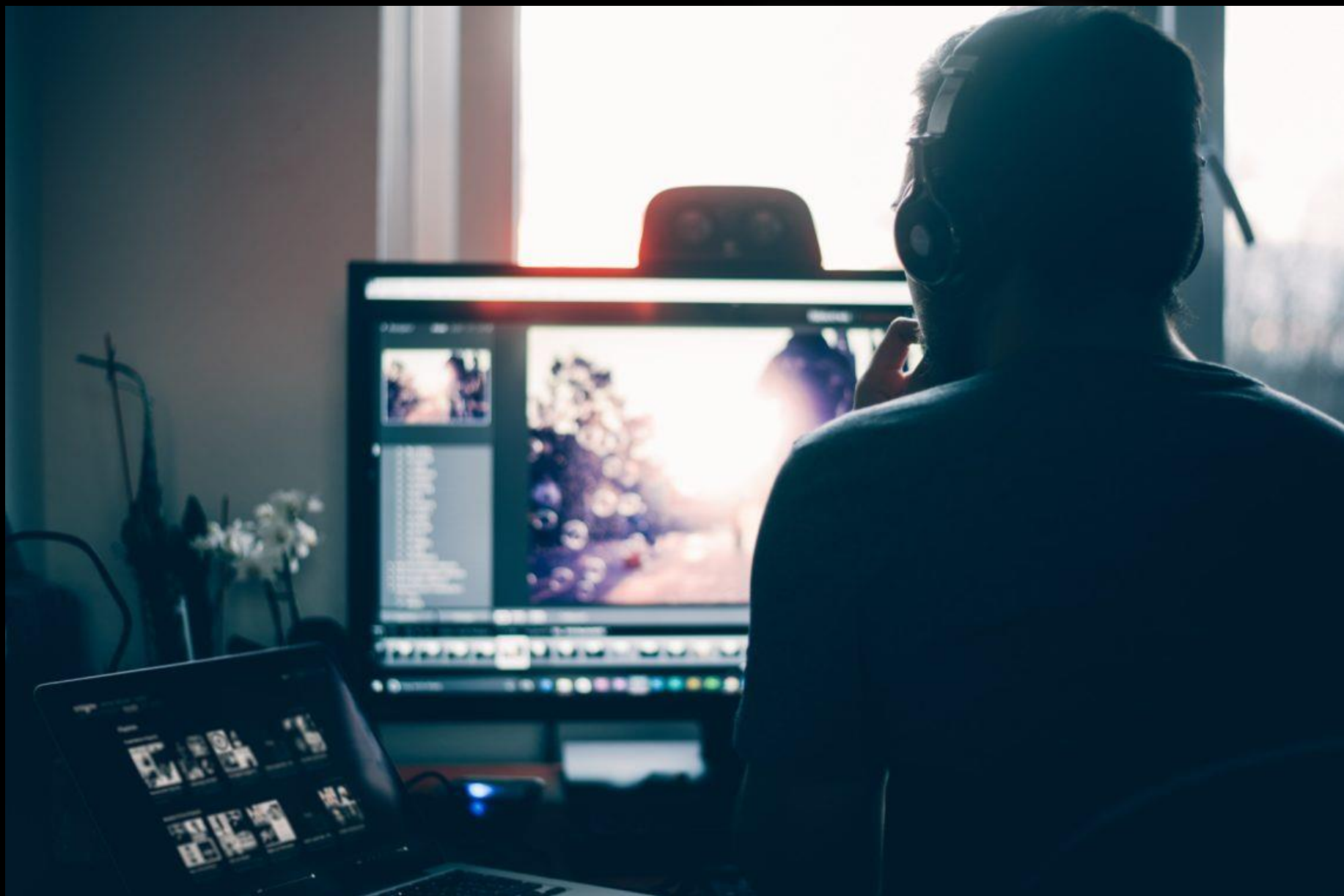
Conquering Nerves

Keep going

Don't memorize

Play to your strengths







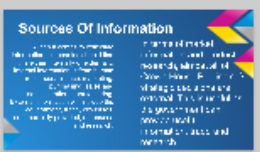
3



4



5



Sources Of Information

When it comes to collecting information, companies should find this either internally or externally. Internal information is from human resources, finance, marketing, purchasing, sales and administration manufacturing. External information will include the government, trade, groupings, commercially provided, databases and research.

In terms of market information and product research, almost all of Crown House Publishing's strategic decisions are external. This is useful as the government can provide useful information, trade and research.

DATA CENTER POWER MARKET



IT & telecom industry accounted for a considerable market share & will grow at a steady pace over the forecast timespan

REGIONAL OUTLOOK

APAC market is anticipated to witness substantial growth over 2017-24



Global Data Centers Market



Market Revenue

USD
194.58
Billion



2022

USD
499.48
Billion



2030



Regional Analysis



North America

North America holds the largest market share in the data centers market.



Market Drivers

- Increasing adoption of cloud computing, digitization, and virtualization by major enterprises globally drives the growth of the global data centers market.
- Increasing global IP traffic due to the improving broadband and other internet mediums and the growing usage of social media as well as content-based online media services are driving the growth of the data centers market.

