



CONSORTIUM · KEY FACTS

Data Center Growth & Innovation Consortium

A strategic consortium that turns market insight into customer access, innovation projects, and lasting competitive advantage.

www.innovation-center.com

Why Join the Consortium

The Consortium enables members to:



Customer Insight

Access future customer and operator requirements



Opportunities

Identify and prioritize new business opportunities



Strategy

Develop company-specific growth strategies



Innovation

Launch innovation and funding projects



Partnerships

Build strategic partnerships across the value chain

**PROGRAMME
AT A GLANCE**



€19,000

Investment



**Individual
Onboarding**

Programme start



3-6 months

Programme duration

Five Pillars of Partner Value

Every pillar links directly to a dedicated workflow on the following pages.



01

Customer & Operator Requirements Access

Direct access to operators, colocation providers, and relevant market players.



02

Growth & Opportunity Development

Identification and prioritization of new business opportunities in the market.



03

Company-Specific Roadmaps

Translating market and technology trends into your corporate strategy.



04

Innovation & Funding Projects

Initiating pilot, demonstration, and funding projects with industry partners.



05

Strategic Ecosystem & Partnerships

Building strategic partnerships along the data center value chain.

Thematic Focus Areas



Defined by the consortium: focus topics are set jointly with all members and evolve with the market. Current examples include:



Liquid Cooling

Direct-to-chip & immersion cooling



Grid Stability

Grid interaction & load management



Energy Generation

On-site & renewable supply



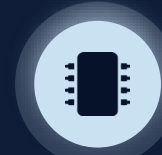
Waste Heat Utilization

Reusing heat for district & industry



Energy Efficiency

Sustainability, PUE & water use



High-Density & AI Compute

Next-generation rack densities

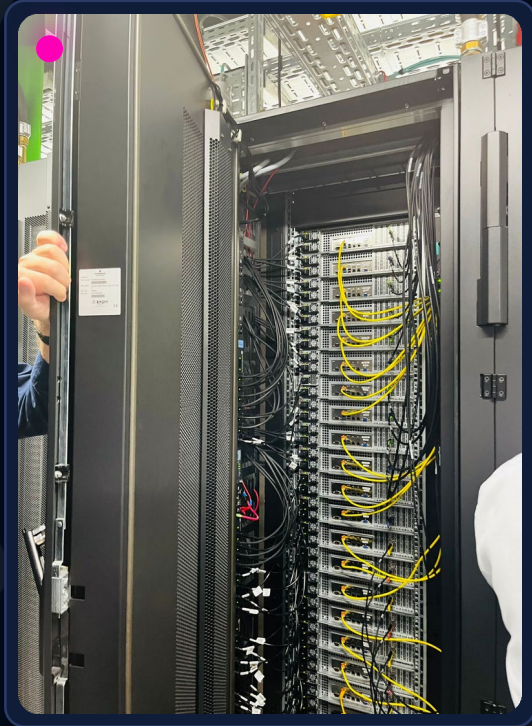
... and further topics, defined jointly by the members and expanded over the programme.

ON SITE · PROOF OF PRESENCE



Inside the Data Center

Beyond market analysis



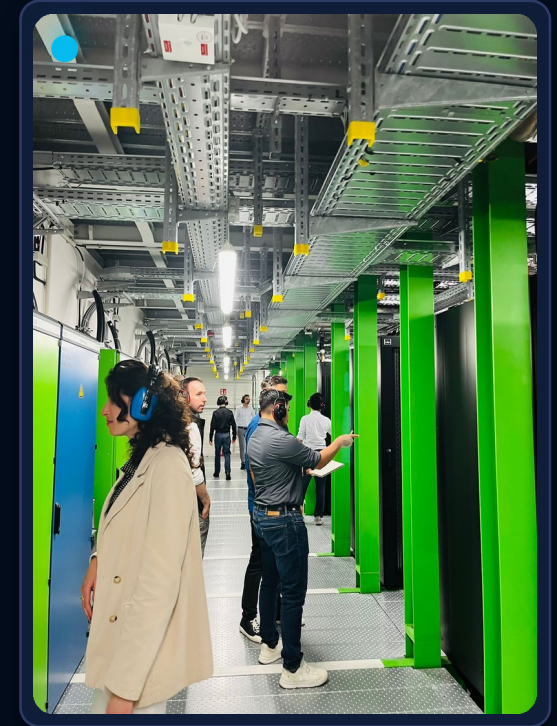
High-density server racks



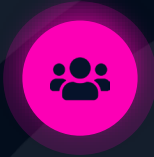
Cooling & liquid infrastructure



Cold-aisle containment



Expert-led facility walkthroughs



PILLAR 01

CUSTOMER & OPERATOR ACCESS



Gain Direct Access to Future Customer Requirements

WHY IT MATTERS

Data center operators, colocation providers, and hyperscalers are shaping the next generation of infrastructure. Understanding their challenges and investment priorities is essential for identifying future business opportunities.

