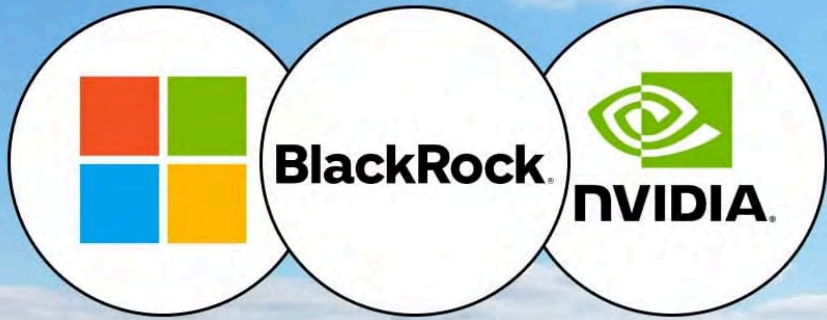




The \$40 Billion Case Study

**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 SPRINGBOLT 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

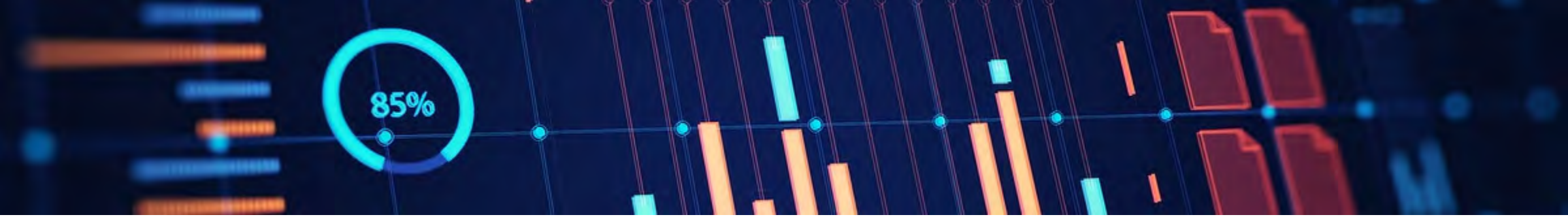


No unified sales enablement



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

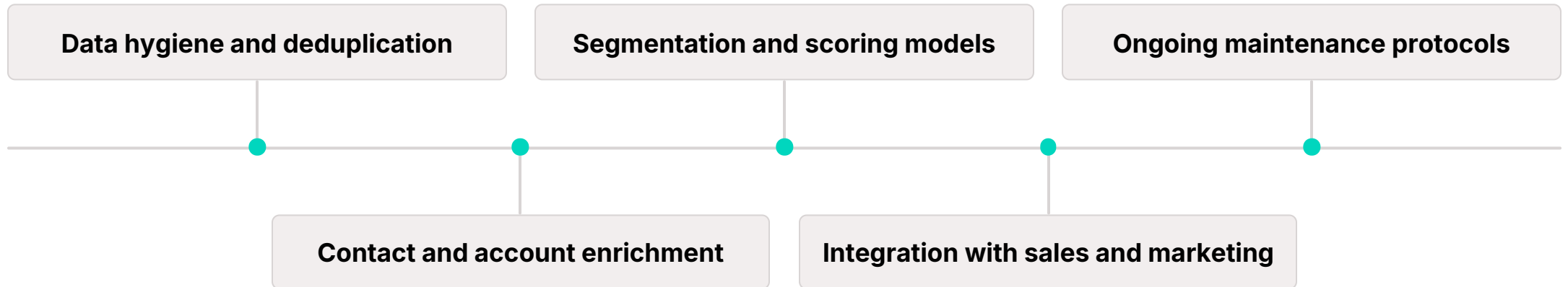
Impact: Data-driven decision making at every level

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

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

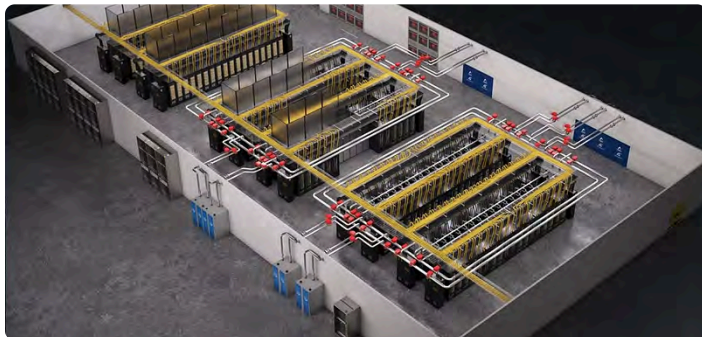
Sub-brand development (Delta Flow, product lines)

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”.

