

# 2023 Momentum Report

ACCELERATING IMPACT  
THROUGH STRATEGIC  
GROWTH, INNOVATION,  
AND LEADERSHIP



“ Our journey at Flexential is a shared narrative of resilience, transformation, and growth, setting the stage for a future where possibilities are limitless.”

In 2024, Flexential is poised for significant achievements, while last year marked a period of strategic growth and innovation, setting the stage for a future rich with opportunity.

Our efforts focused on expanding data centers, introducing innovative interconnection solutions, and consolidating our cloud platforms. These initiatives highlight our commitment to supporting our customers’ IT journeys and our drive for operational excellence.

We’ve also transformed internally, enhancing our workplace and community involvement and launching leadership programs to foster a culture of engagement and unity. This transformation has not only improved our operational efficiency but also our organizational culture.

Financially, 2023 exceeded our expectations with a record-breaking performance that lays a strong foundation for sustainable growth. Our strategic financing has allowed significant investments in our infrastructure, ensuring we remain leaders in the evolving data center industry.

As we look to the future, our focus lies on expanding upon the foundation we’ve built to tackle the challenges and seize the opportunities AI and new technologies bring. Our network is optimized for the demands of next-gen AI, ensuring superior data management, efficiency, and performance. The early 2024 introduction of Flexential Fabric, integrated with the FlexAnywhere™ Platform, signifies a leap forward in providing scalable network solutions for enterprise businesses.

Additionally, our commitment to sustainability is demonstrated through our newest data center designs and the release of our first Environmental, Social, and Governance (ESG) Report, highlighting our dedication to responsible progress.

Our partnerships with industry leaders symbolize our ability to deliver efficient, sustainable data center solutions, reinforcing our position as an essential technology enabler. As we move into 2024, we invite you to join us in this journey of innovation and growth.

Together, we’re not just adapting to change; we’re leading it, shaping the future with expansion, innovation, sustainability, and excellence.

Onward and upward!

Chris Downie, CEO, Flexential

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# A strategic, integrated approach

The FlexAnywhere™ Platform offers colocation, interconnection, cloud services, data protection, and professional services to support your hybrid IT journey, with a national data center footprint comprising 41 data centers, 19 markets, and a scalable 100 Gbps national network backbone.

