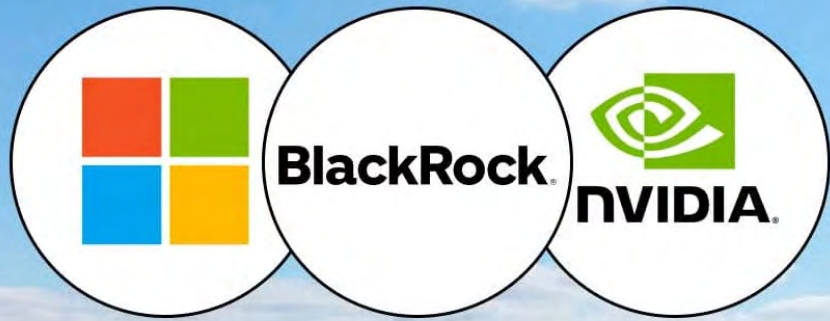




PLAYBOOK FOR DATA CENTERS

**Powering Aligned Data Centers'
Brand and Marketing
From 1 to 50 Global Facilities**





THE \$40B QUESTION

**Nvidia, Microsoft,
BlackRock, and xAI
Acquired Aligned Data
Centers for \$40 Billion**

**The Largest Transaction Ever in
the Global Data Center Sector**

QUESTION: WHAT DID SPRINGBOT DO?



ANSWER:

WE MADE ALIGNED IMPOSSIBLE TO IGNORE

2017

1 Facility in Plano, Texas

2025

50 Data Centers Worldwide

THE NUMBERS DON'T LIE

Our Track Record in Helping Data Center Exits

\$40B

Aligned Data Centers
Exit in 2025

\$15B

CyrusOne
Exit in 2022

\$55B

Combined
Acquisitions

Let's Go Back to 2017...

When Aligned Data Centers Hired Us, They Had:



1 facility



5 different marketing vendors



Inconsistent branding



Disorganized analytics

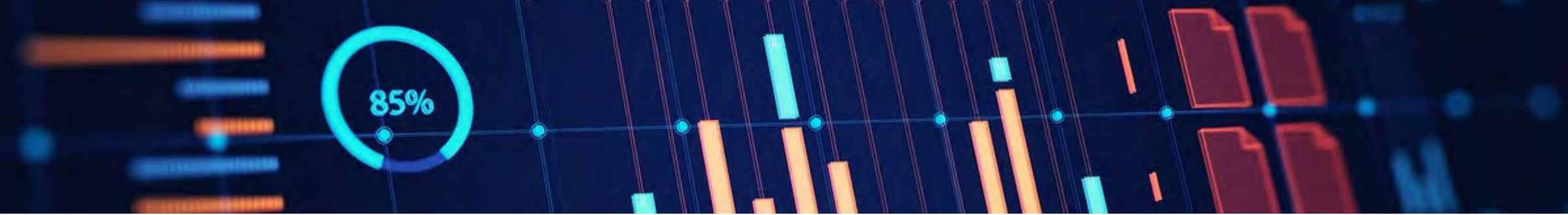


No unified sales enablement



A database needing an overhaul

Our job: Fix everything. Then build a brand worth billions.



THE CHALLENGE

Before We Built Their Brand, We Built Their **Analytics, Data** and **Sales-Enablement** Infrastructure

The Problem:

1. No centralized strategy
2. Marketing and sales operating in silos
3. Data everywhere, insights nowhere

The Solution:

1. Consolidate
2. Optimize
3. Integrate

GETTING STARTED

Building the Engine

Our initial work wasn't about creative design or clever campaigns. The goal was to create systems that would scale as fast as Aligned could build facilities.

What We Did:

- Consolidated 5 vendors into one unified agency of record
- Established single source of truth for all marketing operations
- Created scalable systems designed for rapid expansion
- Integrated marketing and sales into a revenue engine

 **Timeline:** First 90 days



ANALYTICS & DATA ARCHITECTURE

From Data Chaos to Strategic Intelligence

Aligned had data everywhere but insights nowhere. We tore down their fragmented data and analytics infrastructure and rebuilt it as a unified system.

01

Rebuilt entire analytics infrastructure from ground up

02

Implemented comprehensive tracking across all digital properties

03

Created custom dashboards for executive decision-making

04

Established attribution modeling for marketing ROI

05

Integrated CRM data with analytics for complete visibility

Impact: Data-driven decision making at every level

SALES ENABLEMENT & MARKETING AUTOMATION

Empowering the Sales Team

The sales team needed tools, not just materials. We built an integrated Salesforce ecosystem that automated time-consuming work and gave reps instant access to exactly what they needed to close enterprise deals.

What We Did:

- Salesforce implementation and optimization
- Automated lead nurturing sequences
- Custom email templates and sales playbooks
- Real-time lead scoring and qualification
- Sharepoint library with instant access to collateral

A large, bold, teal-colored percentage graphic, '40%', is displayed. The numbers are thick and the percentage sign is also large and stylized.

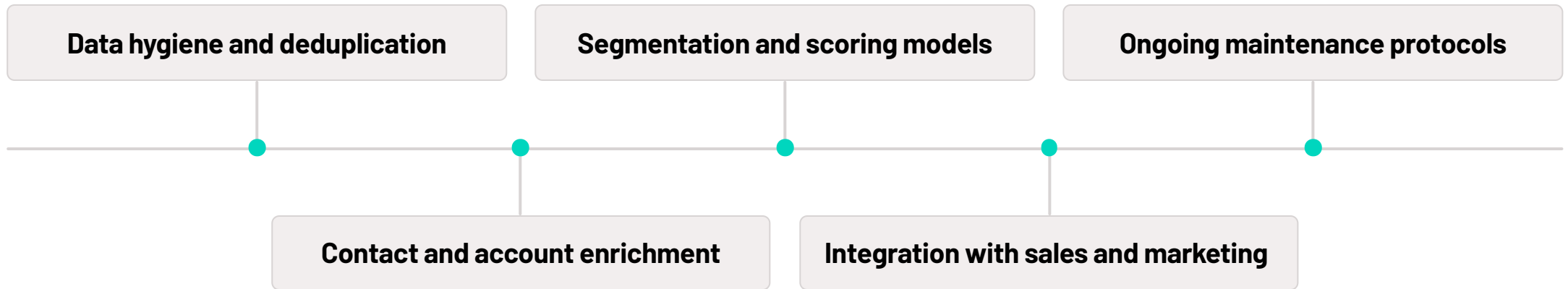
**Reduction in sales
cycle length**

DATABASE OPTIMIZATION

Turning Bad Data Into Revenue Intelligence

Aligned's database was a mess! Duplicates, incomplete records, outdated contacts. We scrubbed, enriched, and restructured their entire database to create a foundation for precise targeting and meaningful attribution.

What We Did:



Impact: Clean, actionable data powering every marketing decision

PROSPECTING ENGINE

Connecting Sales & Marketing

We eliminated the black box between marketing spend and closed deals. Our programmatic prospecting engine created a predictable, measurable pipeline that connected first touch to revenue with complete transparency.



Implemented automated outreach infrastructure



Built targeted account-based marketing (ABM) campaigns



Created multi-touch nurture sequences for enterprise buyers



Established closed-loop reporting from first touch to close

Impact: Predictable, scalable pipeline generation



NEXT UP

The Brand Directive

**Make Aligned Data
Centers Impossible
to Ignore!**

THE STRATEGY

A Brand Worth \$40 Billion

With the foundation in place, we built a brand strategy and identity that could command attention in boardrooms and on trade show floors. Every element was designed to communicate technical sophistication and sustainable innovation.

