OPEN SPECTRUM

The Open Spectrum Alliance
MEMBER DIRECTIVE

General Use Pitch

I now have on my team a group of data center, hosting and IaaS experts that have years of experience working for both data center and cloud service providers. This enables me to provide a myriad of different services related to data center and cloud infrastructure optimization, contract audits, physical and logical migrations, detailed Total Cost of Ownership (TCO) analysis and general sourcing and procurement management.

Leveraging this expertise through (*Your Firm*) allows you to save time, money, and reduce risk by avoiding potential mistakes that could have a long-term impact on financial and business decisions. I am positive a call/meeting with my team would prove fruitful regardless of any immediate sourcing need.
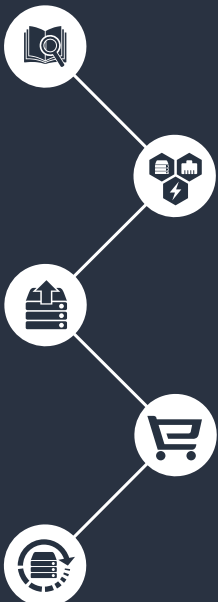
Existing Contact Pitch

Based on routine contract audit projects, I continuously find that clients are paying as much as 300% above current market rates in their existing colocation and cloud service contracts. In fact, if you signed an agreement two or more years ago, I can guarantee you are paying significantly more than the current market rates. Even if you are in an existing contract, renegotiation and restructuring can be done without requiring you to migrate a single server or application.

I would appreciate the opportunity to review your current agreements to support any possible optimization of current spend in these areas.

I am positive a call/meeting with them would prove fruitful regardless of any immediate sourcing need.

Line Card of Services

- Data Center & Hosting Contract Audits
- Regional Data Center Capacity Market Reporting & Assessments
- Hosting & Cloud Industry Market Reporting & Assessments
- General Sourcing and Procurement of Mission Critical Infrastructure
- RFP Development & Process Management
- Contract (Re)Negotiations with Mission Critical Service Providers
- Data Center Facility & Delivery Team Audits
- Total Cost of Ownership Analysis & Comparisons
- Physical Data Center & Virtual Application Migrations
- Data Center Facility Build/Retrofit vs. Buy Analysis & Consulting

NEED:

Fortune 1,000 looking to finally migrate out of the 10 different corporate data centers sitting within their national offices.

HOW WE ENGAGED:

Agent had a prior relationship with the Senior Director of IT and upon hearing that a potential consolidation project was in the works the agent scheduled a meeting between Open Spectrum and both the Senior Director of IT and Director of Procurement. Open Spectrum sat with the client, walked them through our process, track record and thought leadership and quickly were able to secure a Letter of Authorization and SOW.

WHAT WE DID:

Our engagement covered:
- Environment Audit & Needs Assessment
- Drafted and managed the entire RFP Processes
- Facilitated Tours of Final 2 Options
- Ran point with legal on both ends during contract negotiations

THE PAYOUT:

6 months after setting up the initial meeting, the agent received a **$130K** commission check and still runs point with the client on their prior business.

WHAT **OPEN SPECTRUM ALLIANCE MEMBERS** ARE SAYING

In a word I would describe Open Spectrum as IMPRESSIVE! They have an amazing amount of knowledge and have been an invaluable business partner and industry resource for contacts, ideas or just someone to talk shop with. Anyone in the industry that does not know Open Spectrum should, as I can promise you at some point they will help you in a big way.

Jerod Powell, CEO
Infinit Consulting

Upon meeting the team at Open Spectrum, reviewing the market research and books they've produced and vetting their credentials it became clear that my clients would benefit tremendously with their direct assistance and involvement. They are now my "go to" on anything data center or cloud related.

Rob Butler, Managing Partner
Crossvergence

The volume of unbiased market intelligence found within Open Spectrum is impressive and actionable. Without question an incredible resource for our team and our clients and all buyers, service providers and investors in the data center industry.

Andrew Marcus, VP
Transwestern