

26FIVE

TECH OVERVIEW

FAST TRACK YOUR GROWTH

POWERED BY
A CONSULTANCY + A NETWORK OF INNOVATION LABS

GROW GREAT™

MARKET LEADERSHIP. M&As. CONSOLIDATIONS. INTEGRATIONS. IPOs.

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

Our technology practice is specialized in creating strategies for global telecom and technology companies wanting to fast track market influence, growth and transformation.

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.



26FIVE is a brand consultancy and global creative lab engineered to create, cultivate, and curate brands for growth and greatness.

Global and independent, we are fast, lean and elastic, driven by outcomes and bottom lines.

We care about numbers and neuroscience. We make data and emotions come together.

We create culture, experience and momentum that improve companies' performance and people's lives.

We embrace change and complexity, using ideas and technology to outlive, outlast and outsmart expectations.



26FIVE



TATA COMMUNICATIONS

From Regional Start-up
to 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, and won over 50 awards and industry recognitions.

We 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.

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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.

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Colour Specification (coated)

PANTONE Cool Gray 7 C	PANTONE Cool Gray 9 C	PANTONE 1585 C	PANTONE 390 C	PANTONE 645 C
C: 0 M: 0 Y: 0 K: 47%	C: 0 M: 0 Y: 0 K: 65%	C: 0 M: 56% Y: 87% K: 0	C: 18.5% M: 0 Y: 100% K: 6%	C: 56% M: 11.5% Y: 0 K: 18.5%
R: 153 G: 153 B: 153	R: 120 G: 120 B: 120	R: 246 G: 138 B: 57	R: 205 G: 212 B: 31	R: 85 G: 156 B: 196



26FIVE



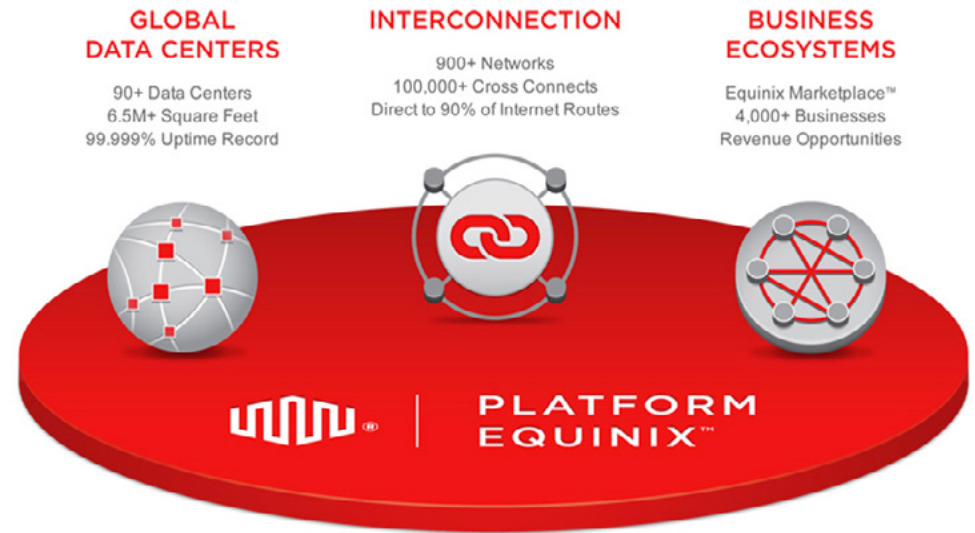
Positioning Strategy
and Campaign Management.

“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.

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HOW CAN YOUR DATA CENTER
**BOOST YOUR
BUSINESS GROWTH?**

**WITH AN ECOSYSTEM
THAT GROWS AHEAD
OF YOUR NEEDS.**



WHEN IS A DATA CENTER
A REVENUE
CENTER?

WHEN IT HOUSES A
\$5.5 BILLION MARKET FOR
COMMUNICATIONS SERVICES

Platform Equinix contains more than 3,800 of the world's most network-centric businesses. Interconnections between our customers grow 27% last year, and our customers peer 13x faster on our Internet exchange.