A highly connected ecosystem powered to achieve your infrastructure goals

## Standardized and built for scale

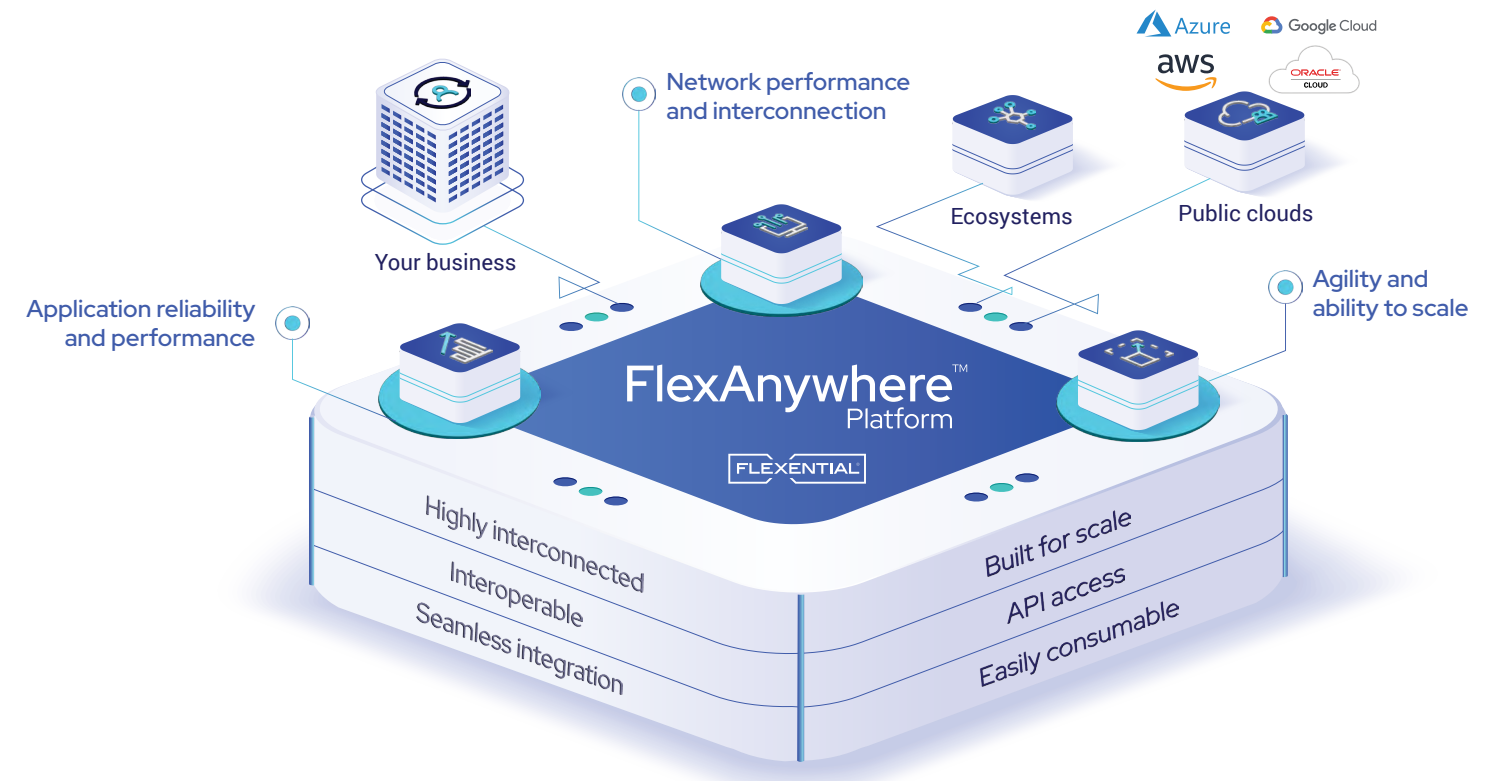
The agility and ability to scale in any direction with colocation, cloud, and connectivity options

## Interoperable and complementary

Improved performance, reliability, and agility with 3rd-party service and API integration

## Aligning costs and growth

Spend only on what you need with commercial flexibility and shift costs as business needs change



“ In an era demanding technological agility and scalability, the FlexAnywhere Platform is a beacon of innovation for IT leaders. At Flexential, we’re redefining business operations for the future, not just responding to it. It is about more than infrastructure; it’s the future of hybrid IT—intelligent, interconnected, and essential. Our promise: to deliver a solution that not only meets today’s needs but foresees and conquers tomorrow’s challenges.”

