

Nominee: Garry Connolly

Nomination title: Ireland-Based Entrepreneur Driving Awareness of the Irish Digital Assets Hosting Industry

Host in Ireland is an award-winning strategic global initiative developed to increase awareness of the benefits of hosting digital assets in Ireland. The initiative, created by Garry Connolly in 2014, supports the data centre community by fostering an environment of co-opetition whereby competing companies and organisations come together to achieve a common goal: to drive data centre expansion and sustainability in Ireland. Mr. Connolly is also responsible for the recruitment and support of Host in Ireland's sponsors and partner companies.

Leveraging more than two decades of entrepreneurial and executive experience in founding, scaling and successfully exiting technology and service related companies, Mr. Connolly travels the globe to educate the data hosting industry on the mission of Host in Ireland. He speaks from a thought-leadership position, discussing such topics as developments in data regulations, security and sovereignty that will occur in the EU in coming years, as well as strategies for building a successful and sustainable initiative such as Host in Ireland. In his role as founder and president, Mr. Connolly oversees the direction of the initiative to further promote Ireland as an optimum location to host digital assets.

For 25 years, Mr. Connolly has made it his mission to help promote Ireland throughout the global data centre industry as the optimal location to host digital assets in the EMEA region. More than just an enthusiastic advocate for the data centre community, Mr. Connolly is an active participant in its growth and sustainability, strategically fostering an environment in which competing companies and organizations can collaborate to achieve the common goal of sustained data centre expansion in Ireland.

One of Host in Ireland's most significant accomplishments has been its ability to converge global leaders from throughout the hosting, fiber, data centre and services industries to work together to promote the Irish digital economy. By placing their trust in Mr. Connolly and the Host in Ireland initiative, this cooperative movement among competitors, or "co-opetition," creates the opportunity to enhance the strength of the partners' collective message while providing a platform to highlight their unique products, services and solutions.

Influenced by Host in Ireland's work, Ireland's data centre landscape has been variously characterised by the media and industry leaders as "Home of the Hybrid Cloud," "Data Capital,"



and “Data Centre Hub of Europe.” Host in Ireland continues to support these perceptions through timely and accurate information concerning the benefits of hosting digital assets in Ireland.

Host in Ireland’s positioning is built around the idea that growth throughout the Irish hosting industry is a direct result of the region’s unique blend of features - namely, the “5 Ps” - Policy, People, Pedigree, Pipes and Power. Representing the most important aspects of digital assets hosting, Ireland’s integration of these five critical elements provides a structured foundation for companies of all sizes and markets.

The success of Ireland as a world-class location for digital assets hosting was not an overnight phenomenon, but rather an evolution beginning with the establishment of the IBM headquarters in 1956. Over the years, Ireland has further developed its offerings to better serve the greater data centre industry. However, now, Mr. Connolly’s creation of Host in Ireland is driving further innovation throughout the region by generating global awareness of its many offerings, answering the question, “Why Ireland?” By spreading the message of the 5 Ps, Host in Ireland, led by Mr. Connolly, has helped to highlight the unique benefits associated with Ireland’s digital assets hosting landscape that make it superior to all other locations throughout the EMEA region.

When it comes to choosing a location for digital assets hosting, pipes and power are the most obvious consideration, and Ireland has made strides to ensure that investors receive both world-class, low latency connectivity to and from the U.S., UK and Europe, as well as an abundant availability of clean and affordable energy resources. However, Host in Ireland understands that what makes the region particularly unique goes beyond the country’s interconnectedness and smart energy grid to include its policies, pedigree and people.

Leveraging Ireland’s competitive corporate tax rate and various legislation to support superior data protection, Host in Ireland has helped to set the region apart from global competitors as one of the most pro-business and pro-privacy regions in the world. With help from the Host in Ireland initiative, the global data hosting community receives vital information regarding the region’s political stability, as well as its rich history in serving the data industry that dates back more than 60 years.

In addition, the initiative has strengthened Ireland’s reputation as a globally recognised hub for the hybrid cloud as multiple multinational organisations, including Google, Amazon and Microsoft, established presence throughout the region over the last five years.

Why nominee should win

- Leveraging the “power of the collective,” Mr. Connolly has successfully brought together leading data industry influencers from throughout Ireland to work toward increased global awareness of the Irish hosting landscape.
- Host in Ireland is redefining industry perceptions by showcasing Ireland’s cost-effective, efficient, reliable, secure and accessible infrastructure as compared to most other locations throughout Europe.
- Mr. Connolly travels the globe as a paid keynote speaker in various regions including Ireland, the U.K., U.S., and Latin America.
- He has over 20 years of entrepreneurial and executive experience in assisting foreign direct investment companies to achieve global success.