

**Forward Thinking Liquid Cooling**



# **Our vivid vision**

**CoolIT**  
systems™

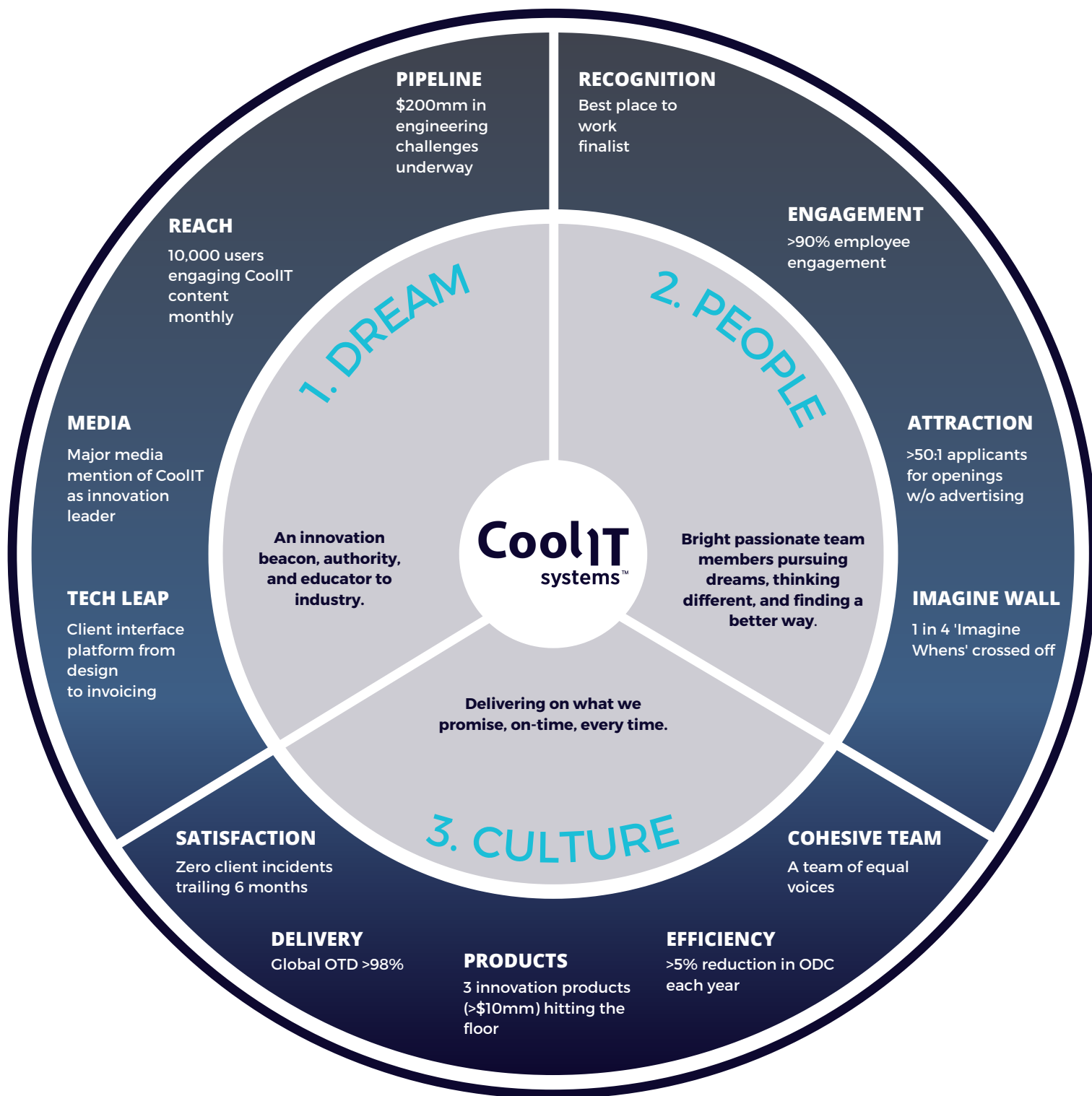
[coolitsystems.com/vision](https://coolitsystems.com/vision)

### BUSINESS RESULTS

20% YOY growth

>40% win rate

First acquisition LOI signed



“

## The Next 3 Years Till 2024

At CoolIT, our Vivid Vision is perhaps the most important document we possess, and we reference it daily.