**Ryan Mallory**, COO, Flexential

# The year in numbers



**875+**  
Employees

**200+**  
New customers

**15%**  
Revenue  
increase

**28%**  
EBITDA  
increase

**82**  
Data Center Net  
Promoter Score\*

**93**  
Customer  
Effort Score\*\*

**+50 MW**  
New data center  
capacity\*\*\*

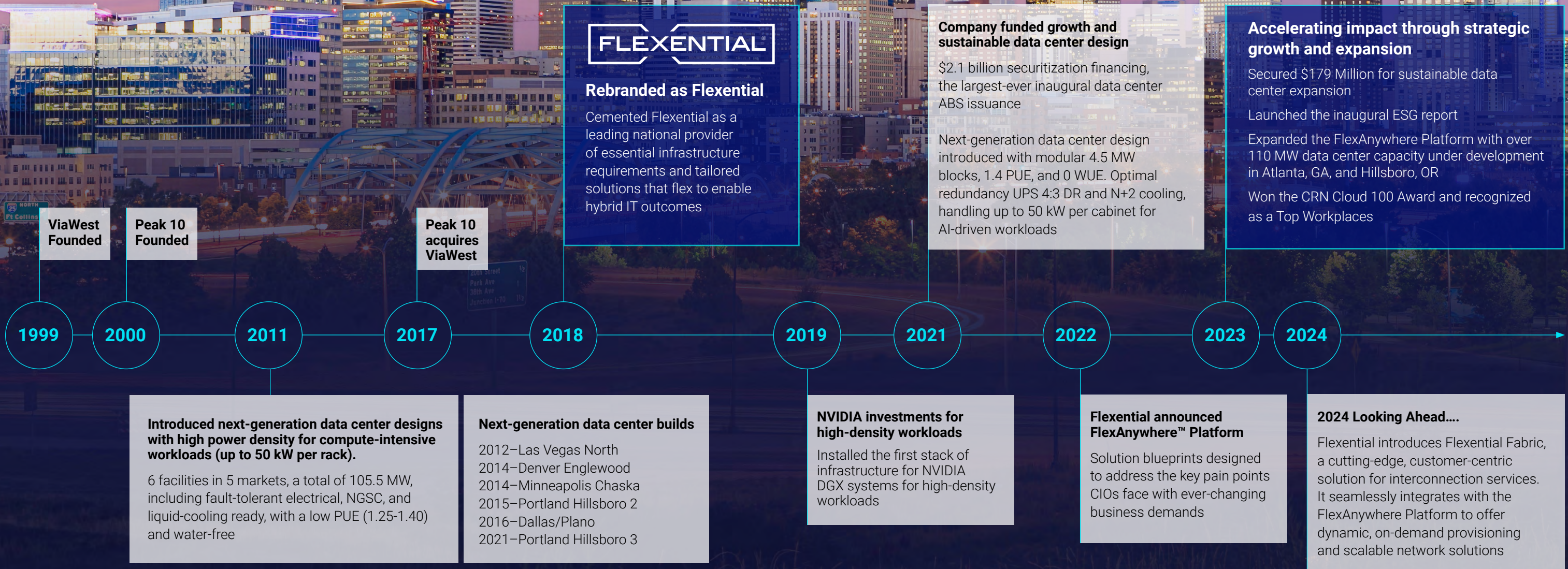
\*Represents the NPS for Flexential Colocation Services

\*\*Customer Effort Score (CES) is a customer experience metric that measures how easy it is for a customer to do business with a company.

\*\*\*Portland, Denver, Las Vegas, Atlanta, Tampa, and Dallas



# Major milestones at a glance



# Exceeding customer expectations

## Pioneering AI for data centers

Flexential has been at the forefront of the GPU-centric revolution, preparing for the unique demands of AI applications well ahead of the curve, leveraging years of expertise in traditional colocation and data protection. This strategic planning has enabled the design and construction of high-density data centers tailored for the advanced power, space, and cooling requirements of GPUs, integrating these capabilities with the Flexential consistent commitment to security and reliability.

Our proactive approach, rooted in a history of anticipating and adapting to technological advancements, ensures that Flexential meets and exceeds the evolving needs of AI and machine learning workloads. This reaffirms our position as pioneers in a secure, efficient, and future-ready data center infrastructure.



“Flexential is leading the charge in the GPU-centric revolution, expertly meeting the intense demands of AI-driven workloads. With our strategic foresight, we’ve been building high-density data centers designed for the future, balancing power, cooling, and security requirements. Our proactive approach has placed us ahead of the curve, making Flexential a key partner in driving technology forward. Flexential is the standard for what’s next.”

**Patrick Doherty**, CRO, Flexential

## Brian Venturo, Chief Technology Officer, CoreWeave

“Flexential’s expertise and proven track record of delivering high-density capacity on demand made them the prime pick for us. These new data centers will build on the rapid growth that we’ve seen over the last year, delivering high-wage jobs to the areas while also helping us meet the explosive demand for high-performance cloud infrastructure to power AI workloads.”

## Michael Maniscalco, Chief Technology Officer, Applied Digital

“NVIDIA highly recommended Flexential, and as an NVIDIA DGX-Ready Data Center provider, we have confidence in Flexential’s ability to support the high-density GPU deployments of today’s demanding AI workloads. As we head into the future, data centers that are able to support the high-density demands of HPC clusters will offer the perfect foundation to propel AI and ML applications forward.”

## Adam Rasner, Vice President, Technology Operations, AutoNation

“Flexential was able to achieve for us what few providers could. A high-density DR environment at one of its newest and most innovative data centers.”