What We Did:

**Brand strategy and
positioning**

**Visual identity system and
brand guideline management**

**Messaging framework and
voice and tone direction**

**Brand standards
and governance**

**Sub-brand development
(Delta Flow, product lines)**

**Photography and
videography art direction**

📌 **The “Alignify” Effect:** Our work was so consistent that “Alignify” became the company verb for “put it in our brand”.



GRAND OPENING SUPPORT

50 Facilities. 50 Grand Openings.

Every new facility was an opportunity to showcase Aligned's growth and attract enterprise customers. We orchestrated every detail for grand openings across three continents, ensuring flawless brand execution every single time.

What We Did:

- Complete event branding and identity
- Invitation design and digital campaigns
- On-site experiential design
- Press kit development and support
- VIP gift design and procurement
- Post-event content and social amplification
- Local market customization for international launches
- Development of presentation material



ENVIRONMENTAL GRAPHICS & WAYFINDING

Bringing Brand to Life Inside Every Facility

Data centers aren't just infrastructure—they're spaces where enterprise clients make billion-dollar decisions. We designed custom environmental graphics and wayfinding systems that reinforced Aligned's brand the moment anyone stepped inside.

Environmental Design Services:

- Custom wayfinding systems for all facilities
- Conference room identity systems
- Interior wall graphics and brand installations
- Lobby and reception area design
- Data hall visualization and branding
- Product showcase displays
- Safety signage design
- Exterior building signage



3D ANIMATION & TECHNICAL VISUALIZATION

Making Complex Technology Visually Compelling

Enterprise buyers needed to understand why Aligned's patented cooling technology was superior, but technical specifications alone don't sell. We created 3D animations that made complex systems instantly comprehensible and visually stunning.

What We Did:

- Delta Flow cooling system animations
- Data center infrastructure explainer videos
- Modular build-out visualizations
- Power and cooling flow demonstrations
- Facility flythrough animations
- Animations for social media



DIGITAL ECOSYSTEM

Owning the Digital Landscape

We built and maintained Aligned's entire digital presence—from their website to social channels. Every pixel was optimized to convert enterprise prospects into qualified leads.

What We Did:

- Website design, development
- Website security and monitoring
- LinkedIn and social media design
- Email marketing campaigns
- Marketing automation workflows
- Landing page design

CONTENT MARKETING

Thought Leadership at Scale

To position Aligned as the authority in sustainable hyperscale infrastructure, we created an endless stream of high-quality content that educated the market while subtly positioning Aligned as the only logical choice.



White Papers

Sustainable data center design and innovation



Case Studies

Technical case studies for major deployments



Industry Reports

Enterprise deployment breakdowns



Thought Leadership

Executive voice and strategic insights



Success Stories

Client wins and measurable outcomes



Solution Briefs

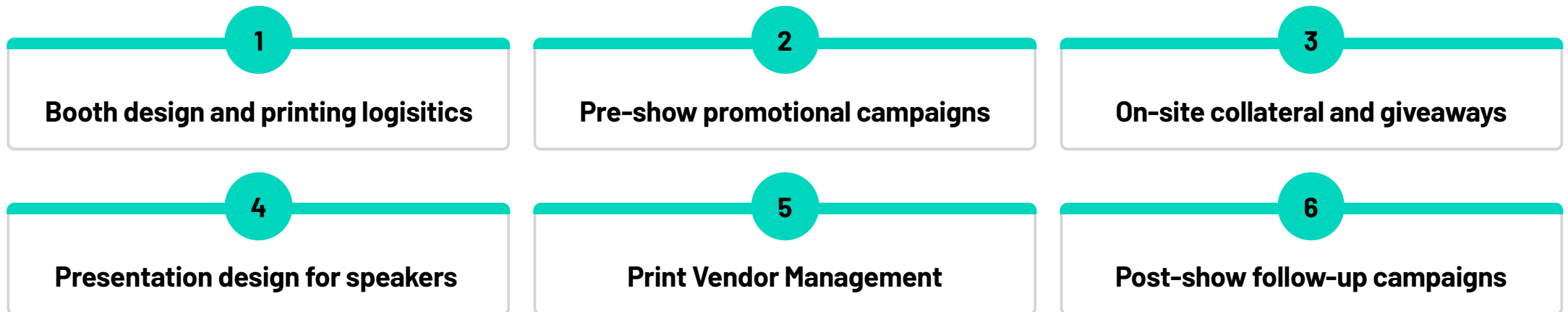
Technical capabilities at a glance

EVENT MARKETING

Commanding Presence at Every Industry Event

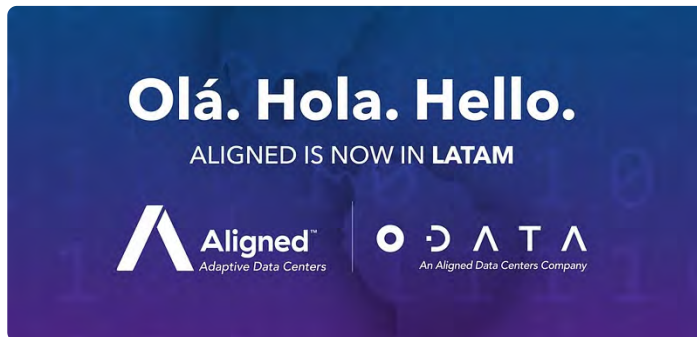
In the data center world, industry events are where deals start. We ensured Aligned owned the room at every major conference with booth designs, collateral, and promotional campaigns that made them impossible to miss.

What We Did:



THE WORK

A Team of 12 Experts. Over 7,500 Projects Completed.



Portfolio samples shown are from publicly available materials including websites, events, and published marketing content. Springbot maintains strict confidentiality and does not share proprietary work created for Aligned Data Centers.

sdfcs

3D MOTION GRAPHICS

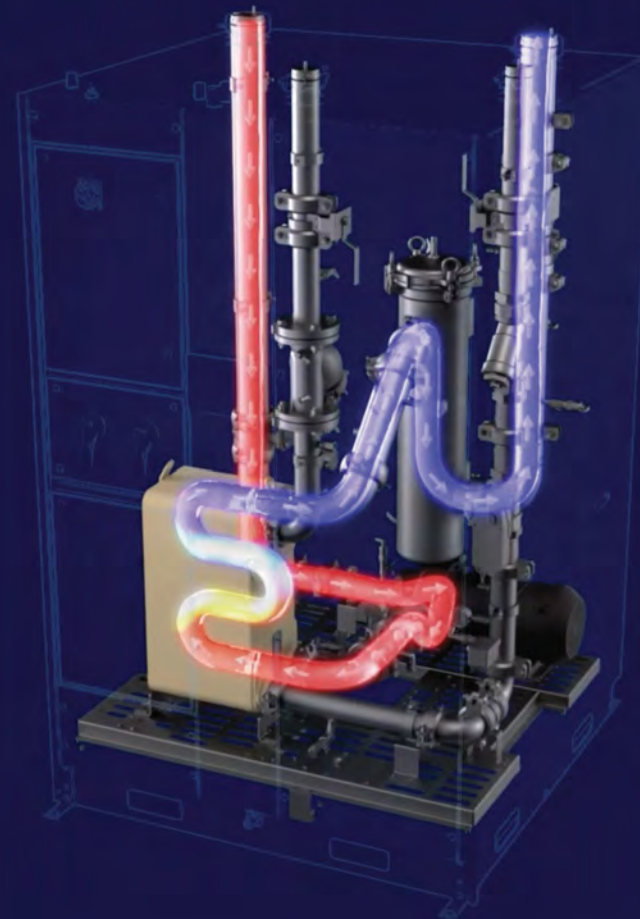
We produced facility flyovers, cutaway animations showing Delta Flow in action, and social media videos that helped prospects understand why Aligned's approach delivered superior PUE and operational efficiency. These assets are a cornerstone of their enterprise sales process.