CAGR
10.88%
(2023-2030)



GLOBAL DATA CENTER INFRASTRUCTURE MANAGEMENT (DCIM) MARKET

The global Data Center Infrastructure Management (DCIM) Market accrued earnings worth approximately 9.1 (USD Billion) in 2021 and is predicted to gain revenue of about 24.7 (USD Billion) by 2028. It is set to record a CAGR of nearly 15.2% over the period from 2022 to 2028.



9.1
(USD Billion)
MARKET VALUE
IN 2021

24.7
(USD Billion)
MARKET VALUE
IN 2028

2021 2028

KEY PLAYERS

- ABB Limited,
- Cisco Systems Inc.,
- IBM Corporation,
- Schneider Electric SE,
- Stulz GmbH,
- Delta Electronics Inc.,
- Panduit Corporation,
- Siemens AG,
- Dell Inc.,
- HP Inc.,
- Vertiv Group Co.



Data Center Market



Growing at a CAGR of
7.10% Till 2030



Market is estimated to
reach **USD 602.76 Bn**
by 2030



North America
Held the Largest
Market Share
of **>38%**

Market Overview



Role of IT and Telecom Industry in
Data Center Setup Is Growing



Exponential Growth in Data Generation
Boosts Infrastructure Demand



Growth Driver



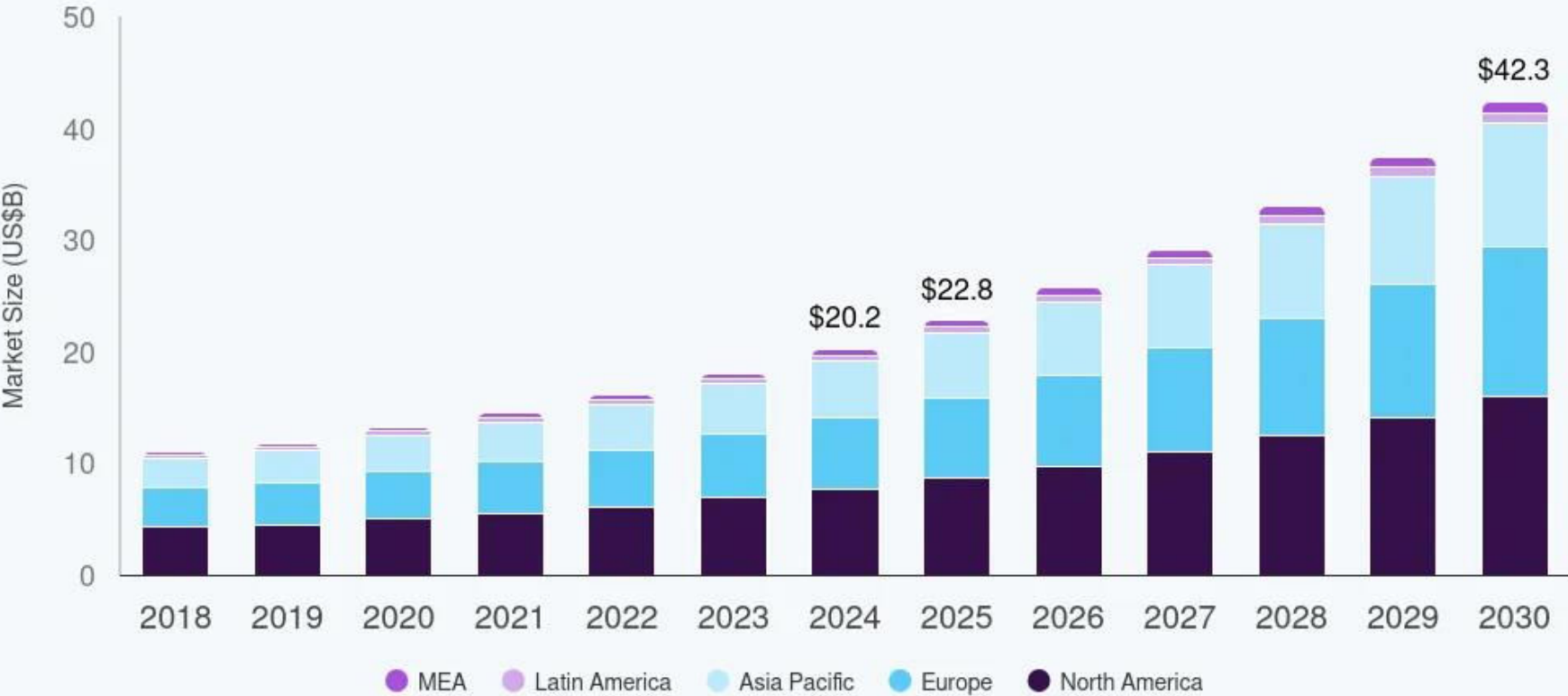
Rising need for social, mobile,
analytics, and cloud services around
the world



Exponential increase
in data

Data Center Power Market

Size, by Region, 2018 - 2030



U.S. Data Center Opposition Membership

Total measured group membership in U.S. data center opposition groups on Facebook