## Todd Endicott, Manager of IT Implementations, Priority Ambulance

“We truly are in a business where seconds matter. Any delay in receiving data can impact our ability to get medical assistance to someone in need. Flexential operates reliable data centers across the country that allow us to position our infrastructure close to our customers so we can activate medical teams quickly.”

## Steve Thompson, Vice President of Information Technology, TCW

“Our partnership with Flexential is more than a business transaction; it is a collaborative journey. Flexential doesn’t just provide services; they immerse themselves in understanding our challenges and aspirations.”



# Elevating technology through a culture of belonging

Flexential stands out not just for its cutting-edge solutions but also for its vibrant, people-centric culture. At the core of our ethos is a commitment to attracting, inspiring, developing, and retaining world-class talent—the cornerstone of our industry-leading expertise. Our environment empowers our employees to make a positive impact every day and to grow professionally and personally, fostering a sense of purpose and fulfillment.

We're committed to DEI&B (diversity, equity, inclusion, and belonging), providing the tools and support for every employee to succeed and make a meaningful difference. Collaboration, care, commitment, customer focus, and competition aren't just values; they are the heart of Flexential—they guide us toward technological progress and create a community where everyone can achieve their full potential.

**56%**

**Employee Engagement Index Score**

2023 Flexential Annual Gallup Engagement Survey

**3.4**

**Diversity Inclusion Index Score**

2023 DEI&B Flexential Survey

**#1**

**Collaborative**

How employees describe the Flexential culture



**'GLASSDOOR'**

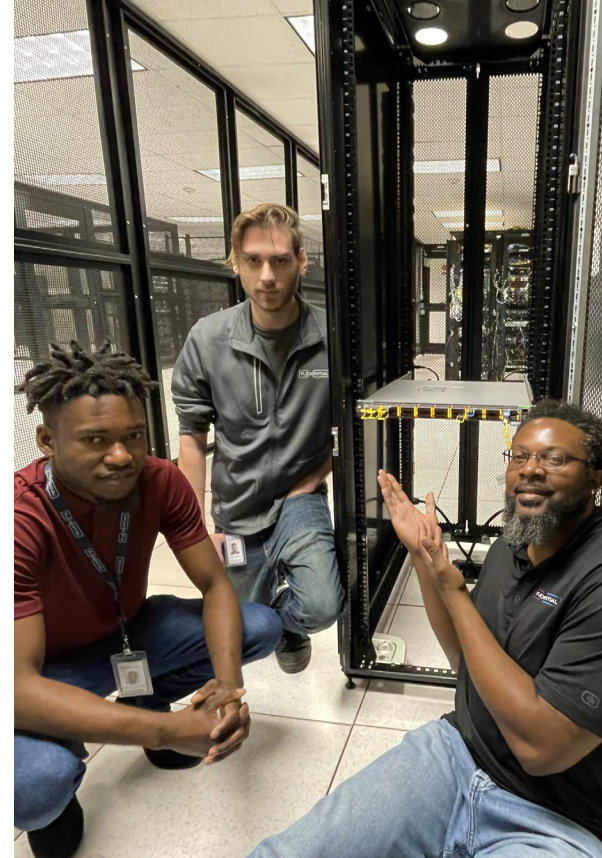
**4.1** ★★★★★

76% would recommend to a friend



“At Flexential, we’re not just building a team; we’re intentionally cultivating a culture that thrives on inclusivity, innovation, and collaboration. We believe each and every person is unique. By valuing diversity of all kinds, we ensure every individual has a voice and is heard. It’s more than just a workplace; it’s a community where you can truly make an impact. This is the essence of Flexential—where every contribution shapes our collective future.”

**Veena Bricker**, Chief People & Culture Officer, Flexential



“In the game of rugby, the play often requires you to pass the ball backward to ultimately move forward. This principle guides how I lead at Flexential, underscoring every decision with the belief that progress is a collaborative effort where each player’s contribution is invaluable. It’s through this lens that we navigate our journey, proving that at the core of innovation and growth, in the end, culture always wins.”