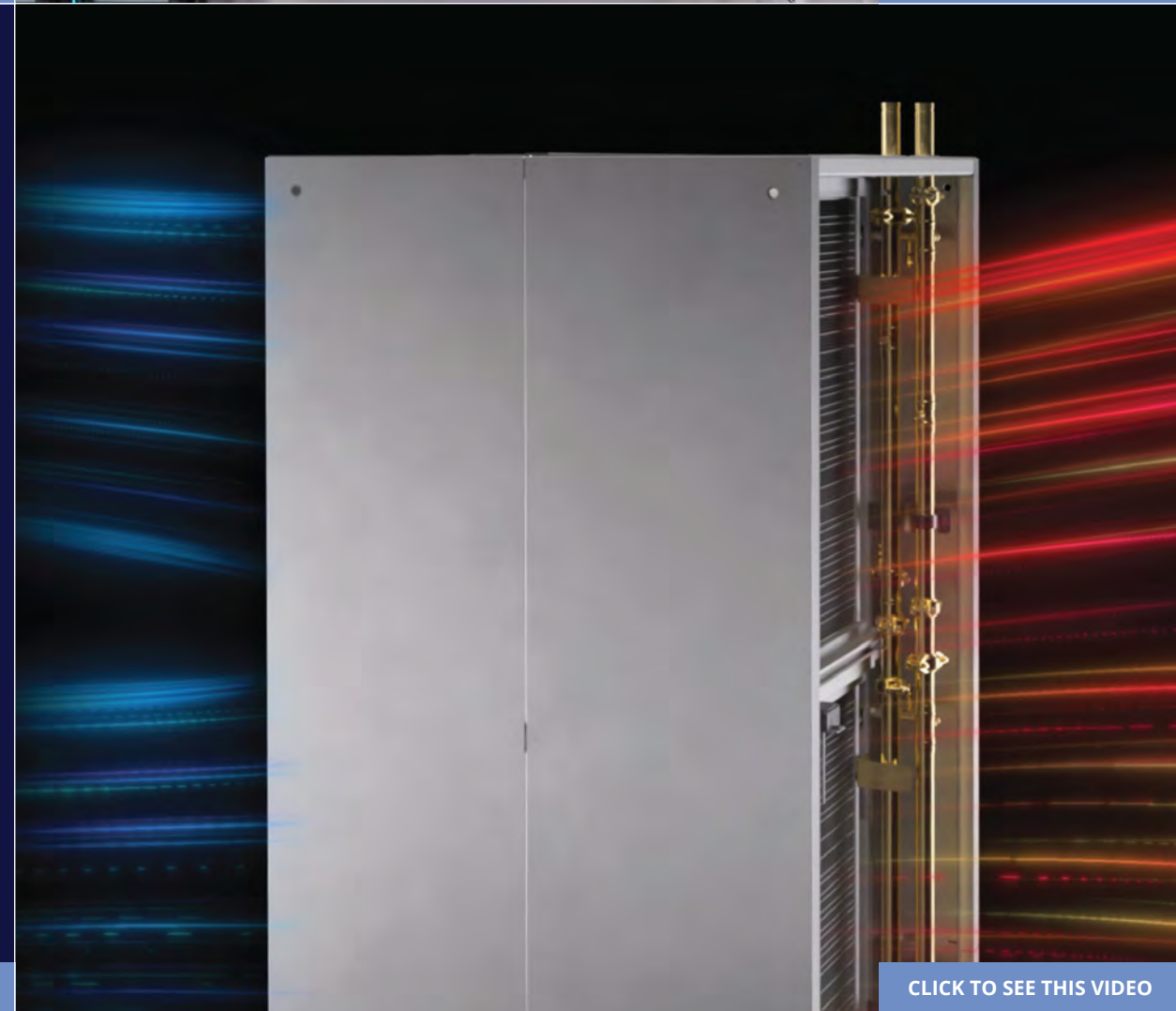
[CLICK TO SEE THIS VIDEO](#)



[CLICK TO SEE THIS VIDEO](#)



[CLICK TO SEE THIS VIDEO](#)



[CLICK TO SEE THIS VIDEO](#)

PRINT AND DIGITAL ADS

We developed and managed print and digital advertising campaigns for Aligned. Ads ran in relevant industry publications and on trade websites frequented by data center buyers. The approach was straightforward: maintain visibility, reinforce brand positioning, and keep Aligned in consideration during enterprise sales cycles.



Aligned Adaptive Data Centers

Aligned Data Centers is proud to support

CATTLE BARON'S BALL

POWERING WHAT'S NEXT,
PROTECTING WHAT MATTERS

aligneddc.com



Aligned Adaptive Data Centers

Positioning Dallas
at the Forefront of AI.

Aligned is building the data centers that power the future of AI and Cloud.

aligneddc.com



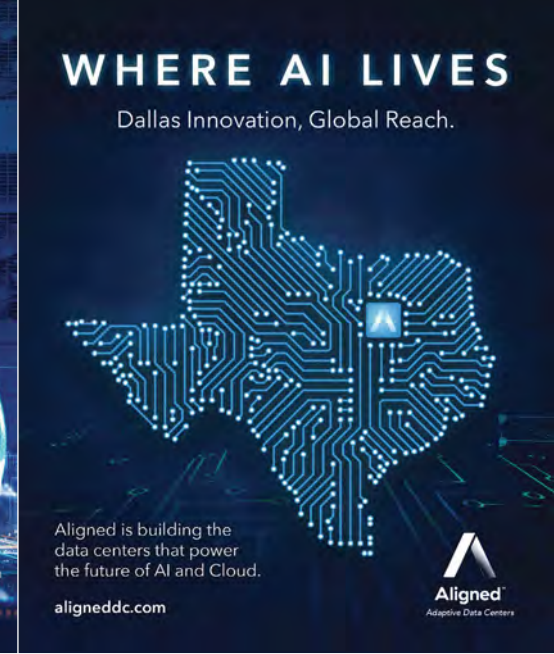
Aligned Adaptive Data Centers

Powering the Future
of AI in Dallas.

Aligned is building the data centers that power the future of AI and Cloud.

Dallas Innovation, Global Reach.

aligneddc.com



WHERE AI LIVES

Dallas Innovation, Global Reach.

Aligned is building the data centers that power the future of AI and Cloud.

aligneddc.com

Aligned Adaptive Data Centers



DELTAFlow™

READY FOR WHAT'S NEXT

LIQUID-READY DATA CENTERS |
TURNKEY & CUSTOMIZABLE COOLING SOLUTIONS

Aligned Adaptive Data Centers

LEARN WHAT'S NEXT

aligneddc.com



FROM ROOTS TO RESULTS:
ALIGNED'S EARTH DAY PLEDGE

Aligned plants roots for lasting change, committing to a greener future.

5YR
Restoration Initiative

250K
Planted Trees

CREATING ORCHARDS
To Feed Local Communities

Aligned is teaming up with **One Tree Planted** to plant 250,000 trees over the next 5 years, restoring forests near our data centers. But that's not all...

We're also partnering with the **Fruit Tree Planting Foundation** to create orchards in other Aligned markets! These trees aren't just green—they'll feed local communities with fresh fruit.

Aligned ONETREEPLANTED THE FRUIT TREE PLANTING FOUNDATION



EXPAND ON DEMAND

SPEED IS THE NEW SCALE

Aligned's Delta™ cooling technology combines flexibility and resilience of operational scale, providing a sustainable, and a resilient cooling solution to address the real time needs of your business.

Aligned DELTA

www.alignedenergy.com



DULLES DAY

PLANE PULL

Benefiting the
Special Olympics
of Virginia

**Saturday
Sept 17, 2022
00:00 AM**

Location:
Dulles International Airport
1 Saarinen Cir, Dulles, VA 20166

Want to help?
Support us by making a donation to our team or an individual member. The process is fast, easy, and secure.