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. Springbolt maintains strict confidentiality and does not share proprietary work created for Aligned Data Centers.

sdfrs

3D MOTION GRAPHICS

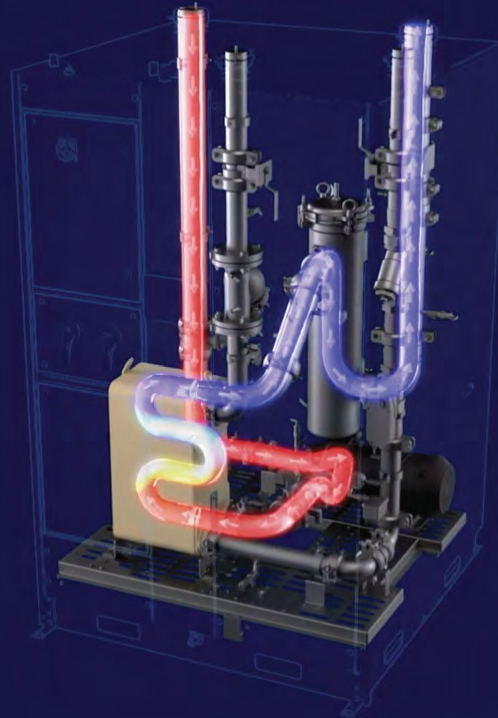
We produced facility flyovers, cutaway animations showing Delta Flow in action, and social media videos that helped prospects understand why Aligned's approach delivered superior PUE and operational efficiency. These assets are a cornerstone of their enterprise sales process.



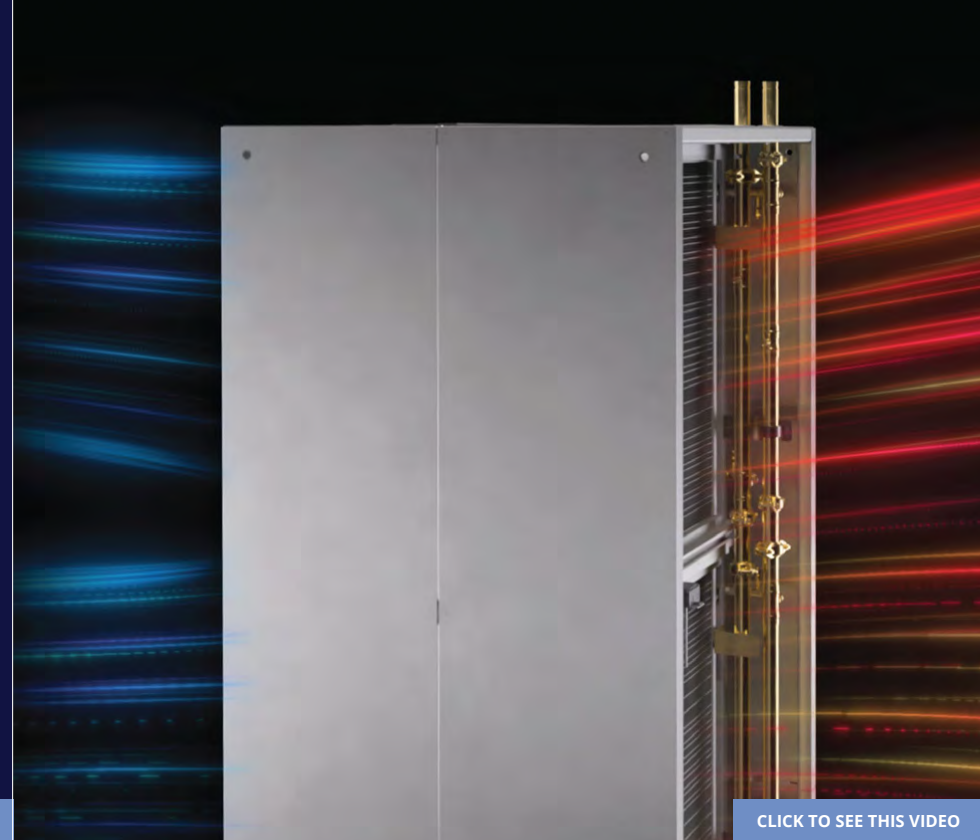
[CLICK TO SEE THIS VIDEO](#)



[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

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 ONE TREE PLANTED FRUIT TREE PLANTING FOUNDATION

EXPAND OR DEMAND

SPEED IS THE NEW SCALE

Aligned Delta™ cooling technology... Reducing and removing all power and cooling... It utilizes the most advanced... of AI and Cloud.

