

PART CONSULTANCY.
PART BOUTIQUE.
**ALL ABOUT
GROWTH.**



26FIVE



26FIVE

DISRUPTIONS AND TRANSFORMATIONS.
MARKET LEADERSHIP. M&As. CONSOLIDATIONS. INTEGRATIONS. IPOs.

26FIVE TECH is the specialized technology practice of 26FIVE, built upon 20 years of expertise in positioning and shaping the presence, reputation and leadership of telecommunications companies.

As growth management and transformation specialists, we work with global technology companies to trigger, drive and accelerate your fastest growing phases.

We create differentiation, help build relevance and orchestrate customer engagement to directly impact business value, through driving revenue, preparing for M&A, IPO or boosting market valuation.

Our experience includes working with firms seeking to capitalize on their investments, fast-growing companies with niche offerings, leading industry organizations and the top 20 global operators.



VODAFONE

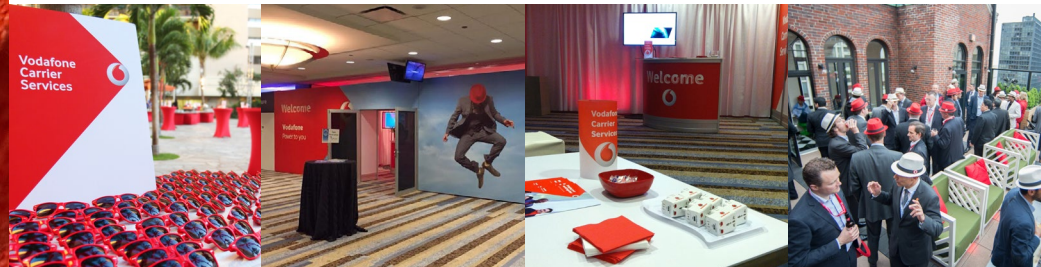


VODAFONE

Experiential and Sales Engagement.

26FIVE elevated the experience of its partners and launched its Ready Business campaign at ITW. We transformed the John Hancock Observatory into a landscape of industry achievements; taking the floor at PTC and introduced the newly integrated Vodafone Carrier Services post acquisition of Cable & Wireless.

26FIVE orchestrated high impact experiences to promote Vodafone's modern vision and strategy across industry events.



AIRTEL



26FIVE



AIRTEL

Designing Experience.

26FIVE developed and created original experiential spaces to evolve the positioning of Airtel from being a top Indian telecommunications company to a global entity.

26FIVE devised the conception, implementation and execution of a global conference platform for Airtel and their partners by experiencing and discovering new opportunities for innovation and collaboration at Airtel Connect, expanding the experiences at PTC and ITW, Airtel has leaped onto the global stage as a top telecom industry leader through numerous successful engagements with international customers.



TATA COMMUNICATIONS



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From Regional Start-up to Well Recognized Global Player.

Through a seven-year partnership, 26FIVE orchestrated the brand rise through the acquisition of the Tyco global submarine cable assets, the acquisition of leading international wholesaler Teleglobe, the development of VSNL's international arm and its rapid transformation to the Tata Communications brand.

From a 12-employee start up and a powerful vision to a global organization with over 7,000 employees, Tata Communications launched more than 20 global solutions, won over 50 awards and industry recognitions, hosted hundreds of customer events, created global analyst events, orchestrated local-to-global campaigns and emerged as one of the fastest growing global mega brands in the constantly transforming telecommunications sector.



EQUINIX



EQUINIX

Positioning Strategy and Campaign Management.

“Platform Equinix” became the business platform and repositioning engine guiding the transformation from “the data center into the revenue center.” Equinix adopted a new messaging framework and redefined all customer experience touchpoints. Persona-led customer dialogue powered a thorough lead generation strategy.

Through a relationship spanned from the origins of Switch and Data acquisition and included the alignment and roll out of a cohesive sales and marketing engine, 26FIVE globally assisted in the hallmark achievement of the \$1 billion revenue mark.



I3 FORUM



I3 FORUM

Brand Creation and Expansion.

26FIVE crafted the original experience of the i3 Forum to raise visibility around key technology issues regarding how to develop and implement possible paths for the industry transition of an international bilateral voice to IP.

Designing the identity, developing the first online presence, generating video content and launching the forum and format, 26FIVE educated and empowered members about the transition. Building on this foundation, the i3 Forum grows more influential every year and attracts a membership that includes telecom industry leaders from AT&T to BT, Airtel, Tata Communications, Verizon, Vodafone and more.



CORESIT



CORESIT

Positioning Strategy, Sales Engagement and Experiential.

26FIVE transformed the brand identity for all external and internal stakeholders; unifying the value proposition through a single concept with an enduring power to capture new mindshare; launching across all vertical segments to propel new sales; and setting the company on a two-year path of accelerated expansion in strategic relationships, campuses, and partnerships.

By “meshing” the company’s customers in a unique interchange and reshaping their perspective on Coresite’s value, the business was able to rapidly advance their market position.



OUR LOGO



CORESIT

OUR COLORS

Primary Color

Secondary Color

Tertiary Color


Primary Color

Secondary Color

Tertiary Color



CORESIT NATIONAL PLATFORM



ABOUT CORESITE

ONE SOURCE NETWORKS

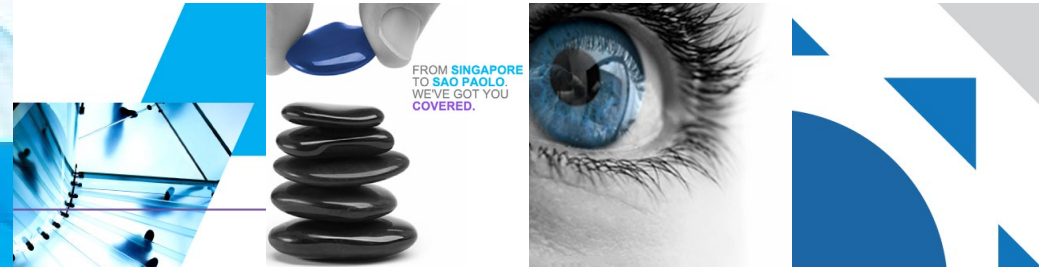


ONE SOURCE NETWORKS

Brand Transformation.

26FIVE elevated the profile of this Austin-based organization to accelerate its strategic growth path; crafting and refining its identity and messaging; transforming its online presence and guiding outreach to raise visibility with strategic Fortune 1000 targets.

The company's brand transition was the start of a large-scale integrated effort to raise awareness of its extensive value for enterprise customers. Growth catapulted; Coresite was consecutively awarded numerous "fastest growing" awards by key media and analysts. The company reached its ultimate goal of being acquired by GTT for \$175 million.



SPECTRUM FUTURES



SPECTRUM FUTURES

Brand Creation and Engagement.

26FIVE developed a compelling brand identity for a brand new conference dedicated to shedding light on the use of spectrum to bring more than 2 billion customers online in Asia and Oceania. Building brand assets; creating an online presence and optimizing content; crafting original video resources; and launching the conference's inaugural event held in Singapore in 2015.

26FIVE brought together an ecosystem of partners with the power to drive Internet access throughout one of the world's most dynamic regions and technology markets.