The Vivid Vision brings us together and aligns our efforts, intentions, and definition of success. As we grow, the need to have a unified cause and direction is more vital than ever, and the Vivid Vision is exactly that. This is where we are going and this is how we will know when we get there.

*Steve Walton*

**Steve Walton,  
CEO & President**



# 1. DREAM

*An innovation beacon, authority, and educator to industry.*

We facilitate conversation on the convergence between innovation and execution, and in doing this, we ensure our clients are not left behind.

We proactively position ourselves as the innovation brand in our space and are building the largest community of engineers, OEMs and brands to facilitate forward-thinking conversations and providing innovative solutions that materialize the talk into action. We are more than a company - We are thought leader, educator, and innovation partner deploying information to thousands each week.

For CoolIT's internal brand we are discovering more savvy ways of obtaining input from our staff on how we can improve and build a culture enviable to anyone on the outside. For our external brand, we are investing into the building of a community that promotes learning, education and conversation on the innovation topics that matter. And for our client experience, we work hard to bring them along for the ride, helping them transform their organizations in order to retain their competitive edge.

## FOCUS

### Client interface platform from design to invoice

We have transformed the industry and how our partners conduct commerce. Gone are the days when products evolve from linear meetings and one-on-one discussions. We have incorporated AI and machine learning into creating an end-to-end digital experience.

## RESULTS

### Article written up in major media on delivering innovation

We have crossed the Rubicon into mainstream media, who took notice of our unique and exponential approach to accelerating client breakthroughs. We have been written up in magazines like Fast Company and Industry Week for how we are combining disruption and reliability.

### Monthly innovation delivered messages read by over 10,000 industry targets

We take our position as a thought leader in delivering innovation to large OEMs seriously and make sure to spread the knowledge far and wide. Our innovations on and off the floor are of genuine value and the write-ups are anticipated reading for over 2,000 industry leaders around the globe.

### Pipeline \$200mm in engineering challenges underway

Our innovation engine is fired up and has become our primary go-to-market tool. We have demonstrated the game-changing power of our platform and word got out that we went from 0-200 faster than anyone imagined. The work we are undertaking is successfully helping to unlock our clients' breakthrough technologies and the results have crystallized the CoolIT brand.

## 2. PEOPLE

*Bright passionate team members pursuing dreams, thinking different and finding a better way.*

With technology being deployed at every front, it's easy to think the age of the robots has finally arrived. However, now more than ever CoolIT places people as our number one asset and top priority.

We have become a place for those who think too different for large companies and too big for small ones to thrive. We seek creators and not maintainers, people who are obsessed with finding a better way. We build and have automation follow behind, freeing us up for the next challenge. We are not for everyone and we love it that way.

Our employees know our simple principles: we live our code; we manage our processes; we exercise leadership. We are known throughout our industry as a tough place to work and that makes us proud. We have a highly reliable profile of individuals who are more likely to succeed in our company. We relentlessly seek those who fit that profile and make sure to help those who don't, prosper elsewhere.

### FOCUS

#### Best place to work finalist

The Forbes Best Place to work methodology aligns right into CoolIT's cornerstone of trust philosophy, so we went for it. In just three years, we have made it to their honorable mention list with our sights set squarely on the bullseye next year.

### RESULTS

#### >90% employee engagement

The right mix of technology, communications, and face to face straight talk has yielded a huge leap forward in trust and engagement. Over 90% of our employees are responding to surveys, with a 20% year on year improvement on survey results. Finally, each and every team member knows where they stand in the company.