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.

**MORE THAN
MI
MEGAWATTS**

HOSPITALITY
PHILANTHROPY
INNOVATION
SUSTAINABILITY
STRATEGY

Aligned Adaptive Data Centers

Learn more at aligneddc.com

75% of the depth is covered in water

LET'S RISE A LITTLE WAY

Aligned Adaptive Data Centers

alignedenergy.com

Aligned Adaptive Data Centers

Aligned Adaptive Modular Infrastructure
Cooling, Rapid AI & Cloud Expansion

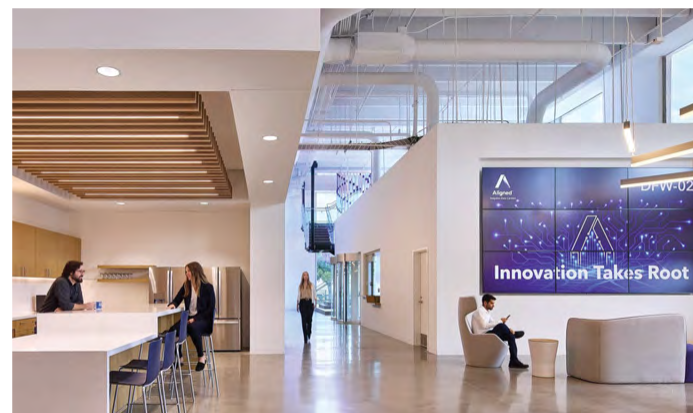
DEPLOY
ONCE.
ADAPT
ENDLESSLY.

Learn More

aligneddc.com

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.



SWEET Treats



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



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!



Pack Kits, Give Hope!

October 23 at 10:00 AM

DFW-02 Data Center 1st Floor

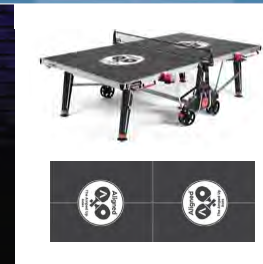
Join us on October 23 at 10:00 AM to pack HOPE kits that will be filled with thoughtful items for patients.

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



Big Ideas, Bigger Scale.

5,000+ MW
FUTURE CAPACITY



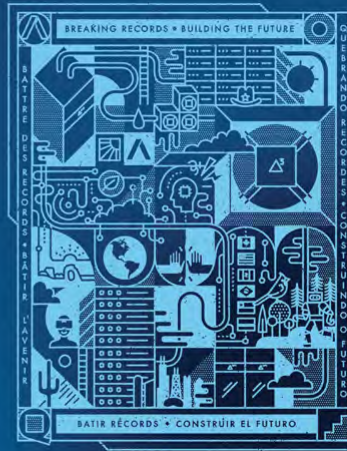
EVENT GRAPHICS

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



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, Sing and Emment. On Friday, October 18th, Sing will take to the Germania Insurance Super Stage followed by Emment on Saturday, October 19th. Additional entertainment programming will be announced closer to the event in October.



WHERE:
RADBOCK CLUB
EXTRA ACTIVITIES:
Perry's Steakhouse on Friday Night

ACCOMMODATIONS:
2 Airbnb's close to the event and a luxury shuttle van
FOR MORE INFORMATION,
VISIT THE WEBSITE:
<https://circuitsofamerica.com/event/11/pirelli>



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 Dorian
06400 Cannes, France
REGISTRATION LINK:
<https://marketing.aligned.com/>



drybar

Registration Link: <https://event.aligned.com/2025>

Aligned Drybar Blowout Party

Send for popular demand, the third annual Aligned Drybar Blowout is coming back to PTC25. Come get your hair and nails done, enjoy complimentary refreshments, and celebrate a few more milestones by our Co while we give you the ultimate blowout. It's the perfect way to unwind before heading out for the evening.

