



ON Semiconductor®

ON Semiconductor Milano R&D for a Green “Big Data” World

Abstract. In 2017 Facebook® electricity consumption was more than 2500GWhr over an active numbers of users exceeding 2.1Billion. If you are a social network user (who is not ?), you are maybe not aware of the carbon footprint that your “👍LIKE” brings every day. The Big Data trend is one of the major contribution to the electricity demand and its impact in our lives might be underestimated: ON Semiconductor is actively working for a more efficient usage of the electricity consumption in Datacenters. After a short presentation of the company and what is the mission of the “Cloud Computing BU” in Milano, the speaker will show the trend in the power distribution and the perks that new AC-DC and DC-DC power conversion smart applications can deliver from economic and social perspective. In this scenario, ON Semiconductor value proposition is to be not just a vendor of power components, but a system provider to the Cloud Computing and Internet Companies ... and Milano R&D Innovation Center plays a fundamental role in this strategy.

Speaker:

Alessandro Zafarana received the B.S./M.S in electronic engineering from Politecnico-Milano, Italy in 1996. His background is about power conversion control systems. Just after the degree, he joined STMicroelectronics initially in the Automotive Group, then he moved in the Power Management covering different roles comprising power system architect and power management design director. He has been involved in multiple market segments such as Industrial, Offline, Consumer, Portable and Computing power electronics. In the same company he was promoted Fellow of Technical Staff. Recently he moved to ON Semiconductor where he actually covers the role of Power Management Technologist in the Corporate Technical Staff. In the field of Power Electronics, he holds 25 granted patents and others 2 pending. He is author of several articles in conferences and magazines about power conversion and control loops methodologies and he is member of the IEEE International Symposium of Power Components steering committee.

The seminar will be **March 25th**, from **4 to 6 PM** in room Magenta (Aula Seminari), floor D.