

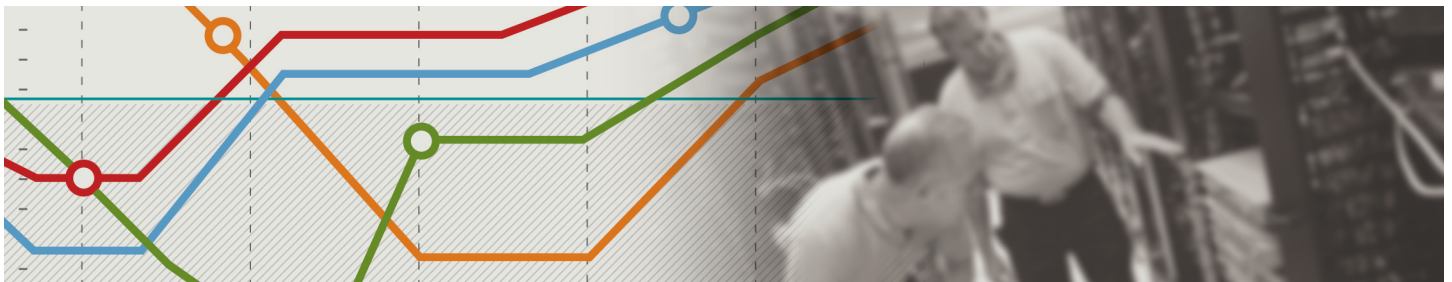
Let's start the conversation.

How do I frame the available technology options for a board-level conversation?

Are we aligning with the business effectively?

Are there other options that will enable new innovation from our business?

IT Strategy



We take a phased approach.

Our process is proven.

- **Define** – We develop the ideal solution profile by gathering the voice of the business to understand business requirements, IT goals and strategies. We determine the current state of technology and conduct workout sessions with the IT organization that include very concrete and specific discussions about strategic intent.
- **Frame** – We examine all relevant solutions, both current and emerging, and assess their strategic fit. We analyze each solution against the ideal solution profile to determine which ones meet the strategic intent of this initiative.
- **Solve** – We take the most compelling solutions identified in the Frame phase and perform a deep dive to explore each solution thoroughly. Each solution will have detailed financial models, budgets, drawings, project plans, timelines and technical documents. We gather requirements, constraints, high-level bids and quotes, and identify the impact of each of the scenarios on your existing environment.
- **Implement** – We execute based on the ideal solution profile.

We work through each step together.

We collaborate.

- We complete each phase with a gate review in which all key participants discuss and agree on work to date and next steps. Only then can we move to the next phase.
- Our phased process builds consensus and keeps internal teams aligned. It also gives all key areas of the business a voice to ensure the solution fits the needs of the business.
- Throughout the process, we draw on our deep industry knowledge and benchmarking built over 45 years to apply best practices and lessons learned.

The right IT strategy can help you:

- Continue growing
- Scale flexibly
- Ensure business continuity
- Get the most out of your existing assets
- Maintain a flexible balance sheet

We know data centers.

That's been our focus for more than 45 years. We implement best practices in more than 1,000 data centers each year. What's more, we understand not only the physical aspect of electrical and mechanical requirements, we understand the technology side, too. We know about everything that goes on under that roof.

We believe you can gain the best return on your investment with us. We also believe working together, as a team, can make all the difference.

Why Bick?

**Experience matters.**

Decades of combined data center management and IT experience enable us to develop successful strategies.

- We understand how integral the IT infrastructure is to your business strategy. We lead with the business strategy to make sure everything that is done in the data center supports the business.
- We understand business, IT and facilities and can help you connect the dots to speak effectively to your executives. We are also "cradle-to-cradle" which means we understand capacity planning through design and build to migrations to decommission.

Speed and independence are key.

We move quickly so you gain value faster.

- We're not tied to specific hardware or software platforms or large corporate overheads.
- We're nimble and focused: Data centers are what we do. With more than 200 data centers under ongoing management contracts, we know what makes data centers work best.

You can achieve your goals.

Business can be tough. Working together doesn't have to be.

- We can help you accomplish your business goals through improved performance in your data center while enjoying the work.
- We believe in speaking honestly, directly and often. We are accountable for every service we provide.

What we do.

We know data centers. We also know how to maximize ROI.

OPTIMIZE

Energy Efficiency
Facility Analysis –
Health Check
Capacity Planning

TRANSFORM

- IT Strategy
- Consolidation
- Migration
- Design-Build

SUSTAIN

Managed Maintenance
On Demand

Let us help you do more with the data center investments you've already made as well as those you may be considering.

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