DATE:
Sunday, January 19, 2025
2:00 PM – 5:00 PM (Pawel Standard Time)
LOCATION:
Drybar - Wicks at International Market Place
3300 Kalia Ave, Honolulu, HI 96815
Price: Light snacks and some bubbly
Dry bar only! Only 20-30 minutes for each hair, nails, mani, pedicure, and a complimentary spa treatment with blow dry.



CRACKING THE CODE



SCAVENGER HUNT

JOIN US
for An Evening With
8-9-23 | 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



Aligned PHX-07 Topping Out March 27, 2024



JOIN US WE
MARCH 13T

ORD-01 DATA CENTER PARKING LOT:
11:30 AM – 1:00 PM

THANKS FOR YOUR
HOPE TO SEE YOU T



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



Aligned | 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

75
Acres

1.7 MM
GSF

1+GW
Utility power access



ALIGNED'S IAD-04 DATA CENTER

72 MW

Building

450,000
GSF

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



Turner

KW

SIRCO

CORGAN

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



MORE THAN SPACE. MORE THAN POWER.

MORE THAN MEGAWATTS

INNOVATION
UNREASONABLE HOSPITALITY
PHILANTHROPY
STRATEGY & DEVELOPMENT
SUSTAINABILITY

Aligned Adaptive Modular Infrastructure
Enabling Rapid AI & Cloud Expansion

FLEXIBLE. SCALABLE. FUTURE-PROOF.
CONTACT US >



ENABLING RAPID AI & CLOUD EXPANSION

FLEXIBLE. SCALABLE. FUTURE-PROOF.

Aligned Adaptive Modular Infrastructure
Enabling Rapid AI & Cloud Expansion

CONTACT US



Aligned Adaptive Modular Infrastructure
Enabling Rapid AI & Cloud Expansion

FLEXIBLE. SCALABLE. FUTURE-PROOF.

CONTACT US >



Aligned Adaptive Modular Infrastructure
Enabling Rapid AI & Cloud Expansion

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”

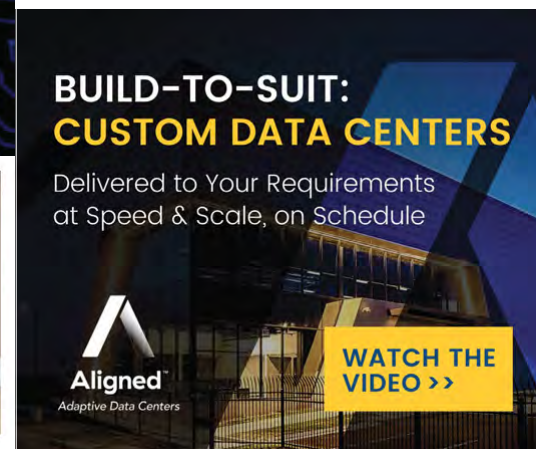
Aligned Adaptive Data Centers

JANUARY 18, 2022
2:00 PM Local Time
Center Stage: TAPA 28.3



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



connecture 2022 GENERATION AWARDS

JOANNA SOUCY
SVP, BRAND STRATEGY
2022 NEXT GENERATION AWARD WINNER

SLC01
Smoke-A-Billy Bar-B-Q

JUNE 10TH, HAPPY 1ST ANNIVERSARY!

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

Aligned DATA

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 per day

1.145 trillion MB of data is created every single day.

Source: IDC



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

THINK INTELLIGENTLY

EMBODY INTEGRITY

ACT BOLDLY

RESPECT DIVERSITY

OUR VALUES

PURSUE EXCELLENCE

CELEBRATE SUCCESS

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

Source: U.S. BUREAU OF ECONOMIC ANALYSIS



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



2 Truckloads of filters

Each time these filters are cycled out, diesel trucks emit carbon during the shipping process, and the filters and 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)