Aligned Cares



**Powering What's Next,
Protecting What Matters.**

Aligned delivers more than megawatts: advancing technology and strengthening communities across the Americas.

MOORE THAN

MA MEGAWATTS

HOSPITALITY
PHILANTHROPY
INNOVATION
SUSTAINABILITY
STRATEGY

Aligned Adaptive Data Centers

learn more at aligneddc.com



75% of the earth is covered in water.

Let's keep it that way.

Aligned Energy

Aligned Energy is proud to support the United Nations Sustainable Development Goals (SDGs) by providing clean, reliable, and sustainable energy solutions.

Aligned Energy

40%
Infrastructure

85%
Water

80%
Power

alignedenergy.com



Aligned Adaptive Data Centers

Aligned Adaptive Modular Infrastructure
Enabling Rapid AI & Cloud Expansion

DEPLOY
ONCE.
ADAPT
ENDLESSLY.

Next Generation
LIQUID COOLING

LIQUID TO THE MAX

LIQUID TO THE TANK

aligneddc.com

Learn More

aligneddc.com



DULLES DAY

PLANE PULL

Benefiting the
Special Olympics
of Virginia

**Saturday
Sept 17, 2022
00:00 AM**

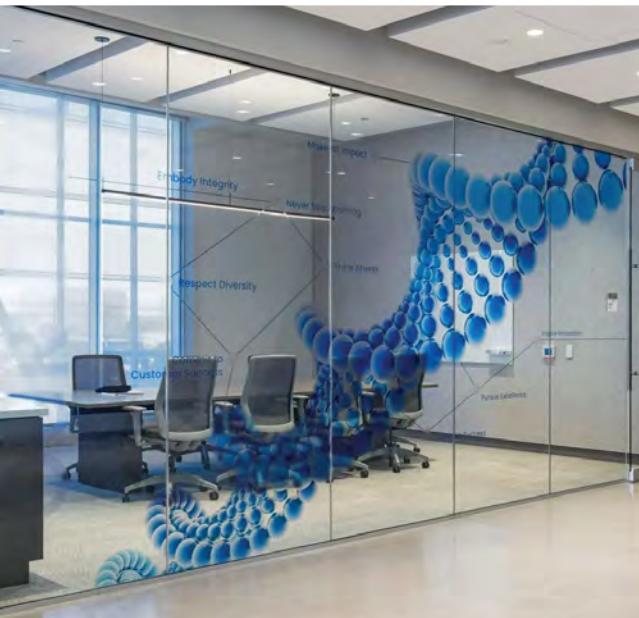
Location:
Dulles International Airport
1 Saarinen Cir, Dulles, VA 20166

Want to help?
Support us by making a donation to our team or an individual member. The process is fast, easy, and secure.

Aligned Cares

ENVIRONMENTAL DESIGN

We created branded interiors for all 50 facilities—wayfinding systems, conference room branding, data hall graphics featuring Delta Flow technology, and lobby installations. When Fortune 500 prospects toured the facilities, these physical touchpoints reinforced Aligned’s brand and attention to detail.



FACILITY COMMUNICATIONS

Signage was everywhere across Aligned's facilities—wayfinding systems, safety signs, event graphics, promotional posters, lobby displays, and temporary installations for grand openings and client events. We designed and produced everything needed to keep facilities functional, safe, and on-brand at all times.

Committed to Transform

Our culture of Disruptive Innovation extends to every aspect of planning, design, construction, and operation.

INNOVATE

DISRUPT

REPEAT

INNOVATION

FINANCE

DESIGN

OPERATIONS

CONSTRUCTION

DIVERSITY AND INCLUSION

LEADERSHIP

TECHNOLOGY

INFORMATION

DIVERSITY & INCLUSION

DISRUPTIVE INNOVATION

SWEET Treats

Aligned
Adaptive Data Centers

Help yourself to a treat from our freezers and have a nice day!

GET READY FOR All Hands!

June 10 | 1:00 - 2:30 PM

Aligned
Adaptive Data Centers

DATA

We're spreading the love this Valentine's Day!

In appreciation of your continued support, we will be offering a sweet treat in our lobby. Stop by anytime on February 14 for a small token of our thanks!

Aligned
Adaptive Data Centers

Pack Kits, Give Hope!

October 23 at 10:00 AM

DFW-02 Data Center 1st Floor

Join us on October 23 at 10:00 AM to pack HOPE kits that will be filled with thoughtful items for patients.

HOPE Kits are a tangible expression of hope, providing comfort & encouragement for patients undergoing breast cancer treatment.

NATIONAL BREAST CANCER FOUNDATION, INC.

Aligned Cares

ADVANCED COOLING LAB

AIR. LIQUID. INNOVATION.

NEXT GENERATION LIQUID COOLING

LIQUID TO THE MAX

Big Ideas, Bigger Scale.

5,000+ MW FUTURE CAPACITY

Aligned
Adaptive Data Centers

DATA

QScale

Learn More

ADVANCED COOLING LAB

THANK YOU

Aligned
Adaptive Data Centers

Aligned Growth Journey

2013 - 2018

2013: ALIGNED ENERGY LAUNCHED

2015: DFW MEGA CAMPUS LAUNCHED

2017: 1ST PHX MEGA CAMPUS LAUNCHED

2018: 1ST SLC MEGA CAMPUS LAUNCHED

CHAMPIONS BY DESIGN

Aligned
Adaptive Data Centers

AlignedAccess

Cloud Connectivity Made Easy

Aligned offers more flexible, scalable, secure and cost-effective connections to the cloud where and when you need them through Aligned Access.

Aligned Access Solutions

- Aligned Cloud Access
- Aligned Transport Access
- Aligned DDI Access
- Aligned Content Access

Strategic Data Center Locations

Aligned Access

Containing the heat to unleash your business potential.

PARTNERSHIP

Aligned Energy + Tate

VSM

Velocity. Scalability. Adaptability. Sustainability.

Aligned Energy
alignedenergy.com

INNOVATION STATION

Aligned
Adaptive Data Centers

THE ADAPTIVE ARCADE

Powered by Aligned
Adaptive Data Centers

CTRL CENTER

Aligned
Adaptive Data Centers

Aligned PRESENTS THE DELTA Lounge

ARCADE

POKER

PING PONG

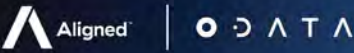
FOOSBALL

AIR HOCKEY

...AND MORE!

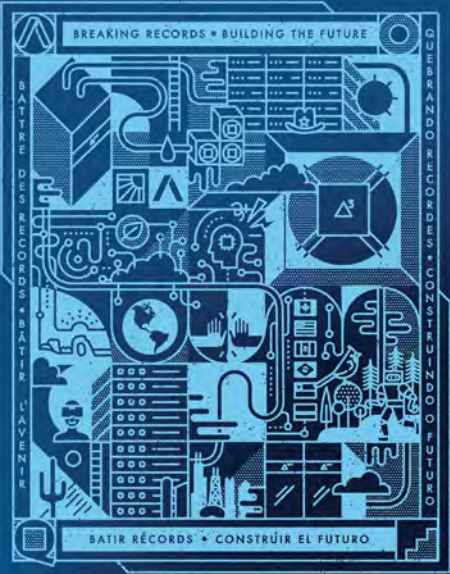
EVENT GRAPHICS

Event marketing kept Aligned visible and engaged with clients, prospects, and employees. We created materials for milestone celebrations, client entertainment events, sponsorships, and internal engagement activities. We made sure every event had creative that matched the vibe and reinforced Aligned's brand presence.



