

# Looking back. Moving forward. Staying ahead.

Since the early 2000s, the role of enterprise IT has changed dramatically, and our organization has evolved right along with it to provide customers with the expertise, support, and innovative solutions they need to get and stay ahead in their markets and industries. Here's a look back at where we began, how we've evolved, and where we're headed as we embark on a new chapter of opportunity with a new name and brand that reflects who we are and the unique value we bring to customers at every step and stage of their digital transformation journeys.

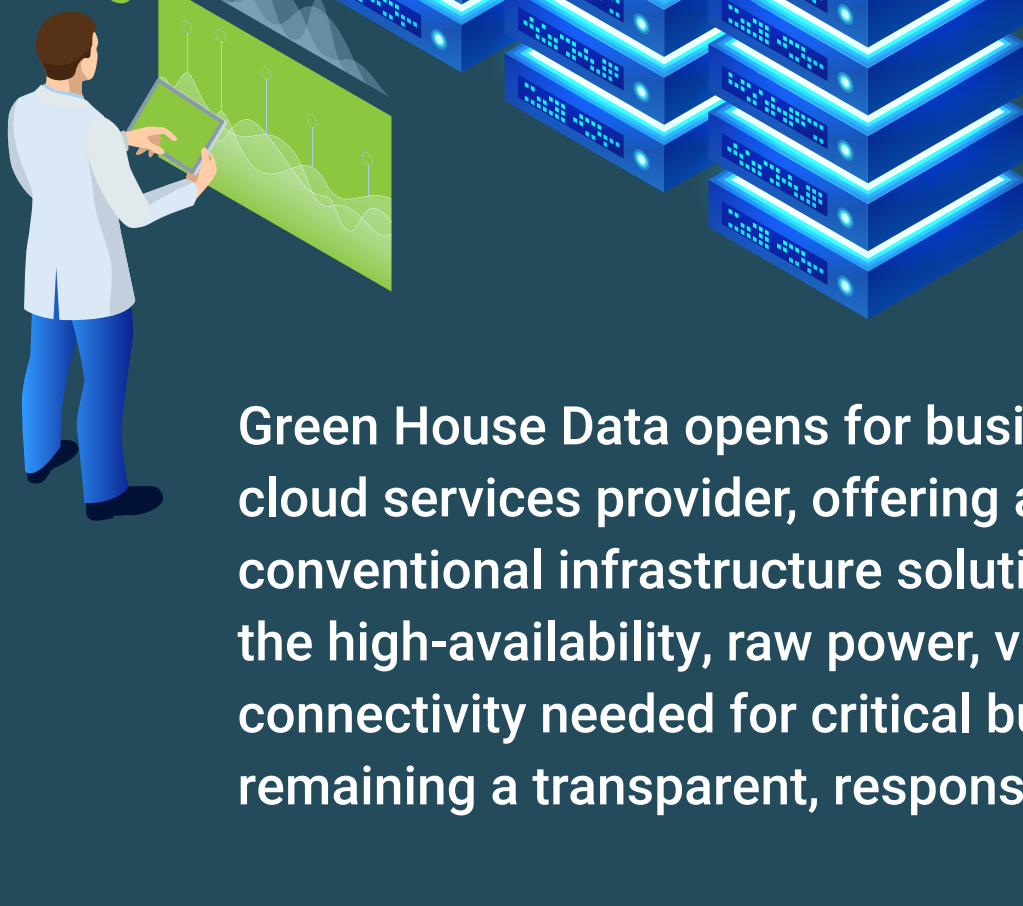
## LOOKING BACK

### Building a business by breaking the mold

**IN 2007** the role of IT is evolving but still firmly rooted in infrastructure as companies struggle to reduce data center sprawl and spiraling energy costs.



**IN 2007, ONLY 40% OF CIOs WERE INVOLVED IN STRATEGIC PLANNING; NOW THEY'RE REGARDED AS SOME OF THE MOST INTEGRAL MEMBERS OF THE C-SUITE.**



Green House Data opens for business as a colocation and cloud services provider, offering an innovative alternative to conventional infrastructure solutions. Its mission: To provide the high-availability, raw power, virtual infrastructure and connectivity needed for critical business infrastructure while remaining a transparent, responsibly run company.

## MOVING FORWARD

### Evolving to meet expanding customer needs

**STARTING IN 2013...** The lines between IT and business goals start to blur as technology begins reshaping business as usual. Mobile gains ground through BYOD and other strategies; Wi-Fi expands connectivity, the Internet of Things becomes a thing, and the broad benefits of cloud fuel demand across more organizations, markets and industries.



As its client roster grows, Green House Data embarks on multi-year expansion strategy, evolving both its offerings and organization to meet a broader base of customer needs.