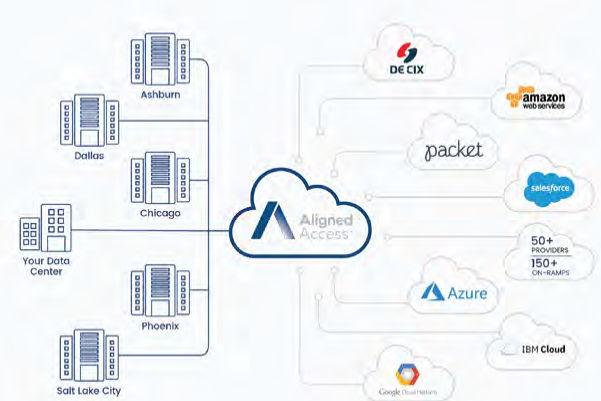
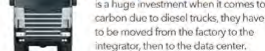
VRLA batteries 1 of the Top 5 OpEx-intensive maintenance items

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. 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 robust connectivity to a robust network of top-tier cloud, carrier and telecommunications providers by way of multiple diverse fiber paths. Our facilities are located in the heart of the country's fastest growing markets.

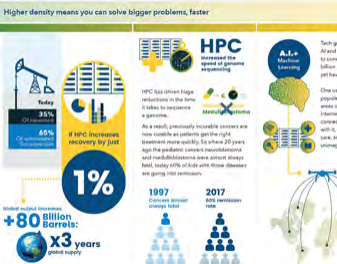


Getting Power to Do More



Why densities are increasing
In the last five years alone, the amount of compute load on individual server hardware has increased exponentially. Advancements in chipset technologies for both CPUs and GPUs are pushing compute densities upward. Modern IT server architectures such as SaaS, hyperconverged infrastructure, web-scale design and multiple other forms of high-performance computing are rapidly increasing server densities.

Higher density means you can solve bigger problems, faster



Customer Journey

Onboarding Experience
Achieving Excellence Through Customer Success



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

© 2022 ALIGNED DATA CENTERS



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.

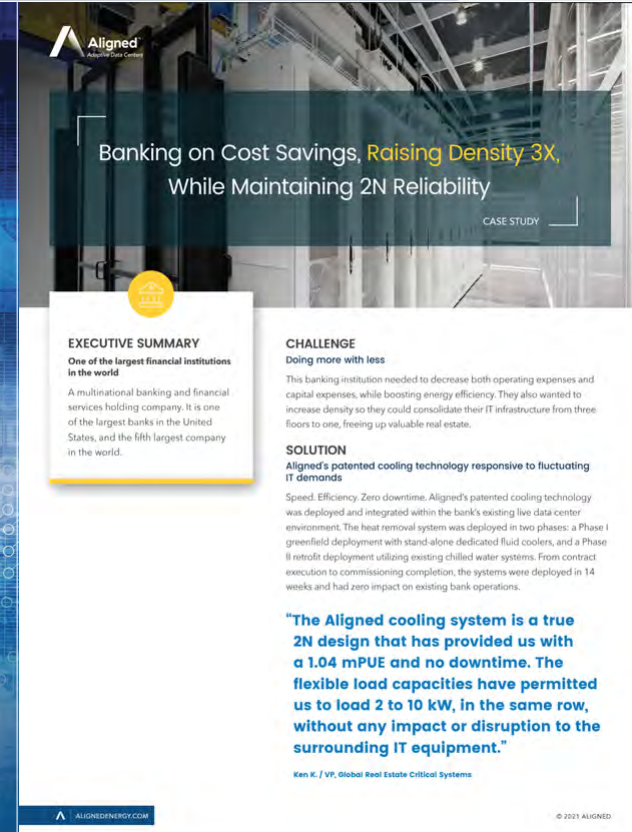
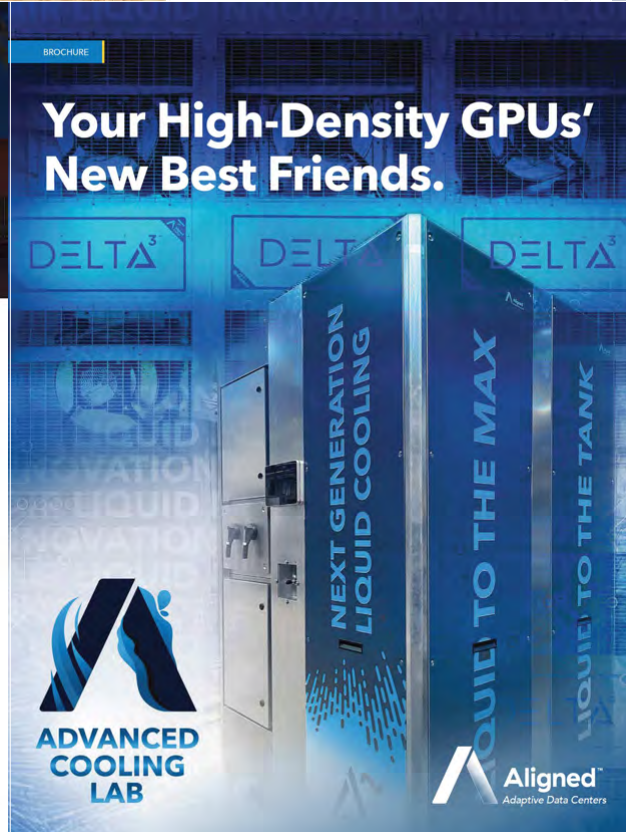