BREAKING RECORDS,
BUILDING THE FUTURE

- September 17, 2024
- 2:00 PM (Central Time)
- Pizza and Beer
- All Aligned Data Center Locations



ALIGNED GOES
TROPICAL

PTC'25 - Telecom Conference
Honolulu, Hawaii

January 2025



FUEL YOUR
INNOVATION



When the Stars Aligned



The Best
In The West

JOIN US
for An Evening With
8-21-23 | 7:00 PM

JOHN LEGEND

RESERVE MY SEAT

Chateau Ste Michelle Amphitheatre | **VIP Cabana**
14111 NE 145th Street | Woodinville, WA 98072
Gates open two hours before show

CATCH US IF YOU CAN!

SAVE THE DATE
Formula 1 Pirelli United States Grand Prix 2024
OCTOBER 18-24, 2024

The much-anticipated Formula 1 entertainment lineup includes headliners, Sting and Eminem. On Friday, October 18th, Sting will take to the Germania Insurance Super Stage followed by Eminem on Saturday, October 19th. Additional entertainment programming will be announced closer to the event in October.

WHERE:
Paddock Club
Perry's Steakhouse on Friday Night

EXTRA ACTIVITIES:
2 Airbnbs close to the event and a luxury shuttle van

ACCOMMODATIONS:
2 Airbnb's close to the event and a luxury shuttle van

FOR MORE INFORMATION, VISIT THE WEBSITE:
<https://tickets.f1americas.com/>
event/f1/rickets/

CIRCUIT OF THE AMERICAS

SMKO Aligned Adaptive Data Centers 2025

SADDLE UP

WELCOME

Aligned Adaptive Data Centers

Spa Day & Lunch At Hôtel Belle Plage – Cannes

DATE:
Tuesday, June 3

TIME:
1:00 PM – 4:00 PM

LOCATION:
Spa Villa Belle Plage Cannes
9 Rue Jean Daffus
06400 Cannes, France

REGISTRATION LINK:
<https://marketing.aligneddc.com/>

Aligned drybar

Aligned Drybar Blowout Party

Back by popular demand, the third annual Aligned Drybar Blowout is coming back to PTC25. Come kick back and relax, enjoy cocktails and conversation, and listen to a live music performance by our DJ while we give you the ultimate blowout. It's the perfect way to unwind before heading out for the evening.

TIME:
Tuesday, January 19, 2025
2:00 PM – 5:00 PM (Hawaii Standard Time)

LOCATION:
Drybar Walk-In at International Market Place
2330 Kalia Ave., Honolulu, HI 96815

Enjoy light snacks and some bubbly.
Dry shirt only. Only 35 – 45 minutes for us to cut, wash, blow or straighten your hair! And come in with clean, dry hair.

CRACKING
THE CODE



Aligned Adaptive Data Centers | **Seafair75**

SCAVENGER HUNT



Aligned PHX-07 Topping Out
March 27, 2024



D&D SHACK
THANK-YOU

BURGERS ON WHEELS + KONA ICE OF UTAH VALLEY
THANK-YOU

JOIN US WE MARCH 13T

ORD-01 DATA CENTER PARKING LOT:
11:30 AM – 1:30 PM

SLC-01 DATA CENTER PARKING LOT:
11:30 AM – 1:30 PM

MARCH 28TH, BURGERS ON WHEELS AND KONA ICE OF UTAH VALLEY

THANKS FOR YOUR TRUST AND SUPPORT. HOPE TO SEE YOU THERE!

GRAND OPENINGS

We created marketing for grand openings worldwide. Each facility launch received invitations, digital promotion, on-site event branding and VIP amenities. Every opening was a chance to showcase Aligned's growth and attract new enterprise clients, and we made sure each one felt like a milestone worth celebrating.



YOU'RE INVITED

CMH-02 GROUNDBREAKING CEREMONY & LUNCH

Tuesday, September 30, 2025

11:30 AM - 1:30 PM EST

47201 County Rd 273
Conesville, OH 43811

REGISTER NOW



YOU'RE INVITED

NEO-01 GROUNDBREAKING CEREMONY & LUNCH

Wednesday, May 8th, 2024

11:30 AM - 1:30 PM EST

2509 Hayes Ave,
Sandusky, Ohio 44870

REGISTER NOW



Innovation Takes Root

DFW-02

APRIL 23, 2024

Aligned Sustainability



Join Us for the Grand Opening
of DFW-02 and Team Celebration

Innovation Takes Root

DRINKS AND APPETIZERS

Tuesday, April 23, 2024

4:30 PM - 6:30 PM (Central Time)

DFW-02
2800 Summit Avenue
Plano, TX 75054

REGISTER NOW



Moving at MEGA Scale

CHICAGO ORD-01 LAUNCH CHICAGO ORD-02 GROUNDBREAKING

APRIL 2022

BAUMANN CONSULTING
GENSLER
GEWALT HAMILTON ASSOCIATES, INC.
J.T. MAGEN & COMPANY INC.
KW MISSION CRITICAL ENGINEERING
PEOPLES ASSOCIATES STRUCTURAL ENGINEERS
SHEEHAN NAGLE HARTRAY ARCHITECTS
TLD DESIGN CONSULTING LLC



Building the
Future in Frederick

264 MW
Campus
75
Acres

1.7 MM
GSFT
1+GW
Utility power access



ALIGNED'S IAD-04 DATA CENTER

72 MW
Building
450,000
GSFT

Scan the
QR code
for more
information.



GROUNDBREAKING. AND BREAKING GROUND.

ORD-03
MAY 14, 2024



DFW-02

Innovation Takes Root



YOU'RE INVITED

DFW-03 GROUNDBREAKING CEREMONY & LUNCH

Monday, September 30, 2024

11:00 AM - 1:00 PM CST

DFW-03
3801 Britton Rd.
Mansfield, TX 76063

REGISTER NOW



Project Miramar Groundbreaking

October 30, 2019



LOGO IDENTITY

Logos helped organize and communicate Aligned's expanding offerings and initiatives. We designed marks for product lines like Delta Flow, sustainability, and campaign-specific branding. Each logo served a strategic purpose—whether it was differentiating a product, rallying employees, or showcasing values to customers.



DIGITAL MEDIA

We designed social media banners, website graphics, email headers, display ads and landing pages that kept Aligned looking professional and consistent across the web. Prospects researching data center solutions encountered same polished brand whether they landed on LinkedIn, or an industry publication.

LA FUERZA DEL

1+1=3

Celebrando un año de integración y éxito

JUNIO 2024

Aligned
Adaptive Data Centers

DATA
An Aligned Data Centers Company

Olá. Hola. Hello.

ALIGNED IS NOW IN LATAM

Aligned
Adaptive Data Centers

DATA
An Aligned Data Centers Company

MORE THAN SPACE.
MORE THAN POWER.

MW MEGAWATTS

INNOVATION
PHILANTHROPY
SUSTAINABILITY
UNREASONABLE HOSPITALITY
STRATEGY & DEVELOPMENT

LEARN MORE

Aligned Adaptive Modular Infrastructure
Enabling Rapid AI & Cloud Expansion

FLEXIBLE.
SCALABLE.
FUTURE-PROOF.

CONTACT US >

ENABLING RAPID AI & CLOUD EXPANSION

FLEXIBLE.
SCALABLE.
FUTURE-PROOF.

Contact Us

Aligned Adaptive Modular Infrastructure
Enabling Rapid AI & Cloud Expansion

Aligned Adaptive Modular Infrastructure
Enabling Rapid AI & Cloud Expansion

FLEXIBLE.
SCALABLE.
FUTURE-PROOF.

CONTACT US >

Aligned Adaptive Data Centers

Aligned Culture

Passion, Engineered Through Innovation

Success Never Stop Learning Think Ahead
Embody Integrity Celebrate Success
Respect Diversity
Pursue Excellence
Make An Impact Inspire Innovation
Commit To Customer Success

Learn More

READY. SET. SCALE.

