

Capitalizing on AI and Edge Computing:

Strategic PR for Independent Data Centers

Engage PR: Your Partner for Market Leadership

- ✓ **Unmatched Expertise:** Over 20 years in tech PR, specializing in AI, edge computing, and data infrastructure for independent operators.
- ✓ **Customized Strategies:** Targeted campaigns to amplify your leadership and competitive advantage.
- ✓ **Proven Impact:** Strategic PR that drives visibility, builds trust, and secures partnerships for market dominance.

Strategic PR to Amplify Your Growth

The global data center market is projected to reach \$652.01B by 2030, driven by surging demand for AI and the edge computing solutions powering 5G and IoT. The AI applications market, comprising 33% of global capacity, is expected to grow from \$17.73B to \$93.6B by 2032 (26.8% CAGR) (Fortune Business Insights). However, community pushback over energy, water, noise, and environmental concerns is delaying \$64B in U.S. projects (Data Center Watch).



Your Partner in Growth

Our strategic PR initiatives build brand awareness, showcase your agility and sustainability, and foster community trust to drive business success. Learn how to dominate the industry.

Contact Us Today!

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PR Services For Independent Operators

Amplifying Leadership, Boosting Visibility, and Fostering Community Trust

Media Relations and Coverage:

Amplify your story to engage with customers and tackle community pushback.

- **Trade and Business Media:** Secure features in relevant media on AI infrastructure, investment trends, or sustainability.
- **Trend Engagement:** Engage media on customer-relevant trends, such as AI-driven data center innovations, sustainable cooling solutions, or edge computing for smart cities.
- **Local Media:** Highlight job creation or renewable energy to build trust.

» **Benefit:** Enhance credibility through high-impact media exposure.

Thought Leadership:

Position yourself as a pioneer in AI and edge computing.

- **Content Creation:** Author whitepapers on topics such as liquid cooling for AI inference or edge solutions for 5G-enabled healthcare.
- **Industry Presence:** Secure speaking slots at industry events and lead webinars on hybrid cloud strategies.

» **Benefit:** Establish your brand as an innovative leader.

Community Engagement and Impact:

Turn community pushback into partnerships with empathetic solutions.

- **Sustainability Reports:** Share reports on power (PUE), water (WUE), and renewable energy metrics.
- **Environmental Collaboration:** Collaborate with groups for waste heat reuse or microgrid projects.
- **Community Outreach:** Host town halls, open houses, and STEM workshops emphasizing local job creation.
- **Media Engagement:** Connect with local media and influencers to share your story.
- **Workforce Development:** Partner with colleges for diverse technician training.
- **Community Feedback:** Conduct annual surveys to refine initiatives.

» **Benefit:** Build trust and secure community support to streamline project approvals.

**Ready to Maximize Your PR Impact?
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