**Chris Downie**, CEO, Flexential



# Making a difference where it counts

Flexential is serious about the impact we have on the environment, our employees, and our communities. By integrating ESG into all aspects and levels of our business, and embracing corporate responsibility, we strive to drive the greatest impact.

Read the ESG Report



## ENVIRONMENTAL

### A sustainable approach to data center services

Sustainability is at the core of how we operate, guiding our approach from the ground up in our data center designs and corporate initiatives. Our next-generation data centers are tailored for high-density, compute-intensive workloads, featuring liquid-cooling readiness that significantly reduces our water and energy footprint. Advancing further, our newest facilities achieve unparalleled efficiency with a standardized modular design, attaining a PUE of 1.4 and a zero Water Usage Effectiveness (WUE) rating. With liquid cooling handling up to 50 kW per cabinet for the most demanding AI applications, it's through these innovations that we ensure our operations are both efficient and sustainable, aligning with our Green Finance Program and eco-friendly corporate ethos.

## SOCIAL

### A culture of caring

The Flexential commitment to our employees and communities is engrained in our corporate culture. We foster an environment grounded in diversity, equity, inclusion, and belonging to ensure our people feel respected, valued, and supported. We also provide employees access to the resources that support their well-being, professional development, and community engagement.

## GOVERNANCE

### Promoting corporate integrity

Flexential is dedicated to sound corporate governance to support our employees, customers, and communities. Sound business governance is part of the unique Flexential culture and supports the integrity of our business practices, sustainable data center services, and the growth of our employees.



# Leading the digital frontier

As the data center and cloud services industry evolves, Flexential is at the forefront of this digital transformation. We're leading the charge with our focus on multi-cloud and IT infrastructure solutions, edge computing, and sustainable practices. Our commitment to innovation and efficiency positions us to not only meet today's challenges but also to unlock tomorrow's opportunities. At Flexential, we're not just adapting; we're setting new standards for the industry.

## Here's how we're different



### Consultative approach

We collaborate with your team to gain a deep understanding of your business needs. By doing so, we develop customized solutions that effectively address your specific requirements.



### Comprehensive portfolio

From integrated colocation, cloud, connectivity, data protection, and professional services, we provide the tools and capabilities to optimize operations and drive growth.



### FlexAnywhere Platform

Built to provide businesses with the flexibility and agility to adapt to ever-changing market conditions. We help organizations seamlessly expand, reach new markets, and deliver exceptional performance.

## We aren't going it alone

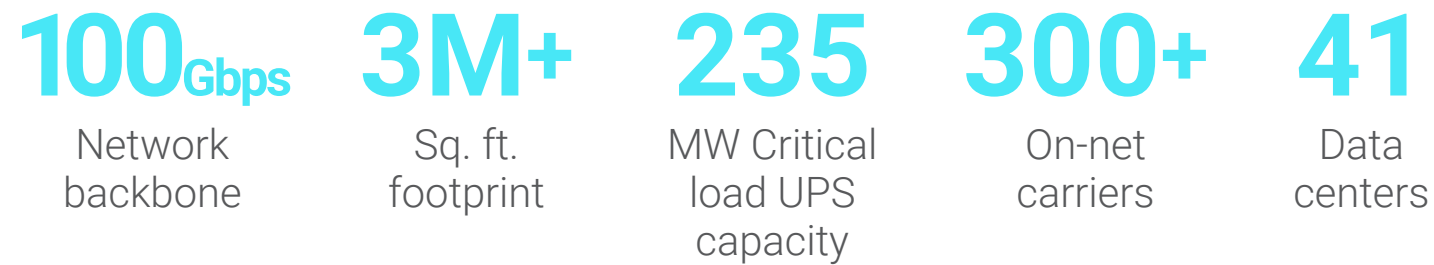
Flexential amplifies its leadership in digital transformation by forging strategic alliances with technology, ecosystem, and channel partners. These partnerships enrich our offerings with cutting-edge innovations and expansive network solutions, ensuring our clients benefit from comprehensive, seamless services tailored to the evolving digital landscape. Through collaboration, we extend our market reach and redefine industry standards by integrating the latest technologies and fostering a synergistic environment for growth and innovation.