Cool 300 kW / rack and beyond

DELTAFlow~

Next-Generation Liquid Cooling

PANEL

Andrew Schaap, CEO

“ Communications Infrastructure strategic and investment perspectives ”

Aligned
Adaptive Data Centers

JANUARY 18, 2022
2:00 PM Local Time
Center Stage: TAPA 2&3

HAPPY

Holidays

FROM THE ALIGNED ENERGY TEAM

Aligned Energy

BUILD-TO-SUIT: CUSTOM DATA CENTERS

Delivered to Your Requirements at Speed & Scale, on Schedule

Aligned
Adaptive Data Centers

WATCH THE VIDEO >>

HAPPY

4TH OF JULY

INDEPENDENCE DAY

Aligned
Adaptive Data Centers

connectors 2022 GENERATION AWARDS

JOANNA SOUCY
SVP, BRAND STRATEGY
2022 NEXT GENERATION AWARD WINNER

Aligned
Adaptive Data Centers

SLC01

Smoke-A-Billy Bar-B-Q

JUNE 10TH
HAPPY 1ST ANNIVERSARY!

SLC01
3333 W 9000 S, West Jordan
11:00 AM - 1:00 PM

Aligned
Adaptive Data Centers

DATA
An Aligned Data Centers Company

The Power of 1+1=3. Celebrating a Year of Integration and Success

INFOGRAPHICS

We made complex data center concepts easy to understand. Power efficiency comparisons, sustainability, infrastructure capabilities, stats, and technology differentiators—all translated into visuals that sales teams could use in presentations and marketing could post online. Technical info became shareable content.

AlignedAccess™ Cloud Connectivity Made Easy



1.145 trillion MB of data is created every single day.

Source: DDMG

As the number of devices and applications continues to grow, organizations require a secure, high-performance and cost-effective way to manage their data and content.

Enter the Cloud

200+ zettabytes of data will be in cloud storage around the globe by 2025.

Source: TechJury

70%

of the globe's GDP will have undergone digitization by 2022.

Source: TechJury

Azure

Google Cloud Platform

amazon web services

IBM Cloud



Why Dallas-Fort Worth?

Q1 2021 MARKET OVERVIEW



#1 in U.S.
for Total Job Growth

126,900 Jobs Added
Year-Over-Year Q1 2021



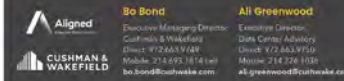
DFW 6.1%
Unemployment Rate

(BEANS & 2% NATIONAL AVERAGE)



SOURCE: Dallas Regional Chamber of Commerce

SOURCE: MHI, Inc.



SOURCE: Dallas Regional Chamber of Commerce

SOURCE: MHI, Inc.

Aligned's Advantage

The Closed Loop System

Heat Exchange at the Cooler / Chiller of Filters

Delta's Cooling Technology, which is Based on an Efficient Coil Design Uses Only Air to Function



Each cycle generates about 2 Truckloads of filters

Each time these filters are cycled out, diesel trucks emit carbon during the shipping process, and the filters end their lifecycle at the landfill.

During Construction

Cycle #1 Filters

After Commissioning

Cycle #2 Filters

Changing of Filters Every 6 Months

as part of maintaining and operating a Data Center

Cycle #3 Filters

Aligned's Advantage

Lithium vs VRLA batteries

With VRLA you have at least 3 Battery Replacements in 15 years versus 0 with Aligned.

This means more operational risk for your Operations teams.

For most data centers each 16MW site has roughly **80** Battery Cabinets (VRLA)



VRLA batteries **1 of the Top 5** OpEx-intensive maintenance items

3,200 Batteries that have to be manufactured and must be replaced every 4 years versus 15-20 with lithium ion

VRLA batteries must be properly Disposed of and Recycled

Each is about 160 lbs. VRLA batteries must be properly disposed of and recycled. That's a significant cost and transport investment when it comes to fuel.

Delivering and removing VRLA Batteries

is a huge investment when it comes to carbon due to diesel trucks, they have to be moved from the factory to the integrator, then to the data center.



Aligned Data Centers are Strategically Located

Strategically located in regions with robust fiber infrastructure and fast internet connectivity speeds, our facilities offer neutral connectivity to a robust network of top-tier clouds, carriers and telecommunications providers by way of multiple diverse Meet-Me-Rooms without monthly interconnection fees. Customer can deploy the speeds, solutions and connections they need.



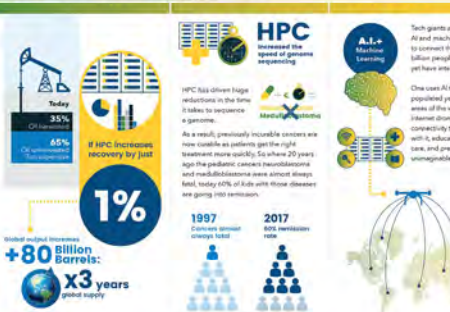
2019 Aligned Access
info@alignedenergy.com
1.833.4.AUGMENT

Getting Power to Do More



Why densities are increasing

In the last five years alone, the amount of compute load an individual server handles has increased exponentially. Advancements in chipset technologies for both CPUs and GPUs are pushing compute densities upward. Modern IT server architectures such as SSI, hyper-converged infrastructure, rack-scale design and multiple other forms of high performance computing are rapidly becoming mainstream.



Customer Journey

Onboarding Experience
Achieving Excellence Through Customer Success

INITIAL ENGAGEMENT

- Signed Lease Agreement
- Welcome Letter

INTERNAL KICKOFF MEETING

- Sales team shares customer knowledge to service teams

CUSTOMER KICKOFF & ONBOARDING MEETING

- Team introductions and begin onboarding process
- Review Implementation Process, Schedule Portal Training, Go Live Expectations

CUSTOMER IMPLEMENTATION MEETING

- Solutions Implementation provides initial milestone schedule and schedules weekly client meetings

CUSTOMER PORTAL TRAINING

- Customer Portal Training
- Security Access Setup

COMMENCEMENT

- Hosts final turnover meeting with client project team once all contractual requirements are completed to turn over the space. AE walks the leased spaces with the client to identify any punchlist items.

PRINT COLLATERAL

We created print materials for every need. Data sheets gave sales teams credibility in meetings. Brochures and event programs supported trade shows and grand openings. Holiday cards, wine labels, and custom gifts kept client relationships warm. Every printed piece was designed to make an impression



Green Securitized Notes

Allocation and Impact Report

aligneddc.com

SPEC SHEET

Phoenix, AZ
Data Center
PHX-01A | PHX-01B | PHX-01C

2500 W Union Hills Drive
Phoenix, AZ 85027
+1.833.425.4463

Overview

Phoenix presents an ideal location for data centers. When you combine a superior climate with low threats from natural disasters, and add highly competitive power cost plus a very attractive 20-year sales tax exemption, you get ranked one of the top U.S. data center destinations. Aligned builds on top of these great attributes, with adaptive, efficient data centers that run on low-water to no-water and save up to 80% energy.

55
BUILDING ACRES

550,000
SQUARE FEET

180
MEGAWATTS

Building Specifications

- Renovated in 2016
- Campus is 55 Acres
- 550,000 sq. ft. building at full build
- 300,000 sq. ft. data hall at full build
- Private, dedicated data center suites
- Concrete slab-on-grade and structured steel
- Three interconnected multi-tenant buildings
- ASCE7 occupancy category IV, data hall FM-120 and office FM-90 roof lift ratings
- Wind importance factor of 1.15
- Three bays with delivery platform and equipment trap
- Dedicated office space for rent
- Shared conference rooms and drop-in office pods
- 24x7x365 accessibility
- Industry-leading PUE

Aligned Adaptive Data Centers

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BROCHURE

Your High-Density GPUs' New Best Friends.