#### 50:1 applicants for openings w/o advertising

CoolIT's culture has been magnetized and its attractive power for the right people has become our most successful recruitment tool. Word has gotten out that this is the place for the best and brightest - the ones who think a little different. All we do now is post an opening on our website and related platforms. From that, the right people flock to the opportunity.

#### 1 in 4 'Imagine Whens' crossed off the wall

CoolIT is about making dreams happen, for us individually and collectively. Our 'Imagine Whens' has grown to cover most of our facility entry walls, and we take each one of them seriously. The dreams written upon them are core to who we are and will become. Each is part of our strategy, and we have gotten damn good at bringing them to life.



# 3. CULTURE

*Delivering on what we promise, on-time, every time.*

There is a saying in New York that a good idea and one ticket will get you on the subway. We have been singularly focused on delivering what we promise, on-time every time.

We realized that there are more and more companies who claim to be solutions providers for demanding clients and that the tide is rising on expectations.

We decided to raise our sights as high as possible and shoot for perfection. Quality, operational excellence, and team performance were all attacked with ruthless discipline and dogged perseverance. What we built was nothing short of amazing and we hit our goals in less than three years—and boy was it noticed by our clients. As nice as client recognition is, however, the real value was in the transformation on both the operating system and people who operate it. Streamlined and airtight processes were built by people who wanted it badly enough.

The results were amazing, not a single client complaint in the last twelve months and all primary indicators are trending in the right direction.

## FOCUS

### **A team of equal voices**

Our business has become one of trust and trust stems from quality and honesty. We realized that shining on the new world stage of being an innovation beacon required us to go from good to near perfect, and we set our sights on the singular goal for excellence.

## RESULTS

### **>5% reduction in Other Direct Costs each year**

Our clients have come to expect that we share our improvements to help them compete on the global stage. Each and every team member is involved in process and cost improvement and we empower them to make incremental advances each and every day. We prefer saving new dollars each day - it's in our blood and we are happy to pass it forward.

### **3 innovation products (>\$10mm) hitting the floor**

Our factory floor has once again become a showcase of innovation, and of how we make the improbable come to life. There are no less than three innovations that have helped change the game for our client's technology growth plan. These innovations are now in various stages of validation, and the pace is only quickening.

### **Global OTD >98%**

Good parts out the door on-time every time has been the mantra of the CoolIT team. We embrace the "I want it now" approach to delivery expectations and the main automation platform has enabled flawless shipments and happy clients.

### **Zero client incidents trailing 6 months**

There is a big difference between a little and none. All the work combined with daily attention to detail has created a perfect scorecard for client complaints in the last 6 months. We are still catching problems but are doing so on the floor before they get out the door, and the team is impressive in their root cause problem solving so we rarely talk about the same issue twice.

# 10 PRINCIPLES

## OUR DREAM:

*We are the innovation beacon.*

### DREAM

1

Our shared Dream energizes everyone to work in the same direction: Bringing people together to become the innovation beacon, authority, and educator to industry.

### PEOPLE

2

Our greatest strength is our people. Great people grow at the pace of their talent and are rewarded accordingly.

3

We recruit, develop and retain people who can be better than ourselves. We will be judged by the quality of our teams.



### CULTURE

4

We are a company of owners—owners take results personally.

5

We manage costs tightly, to free up resources that will support sustainable and profitable top line growth.

6

Leadership by personal example is at the core of our culture. We do what we say.

7

We are never completely satisfied with our results, which are the fuel of our company. Focus and zero complacency guarantee lasting competitive advantage.

8

We never take short cuts. Integrity, hard work, quality, and responsibility are key to building our company.

9

We believe common sense and simplicity are usually better guidelines than sophistication and complexity.

10

We serve our clients by offering brand experiences that play meaningful roles in their lives, and always in a responsible way.