**2013**

Green House Data opens a second facility in Cheyenne and announces a new data center location in New York.



**APRIL 2017:** Expand our southeast footprint with acquisition of Cirracore, an Atlanta-based infrastructure provider of enterprise-ready IaaS and hybrid cloud products.

**JUNE 2017:** Establish our Dallas-based cloud and disaster recovery data center, growing our organization to include 10 data centers nationwide.

**NOVEMBER 2017:** Acquire Ajubeo, a cloud hosting service provider based in Denver that provides public, private and hybrid IaaS products.

**DECEMBER 2017:** Expand our Disaster Recovery as a Service portfolio with the acquisition of Assuritive, a leading provider with significant IP around secure disaster recovery and compliance for healthcare and financial services.

**By the close of 2017...** Digital transformation stands out as the top business and IT priority, increasing the pace and complexity of customers' IT journeys.

Green House Data launches a targeted growth strategy to deepen core areas of expertise and expand offerings to meet customers wherever they are in their IT journeys by addressing needs across the full technology stack.

IN A RECENT STUDY, THE ECONOMIST FINDS **68% OF SENIOR EXECUTIVES HAVE SEEN AN INCREASE IN PROFITABILITY** IN THE LAST THREE YEARS DUE TO DIGITAL TRANSFORMATION.

**74% PREDICT THERE WILL BE A RISE IN PROFITABILITY** DUE TO DIGITAL TRANSFORMATION.



## STAYING AHEAD

### Leading the way forward

**In 2018...** Green House Data acquires Infront Consulting Group, a Microsoft application and Azure expert consulting firm, to deliver expanded Microsoft Azure expertise and strategically aligned professional services, DevOps frameworks, multi-cloud management, data center and upstack technologies.

The merger expands Green House Data's operations into Toronto, Las Vegas, Nevada, and other satellite sites while adding over 30 Microsoft IT experts.

**2018**



Green House Data earns distinction as an **Azure Expert Managed Service Provider.**

Green House Data acquires Omaha-based Deliveron, an agile-focused DevOps development and app modernization firm, allowing us to offer application innovation practices alongside cloud ecosystem and infrastructure management.

**2019**



A RECENT FORRESTER SURVEY SHOWS **93% OF COMPANIES VIEW INNOVATIVE TECHNOLOGIES AS NECESSARY** TO REACHING THEIR DIGITAL TRANSFORMATION GOALS.

## 2020 AND BEYOND...

Following 7 acquisitions in just 6 years and in the midst of a global pandemic, Green House Data recognizes the need to evolve its name and brand to better reflect its more comprehensive offerings, expertise and value.

## INTRODUCING



We are launching our new name and brand to capture and convey how we are illuminating the path forward and helping our customers navigate what's next.



IN 2020, **50% OF THE GLOBAL 2000 WILL SEE MOST OF THEIR BUSINESS** DEPEND ON THEIR ABILITY TO CREATE DIGITALLY TRANSFORMED PRODUCTS, SERVICES AND EXPERIENCES.

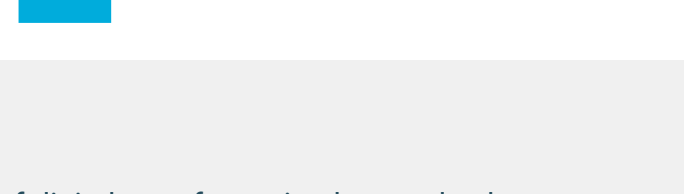
THE IDC'S WORLDWIDE SEMIANNUAL DIGITAL TRANSFORMATION GUIDE PREDICTS **\$1.97 TRILLION** WILL BE SPENT ON DIGITAL TRANSFORMATION IN 2022.



## HUMAN INGENUITY + TECHNOLOGY = UNLIMITED POTENTIAL

As we set our sights on what's next for our customers and our organization, we continue to strengthen and build on the one constant that has defined and differentiated our organization throughout its history: the quality and commitment of our people.

**Working together,** we will continue to leverage the power of human ingenuity and technology to help customers navigate what's next while delivering the solutions they need to thrive—today, tomorrow and beyond.



SOURCES

<sup>1</sup> <https://hbr.org/2017/05/how-the-meaning-of-digital-transformation-has-evolved>  
<sup>2</sup> <https://wrighttechnologies.com/digital-transformation-a-top-business-priority-for-2020/>  
<sup>3</sup> <https://www.forbes.com/sites/blakemorgan/2019/12/16/100-stats-on-digital-transformation-and-customer-experience/#582842463bf3>  
<sup>4</sup> <https://supplychainbeyond.com/a-brief-history-of-digital-transformation/>  
<sup>5</sup> <https://wrighttechnologies.com/digital-transformation-a-top-business-priority-for-2020/>

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