Reach these high-volume customers in our revenue centers:

- 100+ cloud and IT service providers
- 500+ financial services companies
- 425+ content and digital media companies
- 50 of the top 100 mobile providers
- 5 of the top 5 social networking sites
- 8 of the top 10 advertising networks

Find out how to maximize your share at:
www.equinix.com/revenue-center

90+ DATA CENTERS | 25 GLOBAL MARKETS | 3,800 BUSINESSES



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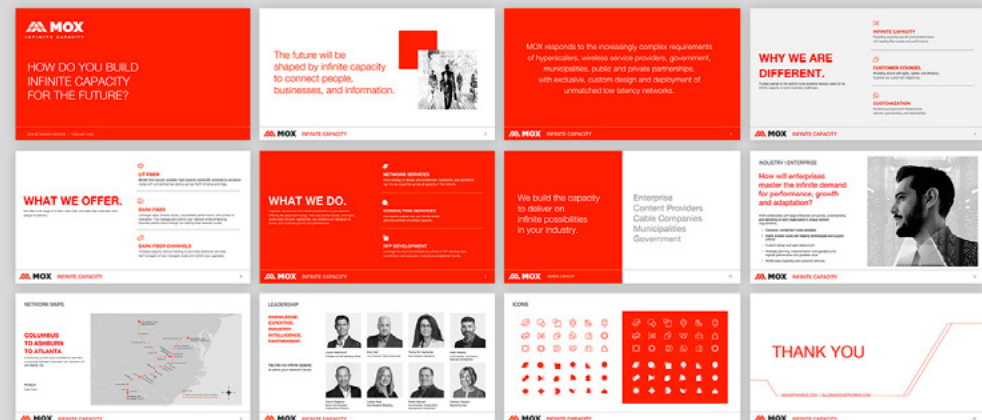
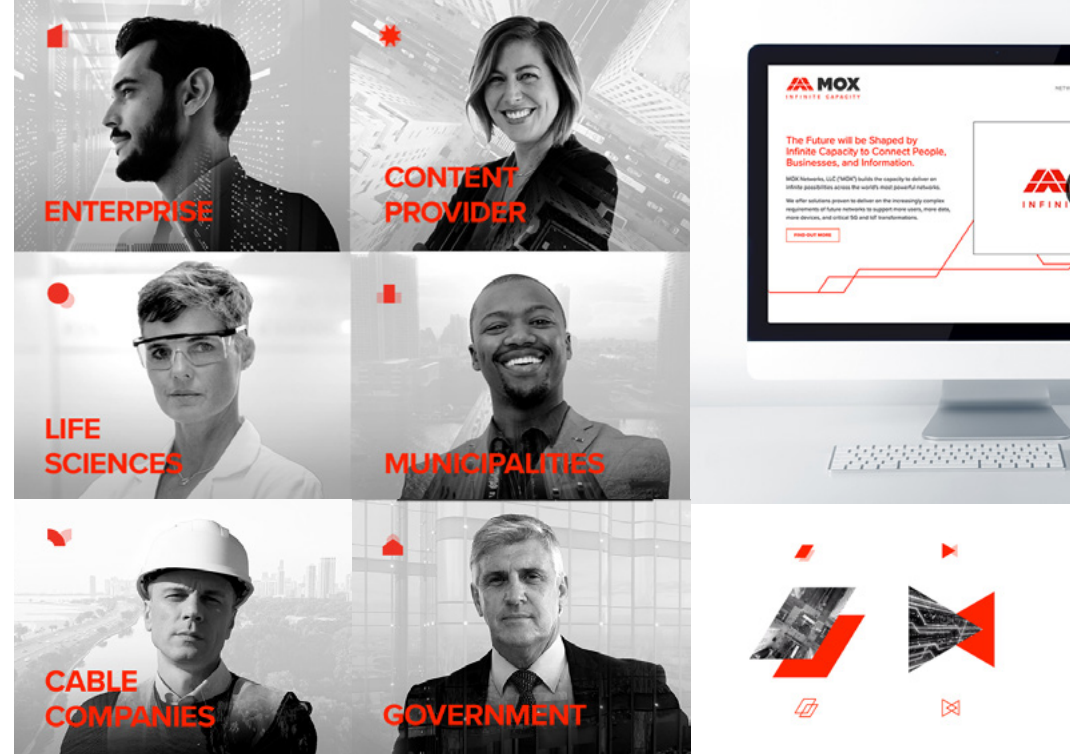
Brand Transformation.

A challenger in the dark fiber networks space, MOX Networks called for a complete rebrand and integrated strategy to reposition, relaunch, and broaden its customer reach and raise visibility and reputation.

26FIVE created a complete corporate identity refresh, positioning strategy, print, and digital experience. On the strength of its new tagline “Infinite Capacity” to deliver connectivity, business performance, and human connections, public relations and demand generation initiatives reset the MOX story across all stakeholders.