KEY DELIVERABLES

- Operator Challenge Sessions
- Operator & Hyperscaler Interviews
- Customer Requirement Insights



What the Consortium Offers

- ✓ Exclusive operator roundtables and expert sessions
- ✓ Access to operators, colocation providers, EPCs, planners & experts
- ✓ Deep insight into future technical and operational requirements
- ✓ Challenge-driven discussions on real market needs



Your Benefits

- ✓ Understand customer needs before they become market standards
- ✓ Validate products, technologies, and business strategies
- ✓ Identify upcoming investment and procurement priorities
- ✓ Build connections with key industry stakeholders



Identify and Prioritize New Business Opportunities

WHY IT MATTERS

AI, liquid cooling, rising rack densities, energy constraints, and sustainability requirements are transforming the data center market — and creating entirely new business opportunities.

KEY DELIVERABLES

- **Market Insights**
- **Technology Roadmaps**
- **White Spot Analysis**
- **Business Opportunity Portfolio**



What the Consortium Offers

- ✓ Continuous market and technology scouting
- ✓ Technology and opportunity roadmaps
- ✓ White Spot and Gap Analysis
- ✓ Assessment of emerging market segments



Your Benefits

- ✓ Focus investments on the most promising opportunities
- ✓ Identify new growth areas beyond your existing business
- ✓ Anticipate market shifts before competitors
- ✓ Build a long-term growth strategy



Fast Onboarding to a Shared Knowledge Base



Within 1 month · with all partners: Market & Technology Understanding and Technical State-of-the-Art Solutions are completed together — so every partner starts from the same level of knowledge.



Market & Technology Analysis

- Expert interviews and trend databases to assess current market developments
- Evaluation of technological innovations and scaling challenges



Regulations & Access Requirements

- Overview of the fundamental structures and key players
- Insights into the “rules of the game” and presentation of relevant networks



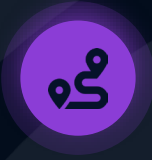
Balance of Plant Analysis

- Key systems: cooling, modular design, electronics, mechanics & sensors
- Infrastructure components regarding safety, norms & standards
- Innovation white-spots in design, materials or production processes



On-Site Tour of a Data Center

- An on-site visit gives participants a reality check on live facilities
- Deepens the understanding of how technological concepts are implemented in practice



Translate Market Trends into Business Growth

WHY IT MATTERS

Industry trends alone do not answer the most important question: “What does this mean for our company?” The Consortium turns broad signals into a strategy built around your business.

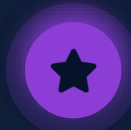
KEY DELIVERABLES

- Data Center Growth Roadmap
- Executive Strategy Workshop
- Opportunity Prioritization



What the Consortium Offers

- ✓ Transfer of market developments into your strategy
- ✓ Technology trends mapped to your business model
- ✓ Customer requirements translated into growth strategies
- ✓ Tailored strategic guidance from industry experts



Your Benefits

- ✓ Clear strategic positioning within the ecosystem
- ✓ Identification of attractive products, services & applications
- ✓ Prioritization of growth opportunities
- ✓ Actionable roadmap for the next 3–5 years



PILLAR 04

INNOVATION & FUNDING PROJECTS



Accelerate Innovation Through Collaboration

WHY IT MATTERS

Future data center technologies require significant investment, collaboration, and risk-sharing across industries. The Consortium pools partners and funding to make ambitious projects feasible.

KEY DELIVERABLES

- Funding Opportunity Pipeline
- Innovation Project Portfolio
- Project Ideation Workshops



What the Consortium Offers

- ✓ Consortium building for innovation projects
- ✓ Identification of national and European funding opportunities
- ✓ Development of joint project ideas
- ✓ Access to pilot and demonstration initiatives



Your Benefits

- ✓ Reduce innovation risks
- ✓ Access external funding sources
- ✓ Accelerate technology development
- ✓ Bring innovations to market faster



Build the Partnerships Needed for Future Solutions

WHY IT MATTERS

The next generation of data centers will require integrated solutions across cooling, power, automation, digitalization, materials, and sustainability — no single company delivers this alone.

KEY DELIVERABLES

- **Partner Matchmaking**
- **Strategic Partnership Network**
- **Solution Development Workshops**



What the Consortium Offers

- ✓ Access to complementary technology partners
- ✓ Matchmaking across the value chain
- ✓ Development of joint solution offerings
- ✓ Topic-specific task forces and working groups



Your Benefits

- ✓ Develop stronger, more comprehensive customer offerings
- ✓ Access new markets and customer groups
- ✓ Build partnerships with industry leaders
- ✓ Accelerate business development through collaboration



JOIN THE CONSORTIUM

Turn Market Insight into Growth

Become a member and help shape the next generation of data center infrastructure — together with operators, technology leaders, and innovation partners across the value chain.



Access

Operators & hyperscalers



Innovate

Funded joint projects



Grow

Strategic partnerships

Your Contact



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