Building Specifications

- 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 I/II 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 and drop-in office pods
- 24x7x365 accessibility
- Industry-leading PUE

ALIGNEDDC.COM

© 2022 ALIGNED



© 2021 ALIGNED

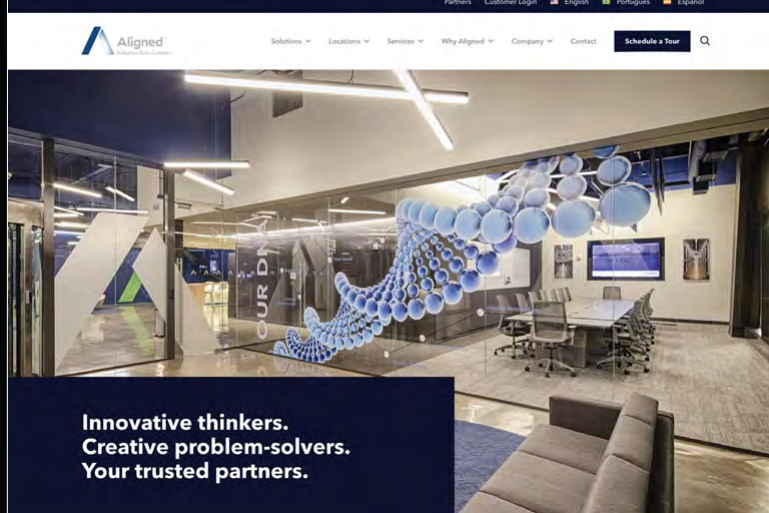
BRANDED SWAG

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

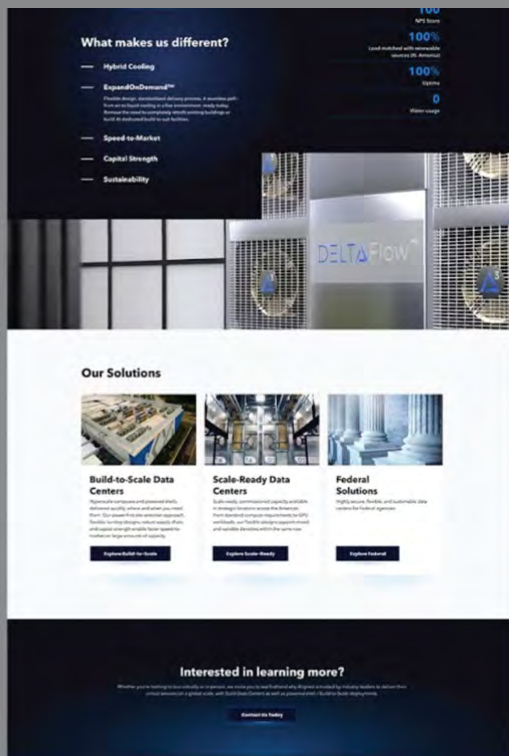
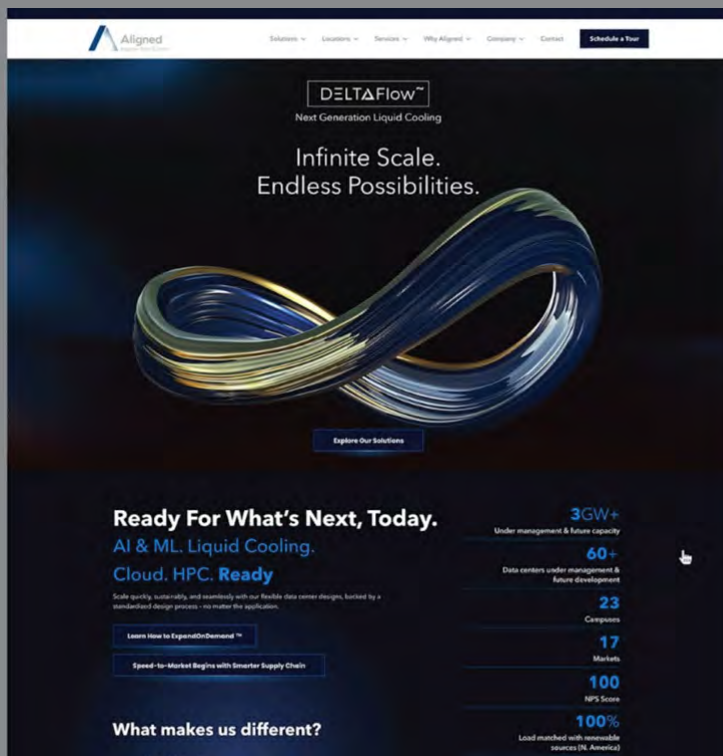
We built Aligned's website from the ground up and managed it for eight years. Design, development, hosting, security, and ongoing updates—all handled by our team. As Aligned grew from one facility to 50, we designed new pages, updated content, added locations, and kept the site secure and running smoothly.



