

## Are you taking full advantage of your DCA membership?

There are now many ways your business can benefit from membership of the DCA.....here are just a few:



### Data-Central is your on-line collaboration and networking platform.

Specifically designed for members of the Data Centre Alliance, it acts as a management tool to encompass your membership benefits and for promotion both personally and at a company level across multiple networks and social media.

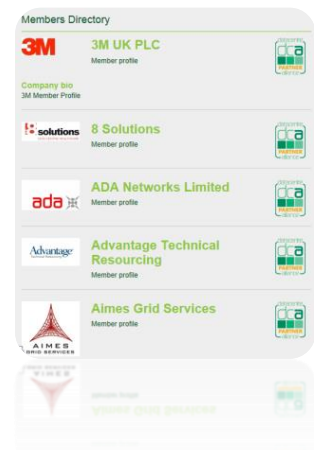
Through Data Central you can manage and edit both your organisation's preferences and those of employees connected to that organization; Connect and network, contribute to blogs and forums, manage webinars, connect and manage steering groups and much more.

**Blog** - The new DCA Blog is a great platform for members to share their own thoughts and views and see what others are saying. We openly encourage members to follow and more importantly contribute to the DCA Blog. To become an active blog author please contact [info@datacentrealliance.org](mailto:info@datacentrealliance.org) for secure login details. If you have a company blog of your own which you would like to link to then let us know.



**Member Profile** - Every member is represented and acknowledged on the DCA website, this consists of not only your company logo and website link but also a link to your company bio on Data Central. Visit your profile regularly to ensure it is up-to-date with the latest information.

**DCA Branding on your website** - On joining the DCA you will have been sent a media pack which allows you to upload and display the DCA membership badge to your own website. Please check to see if you are displaying the DCA badge and have reciprocal links set up as this will help to drive traffic to your site. If this has not been actioned yet the media pack can again be downloaded from the "Media Centre" within data-central.org. For technical advice please email [info@datacentrealliance.org](mailto:info@datacentrealliance.org)



**Articles** - We recommend all members take advantage of our official Journal, Data Centre Solutions Magazine (DCS), which is published 11 times a year and reaches over 100,000 subscribers. The ability to have an industry related article published is free of charge for DCA members.

Article submissions are strongly encouraged as this not only provides the industry with informative content but also provides great exposure for your organisation and further highlights your involvement with the DCA and the industry. Articles can be submitted via the "Media Centre" within [www.data-central.org](http://www.data-central.org). Discounted advertising space has also been secured for all DCA members so please contact us to find out more.



**Event sponsorship and speaking opportunities** - This year we will be co-hosting/sponsoring events in Europe and overseas. For more information visit the DCA Website [www.datacentrealliance.org](http://www.datacentrealliance.org) and click on events to find out how to attend and get involved. Speaking opportunities and sponsorship kits are also available. For more information please request an event/sponsorship pack <http://dtconference.com>



**Library** – White papers and research are another great way to increase the awareness of your organisation and to provide informative content to the industry as a whole. Access to the library is also via "Data-Central", please log in to submit both relevant historical white papers you may already on file or to upload new content as published for review and inclusion.



**Special Interest Steering Groups** – All members have the ability to join and contribute to special interest groups which have been created members with a voice and ability key issues facing the data centre



steering to provide to address the sector.