DELTA 3

DELTA 3

DELTA 3

NEXT GENERATION LIQUID COOLING

LIQUID TO THE MAX

LIQUID TO THE TANK

ADVANCED COOLING LAB

Aligned Adaptive Data Centers

Aligned Adaptive Data Centers

Banking on Cost Savings, Raising Density 3X, While Maintaining 2N Reliability

CASE STUDY

EXECUTIVE SUMMARY

One of the largest financial institutions in the world

A multinational banking and financial services holding company. It is one of the largest banks in the United States, and the fifth largest company in the world.

CHALLENGE

Doing more with less

This banking institution needed to decrease both operating expenses and capital expenses, while boosting energy efficiency. They also wanted to increase density so they could consolidate their IT infrastructure from three floors to one, freeing up valuable real estate.

SOLUTION

Aligned's patented cooling technology responsive to fluctuating IT demands

Speed. Efficiency. Zero downtime. Aligned's patented cooling technology was deployed and integrated within the bank's existing live data center environment. The heat removal system was deployed in two phases: a Phase I greenfield deployment with stand-alone dedicated fluid coolers, and a Phase II retrofit deployment utilizing existing chilled water systems. From contract execution to commissioning completion, the systems were deployed in 14 weeks and had zero impact on existing bank operations.

"The Aligned cooling system is a true 2N design that has provided us with a 1.04 mPUE and no downtime. The flexible load capacities have permitted us to load 2 to 10 kW, in the same row, without any impact or disruption to the surrounding IT equipment."

Ken K. / VP, Global Real Estate Critical Systems

Aligned Energy

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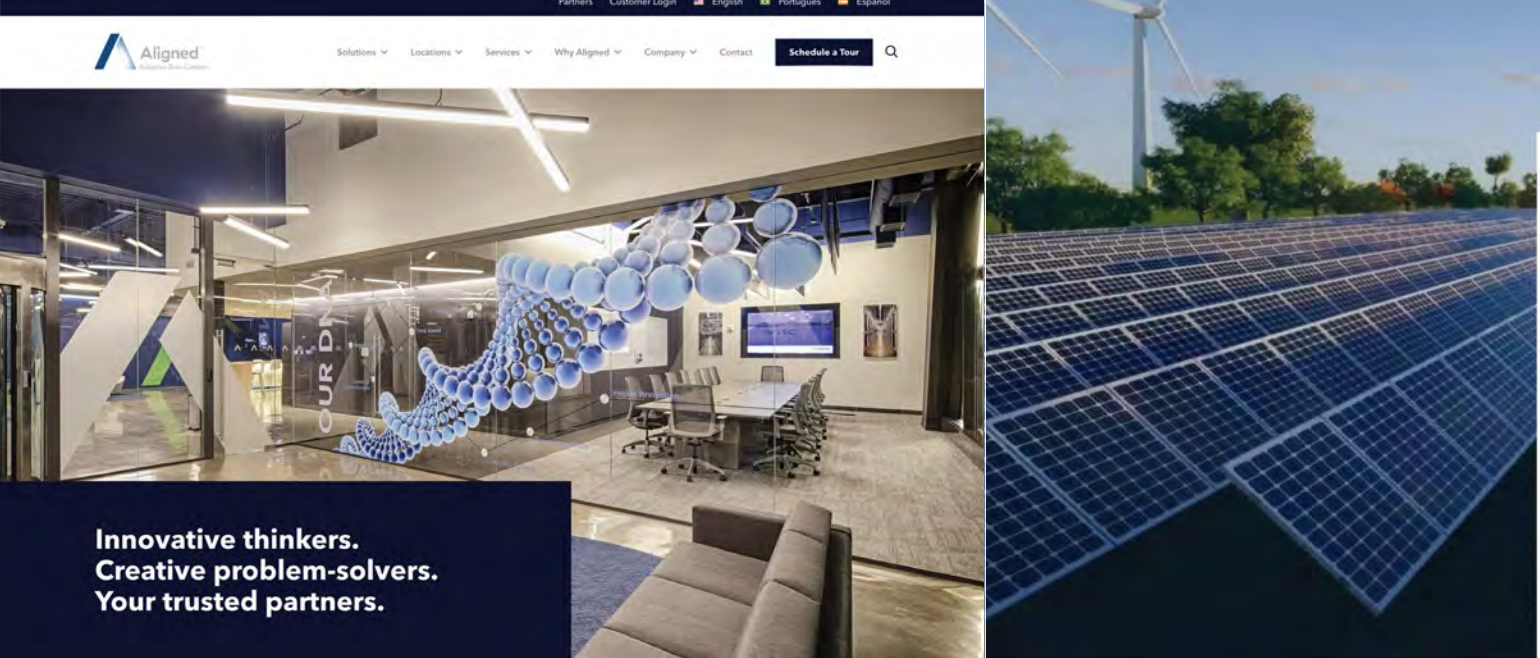
BRANDED SWAG

We created branded merchandise client gifts, and employee engagement. Mugs, tumblers, socks, sneakers, t-shirts and bags, all designed to reinforce the Aligned brand while being useful enough that people actually kept them. From clever coffee mugs to limited-edition footwear, every item was on-brand and memorable.



WEB DESIGN & MAINTENANCE

We built Aligned's website from the ground up and managed it for eight years. Design, development, hosting, security, and ongoing updates—all handled by our team. As Aligned grew from one facility to 50, we designed new pages, updated content, added locations, and kept the site secure and running smoothly.