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.

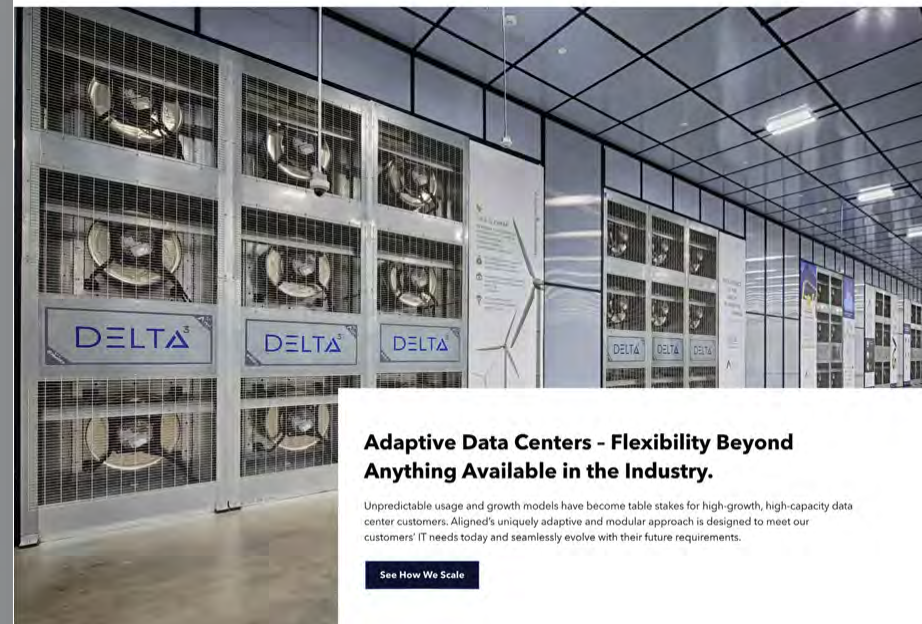
[Discover Our Sustainability Strategy](#)



What We Do

Aligned designs and build data centers with a modular and flexible approach. This allows our customers to scale their capacity rapidly and efficiently, adapting to unpredictable growth and changing technology requirements.

Our air and liquid cooling technology, Delta³ and DeltaFlow[™], combined with our scalable, sustainable data center infrastructure are designed to support next-generation AI workloads and GPU cloud requirements.



Adaptive Data Centers - Flexibility Beyond Anything Available in the Industry.

Unpredictable usage and growth models have become table stakes for high-growth, high-capacity data center customers. Aligned's uniquely adaptive and modular approach is designed to meet our customers' IT needs today and seamlessly evolve with their future requirements.

[See How We Scale](#)

"Springbolt 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

Visit Our Website: [Springboltgroup.com](https://springboltgroup.com)