Some of our key partners include:



# Leading the digital frontier continued

Flexential solves challenges for enterprises tasked with meeting the most complex reliability, agility, and performance requirements. With 41 data centers across 19 markets, the Flexential highly connected, national data center platform, and full suite of colocation, interconnection, cloud, data protection, and professional services, flex to empower our customers' evolving infrastructure requirements.

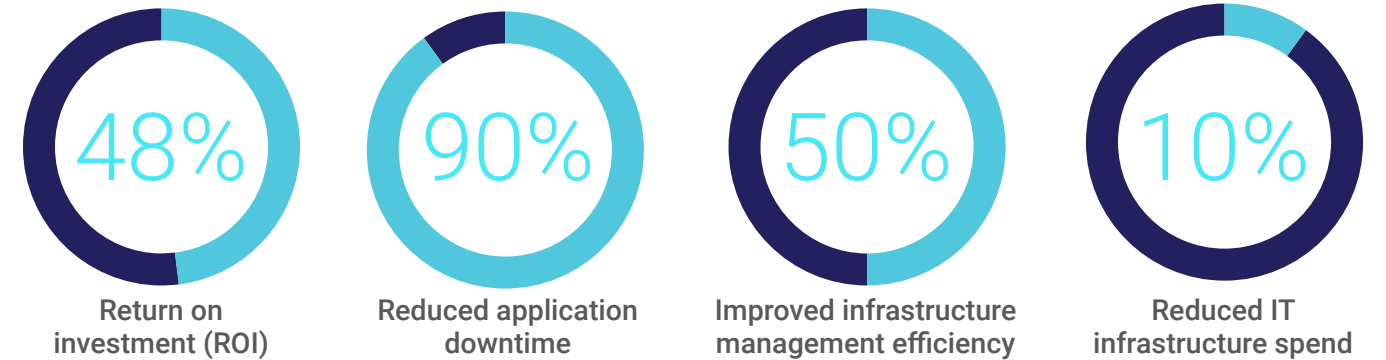


## Highly connected national platform



## The Total Economic Impact™ of Flexential

Cost savings and business benefits enabled by Flexential\*



\* A Forrester Total Economic Impact™ Study Commissioned by Flexential: The Total Economic Impact of Flexential: Cost Savings and Business Benefits Enabled by Flexential, September 2021



“At Flexential, we’re not just adapting to the future; we’re defining it. The explosive growth of AI and the shift towards multi-cloud and edge computing are reshaping our industry. We’re committed to pioneering solutions that not only meet today’s challenges but also unlock tomorrow’s opportunities. This is more than an evolution—it’s a revolution in data center and cloud services, driven by the Flexential vision for a smarter, more connected world.”

**Jason Carolan**, CINO, Flexential



# Flexential expertise in action

Flexential is revolutionizing the data center and cloud services landscape, setting a new benchmark for innovation and sustainability in the AI-driven era. Our approach to high-performance compute, multi-cloud adoption, and edge computing is leading the industry and transforming the future of technology. Discover our top insights from the year, defining the future of IT infrastructure services.

Visit our resource library for more insights




## FlexTalk Webinars

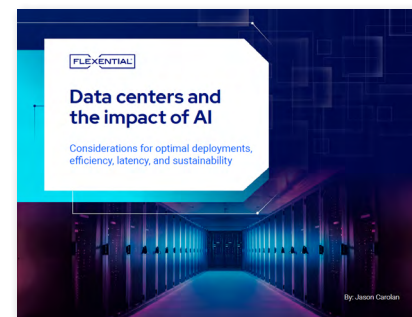
Our FlexTalks deliver impactful content that arm listeners with the latest insights and strategies in technology, digital infrastructure, and innovation. Led by Flexential experts and partners, each session dives deep into key trends and solutions, blending in-depth analysis with practical tips. Attendees gain a comprehensive understanding of pivotal technology shifts, from AI advancements and digital connectivity to data center evolution.