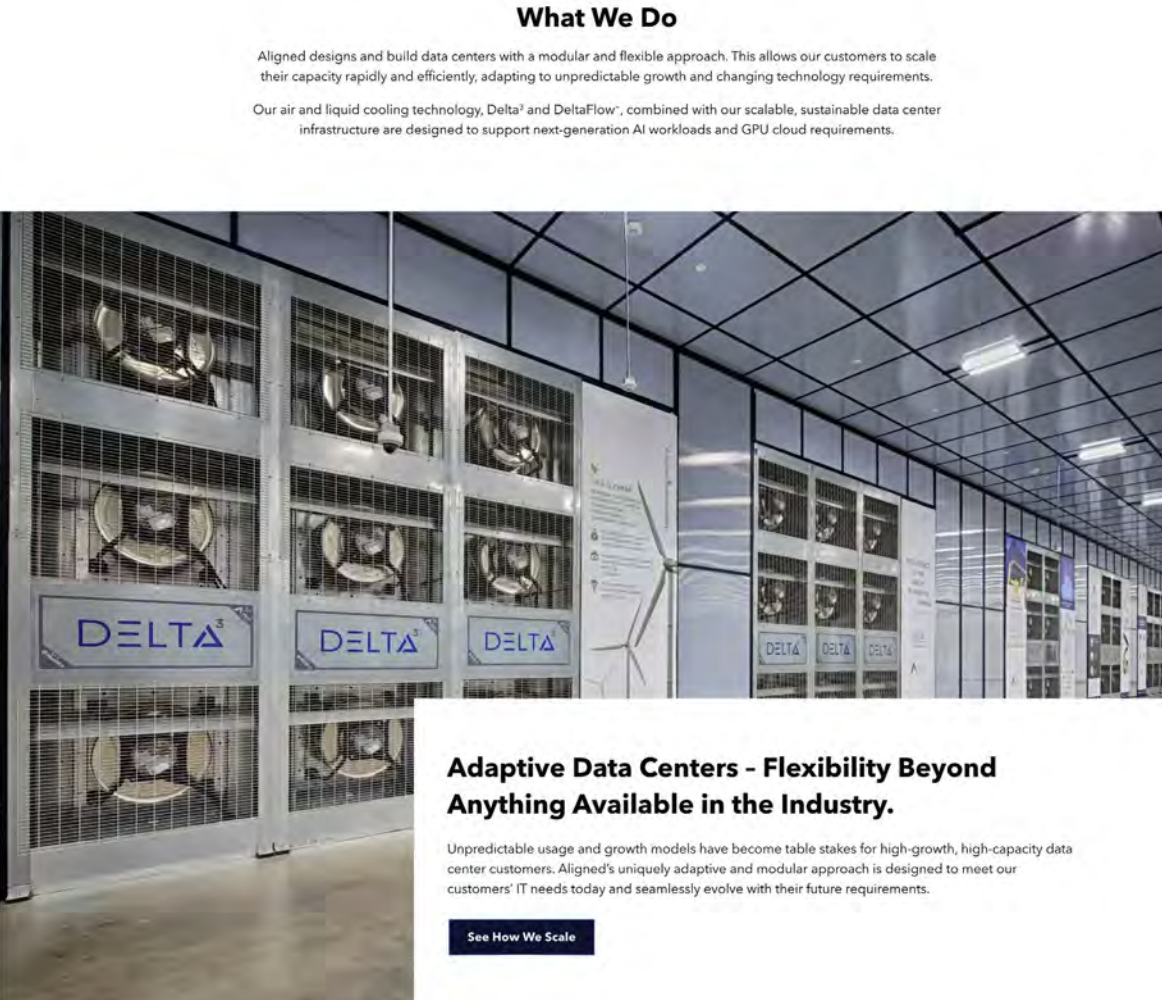
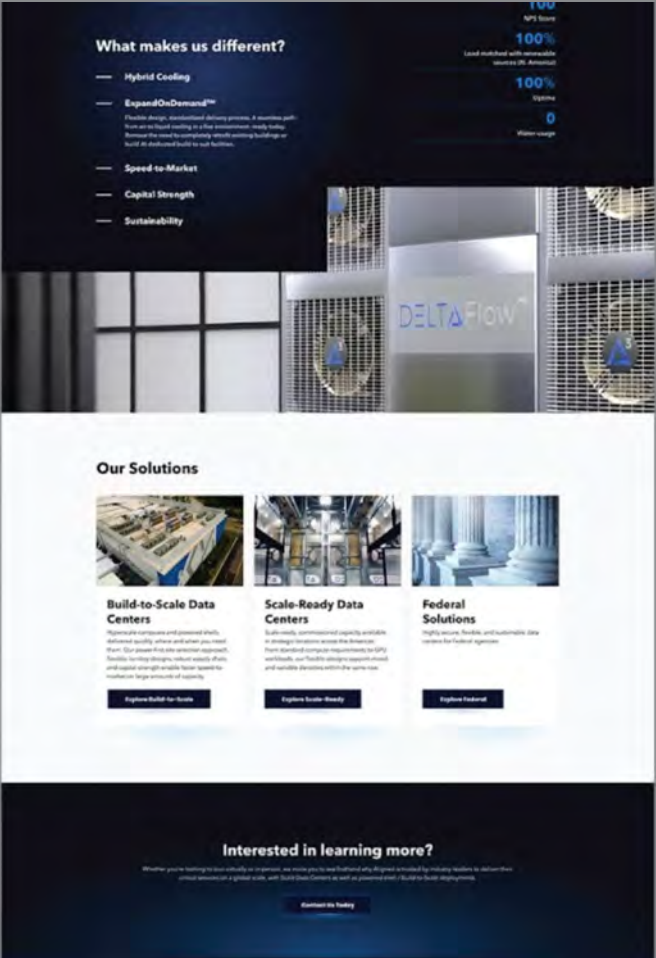
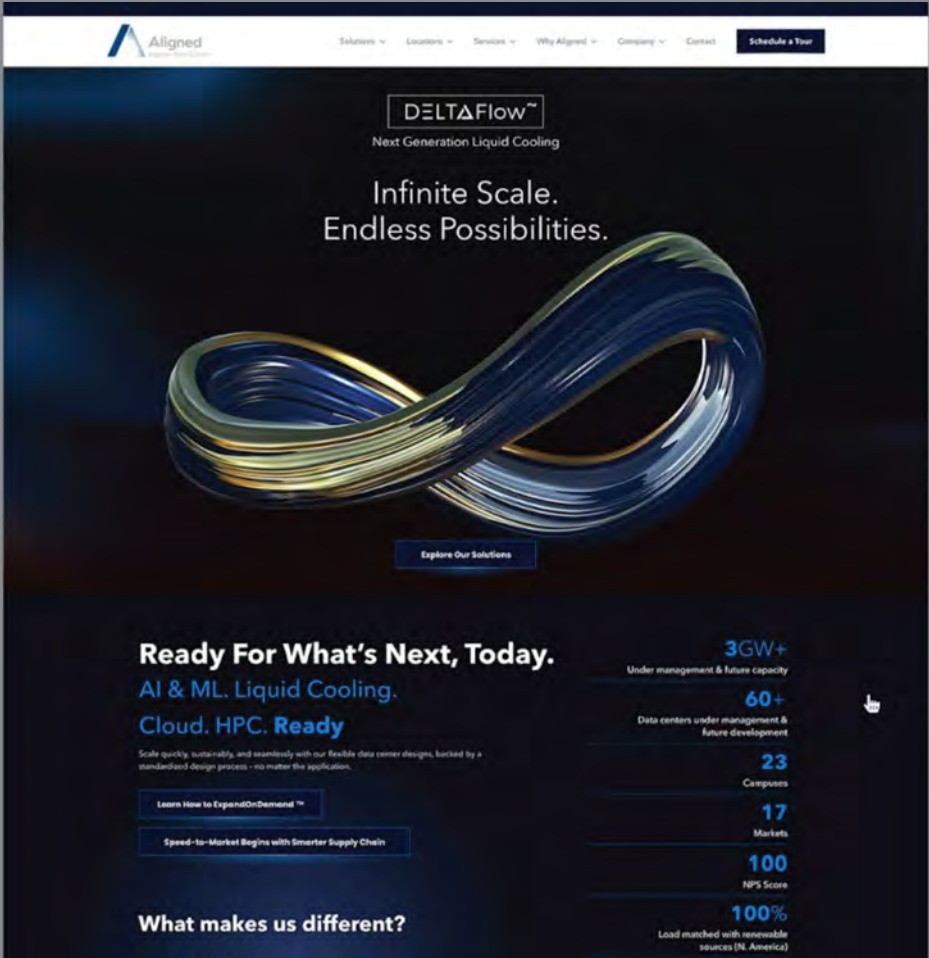


Innovative thinkers.
Creative problem-solvers.
Your trusted partners.

We are committed to designing and building the most energy efficient and sustainable data centers in the business

Among sophisticated hyperscale and enterprise companies, environmental stewardship is now a corporate mandate. While no one organization can solve the world's sustainability challenges, Aligned's adaptive data center platform reduces environmental impact while lowering the total cost of ownership for customers. By any business algorithm, this is a win-win.

Discover Our Sustainability Strategy



SPRINGBOT IS ...

The Undisputed Marketing Authority in Data Center Infrastructure

Supporting \$55 Billion in Combined Acquisitions

One marketing agency. Proven playbook. Twelve years of data center expertise.

"Springbot has been a growth partner with Aligned Data Centers for more than eight years and has helped us build a powerful brand with coherent assets and effective messaging. Their creativity, responsiveness and flexibility has contributed to our culture of innovation and the rapid scaling of our business. We depend on them as a vital extension of our internal team".

Joanna Soucy / EVP / Aligned Data Centers

YOUR TURN

**Ready to Write Your
Next Chapter?**

WANT TO TALK?

Let's Discuss Your Growth Strategy

Whether you're positioning for acquisition, expanding capacity, or establishing market leadership—we're here to help.

Schedule a consultation to see how we can apply the Springbot Playbook to your data center.

Marc Pickren

CEO & Founder

mpickren@springbot.com

(469) 556-6152

