



CLIENT CASE STUDY

Below is a detailed account of a 2013 client engagement. These results were produced under difficult circumstances in approximately 6 months. Mature sales reps at competing firms, with full-marketing support and ready-to-occupy facilities, typically take 12 months to close a single deal.

>> **WiredRE Services:**

- Site Acquisition
- JIT Provisioning
- US Client Acquisition
- International Client Acquisition
- Cloud Client Acquisition
- Rapid Deployment Modular Solutions
- Joint Financial Ventures
- Data Center Research

>> **WiredRE Benefits**

Dedicated to finding success for our clients we deliver results that are Quick, Reliable, and Attractive

>> **WiredRE Team:**

- Everett Thompson, CEO & Founder
- Doug Newcomb, Chief Technical Officer
- Robert Joyce, Chief Development Officer
- Alan Howard, Chief Researcher
- Rahul Zutshi, Dir. Business Development
- Grant Morgove, National Account Manager
- Kelly Tenuta, Director of Marketing
- Stefanie Tavares, Account Manager
- Shawn Conover, Account Manager

>> **Client Challenges At Time Of WiredRE Contract**

- > Name brand client maintained a relatively undeveloped data center in a remote region
- > Network availability was highly limited in relation to its peer group
- > Their data center business was losing revenue / share to competitors
- > Build-to-Suit only, no space for immediate occupancy
- > Zero marketing budget and complete restriction on public promotion
- > No full time sales staff dedicated to data center

>> **Client Goals**

- > Client desired an outside firm to avoid “distracting” existing sales momentum
- > Client desired a “true” data center specialist with national coverage and a complimentary brand
- > Client desired a “premium” service rate for large-scale opportunities

>> **Why WiredRE?**

- > WiredRE’s depth of experience
- > WiredRE offers flexible terms
- > WiredRE’s history of market share gains from “contractor-based” brokerage houses

>> **Engagement Achievements**

- > \$61+ million contract / \$4+ million per year within 90 days of contract
- > 20%+ minimum price premium abover peer group (\$12+ million value)
- > \$128+ million contract value in near-term close
- > \$55 million + term sheet for new market expansion
- > \$15 to \$20 million annual revenue opportunity for cloud / hosting
- > A deep list of marquee referrals in the pipeline- BlackRock, Cognizant, BlueCross, Boeing, etc.
- > Network product requirements definition and procurement negotiation support
- > Contracting of non-data center business with Cognizant (WiredRE Referral)

>> **What Do Ideal Collaborations With WiredRE Involve?**

- > Existing sites that require additional focus and sales horsepower
- > New Markets that are on the path for expansion in the future
- > In a second phase, WiredRE can match your revenue acquisition with your infrastructure procurement (aka “JIT Procurement”) to dramatically change the cost and risk of market expansion

"Hiring WiredRE was the single smartest move we've made in developing our site"

- Vince Colarelli, CEO, Vineyard Data Center, Colorado Springs

>> Client Testimonials

"I would recommend WiredRE to anyone looking for data center information and analysis"
- Mark O'Connel, Manager, Verizon Telecom

"WiredRE knew the data center and network requirements of gaming companies and really added value to our operations"
- Susan Choe, CEO, Outspark

"I have used Everett as an advisor on the data center and colocation market more than once. He provides visibility, based on facts and experience, into what is a very inefficient industry. His experience as an investor shows. I highly recommend him to anyone looking for insight into the Wired Real Estate world."
- Public Market Investor

>> Representative Transactions

- > 75,000 SF Office + Telecom, Quoted \$24/SF for \$40+ Space
...WiredRE delivered a \$42 Offer within 90 days
- > 10,000 SF Cable Head-End, Negative Perception, Economic Downturn
...WiredRE leased 100% of the space at \$13/SF/Month in 6 months
- > Consolidation from 16 Data Centers to 9
...WiredRE advised on a \$200 million reorganization with a \$10 million acquisition
- > 275,000 SF Denver Data Center
...WiredRE sold the property to an investor for \$20 million
- > 280,000 SF Multi-Site M&A by a Financial Firm
...WiredRE advised on the commercial risk \$50 million investment
- > 147,000 SF Carrier Hotel and Retail Colocation Business in Dallas Required Due Diligence
...WiredRE performed commercial risk assesment on \$100 million aquisition
- > 8 MW Build, Own, Operate Data Center
...WiredRE developed and advised on strategy
- > Denver Retail Colocation Company Partnership
...WiredRE advised on global IO partnership and investment risk analysis

Deloitte.

Real Estate



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>> Partial Client List

- | | |
|-----------------------|-----------------------|
| Adobe | Latysis |
| Agilent Technologies | MIT |
| Barclays Capital | McKinstry |
| Citibank | Morgan Stanley |
| Coresite | Oppenheimer Funds |
| Crosslink Capital | Parthenon Capital |
| Fidelity Investments | Stonerise Investments |
| Fortrust Data Centers | Soros Fund Management |
| Goldman Sachs | Verizon Telecom |
| Hoplite Capital | Watson Wyatt |
| Iron Mountain | Wells Fargo |



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