## Ebooks

### Data centers and the impact of AI

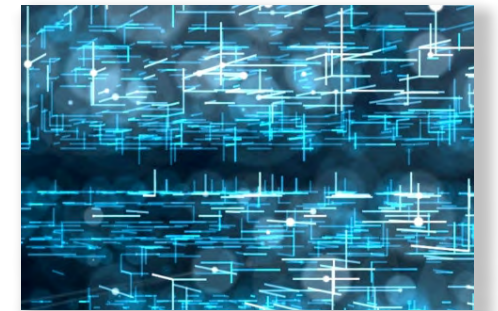
Jason Carolan, CINO, Flexential, explores the crucial link between AI and data centers, highlighting the need for diverse data, strict privacy measures, increased power for AI tasks, latency management, and potential ethical issues. The guide offers insights on supporting AI workloads, emphasizing the importance of differentiating between training and inference, ensuring data access, and controlling latency.



## Blogs

### Revolutionizing AI accessibility with Flexential high-density colocation

Flexential enhances AI innovation with high-density colocation services, supporting scalable infrastructure beyond traditional limits. Showcasing collaborations with CoreWeave, Applied Digital, and AutoNation, Flexential highlights its role in fueling AI advancements through superior cloud, data, and compute solutions. These stories illustrate the Flexential commitment to driving technological excellence and scalability, empowering companies to lead in the evolving AI landscape.



### Connectivity Redefined

Explore the dynamic intersection of technology and business in an insightful blog by Ryan Mallory, COO of Flexential. The blog highlights the critical role of adaptability, security, and scalability in today's fast-paced digital landscape. Discover Flexential Fabric, a game-changing solution for scalable data center needs, offering seamless connectivity and an enhanced user experience. This brief yet powerful read is essential for anyone looking to stay ahead on the latest interconnection solutions.



### Rethinking cloud repatriation: Unveiling the hidden costs and risks

In today's volatile and ever-changing technology landscape, the concept of cloud repatriation has gained media attention as companies consider shifting from cloud infrastructure back to fully self-managed on-premises solutions. While enticed by the promise of cost savings, organizations must carefully examine the long-term implications beyond immediate financial gains.



# The new era of data centers

The data center and cloud services industry stands on the brink of transformative change, propelled by AI advancements. Facing challenges in infrastructure and security, the sector embraces multi-cloud solutions and edge computing to meet the increasing demand for high-performance computing. A concerted push towards sustainable and strategic operational practices is reshaping the landscape, signaling a future where innovation, resilience, and sustainability are paramount. This pivotal shift promises to redefine industry standards, setting a new benchmark for efficiency and environmental stewardship in the technology sector.



## Key trends at a glance

- 1** **Enhancing system performance for evolving workloads**

As businesses face increasingly complex and high-density workloads, the imperative to enhance system performance through smarter resource allocation and streamlined data processing will become even more critical. Adopting advanced security measures to protect data is essential in meeting the expanding demands for high-performance computing. This approach supports enterprises in boosting throughput and minimizing latency across diverse IT ecosystems, paving the way for innovation and efficiency.
- 2** **Embracing multicloud flexibility and resilience**

The shift towards multi-cloud strategies is set to redefine resilience and flexibility. By integrating a variety of cloud services, organizations can circumvent vendor lock-in, achieve cost efficiencies, and bolster their disaster recovery plans. The future of multi-cloud lies in the strategic selection of providers and technologies that align with unique business needs, facilitating a frictionless multi-platform ecosystem that fuels growth and adaptability.
- 3** **Accelerating towards sustainable computing**

The momentum towards sustainable IT practices is gathering pace, spotlighting the need for energy-efficient operations that align with environmental goals. The next phase in green computing will focus on further reducing energy use and carbon footprints through enhanced server optimization and adopting cutting-edge eco-friendly technologies. This commitment to sustainability improves operational effectiveness and positions companies as responsible stewards of the environment.
- 4** **Proactively navigating the compliance terrain**

In an era where regulatory environments constantly evolve, proactive compliance management will become a cornerstone of business strategy. Developing a deep understanding of industry regulations, coupled with ongoing audits and robust data protection strategies, will be imperative. This proactive stance on compliance mitigates risks and reinforces trust among customers and stakeholders, serving as a competitive advantage in the marketplace.



Empowering your IT journey

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