Early results included high recall on brand and favorable sentiments for the new experience and broad print and TV coverage across Tier One trade and business media.zzz

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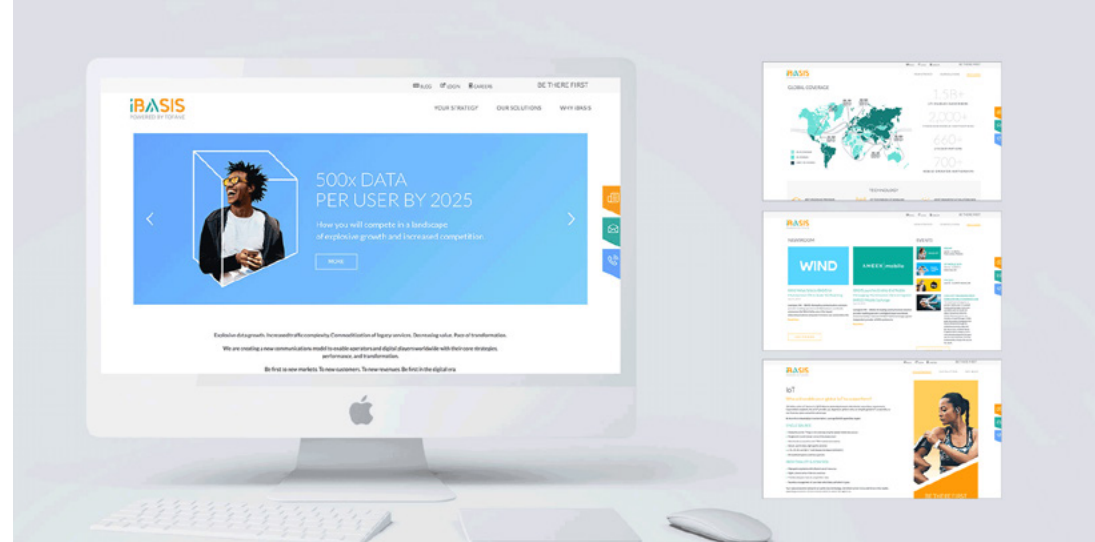
Brand Transformation.

Founded in 1996, iBASIS went from disruptor to launch Voice over Internet Protocol (VoIP) technology to Dark Horse in the past 10 years. iBASIS' acquisition by French group Tofane Global propelled the company rebrand and a relaunch across the industry.

With the rebrand, we created the next chapter of a legacy telecommunications brand by transforming them into a new powerhouse of innovation for the future.

Launching a billion dollar brand in eight weeks, iBASIS' position catapulted from 9th to 3rd largest global player, and designed a new model in driving digital transformation across the telecom industry.

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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.

We took the floor at PTC and introduced the newly integrated Vodafone Carrier Services post acquisition of Cable & Wireless.

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

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Positioning Strategy, Sales Engagement and Experiential.

26FIVE transformed the brand identity, unifying the value proposition through a single concept with an enduring power to capture new mindshare.

Launched across vertical segments to propel new sales, we help set 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 its market position.

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CORESITE NATIONAL PLATFORM



ABOUT CORESITE

Coresite Realty Corporation is a publicly held (NYSE: COR) real estate investment trust that develops and operates network-rich carrier-neutral data centers and manages the Open Internet Exchange, one of the largest peering solutions in the world.



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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.

One Source 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.

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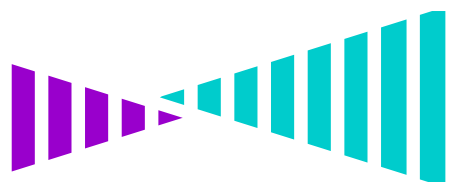


WE **START** WITH
YOUR NEEDS.
AND WE **NEVER**
LOSE SIGHT OF
THEM.

**VoIP for a Global,
Mobile Workforce**



26FIVE



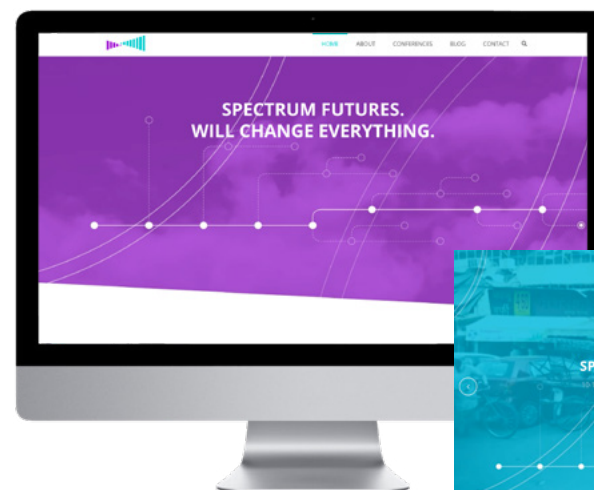
SPECTRUM FUTURES

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.



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CONSULTING + INNOVATION + DATA SCIENCE

ONE partner invested in
proactively driving strategy

ONE onsite liaison, one strategy
and one creative lead

ONE interlocutor managing
orchestration of all initiatives

On-demand access to required
expertise across all services



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FAST TRACK YOU GROWTH

Let's start. For more information, contact us at

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