

How Deep Green Expanded Their Market Presence Through Cambridge Management Consulting's Network of Global Contacts

Overview

Deep Green is an innovative and sustainability-forward data centre operator that has developed a first-in-industry system for recapturing the heat produced by data centres to channel it into positive, environmental, and community-focused purposes. Initiatives where Deep Green contributes heat include swimming pools and district heating systems.

Deep Green engaged Cambridge Management Consulting (Cambridge MC) to help bring awareness to this innovative technology and expand its market presence through Cambridge MC's global network of clients and customers.

The Ask

Deep Green engaged Cambridge MC to support the expansion of its market presence. Though awareness of its innovative technology was already high due to positive PR surrounding its sustainable applications, Deep Green required established expertise to maintain this presence and translate it into meaningful business ventures.

As a consultancy with global reach and successful track record within its network of clients and customers, Cambridge MC were chosen to provide this support. Particularly, Deep Green sought relevant introductions with resellers, MSPs, system integrators, and more.

The Approach

Cambridge MC's initial approach focused on supporting Deep Green by facilitating meaningful introductions and relevant conversations with contacts in the telecommunications space who could benefit from Deep Green's technology and data centre facilities.

However, Cambridge MC were so successful in this stage of the joint venture that the engagement was reframed due to an influx of clients. Thus, Cambridge MC's focus shifted from supporting the 'demand network' of Deep Green's business, to developing its 'supply network'.

The Approach (cont.)

In other words, Cambridge MC were retained to continue using its global network to source organisations which could find homes for Deep Green's data centres to house its increased demand. These included heat network partners, planning authority entities, and more.

Throughout all of this, Cambridge MC were instrumental in providing Deep Green with access to executive-level conversations which otherwise would have taken longer to develop and maintain — thus growing its market position and awareness with the right contacts, not just the market at large. Furthermore, Deep Green have not only heightened their presence in the UK as originally anticipated, but also overseas in the US.

Mark Bjornsgaard, Founder & Chief Innovation Officer for Deep Green, said: "Cambridge MC has helped Deep Green capitalise on our initial PR-generated awareness, facilitating important conversations with infrastructure partners here in the UK and internationally. These are invaluable in the growth of both demand and host partner pipelines. They have also provided us with strategic counsel and market insights as we deliver the vision of our business; they are part of the team."

Skills & Experience

As the engagement between Cambridge MC and Deep Green progressed, the breadth of Cambridge MC's support expanded from facilitating key contacts, clients, and suppliers to grow its business, to providing technical consulting and strategic advice across all areas of Deep Green's operations.

Initially beginning with leadership from Stuart Curzon, Chief Commercial Officer for Cambridge MC and lead for Sales & Strategy, Deep Green was later joined by a team of industry experts from the wider Cambridge MC network. While Stuart was instrumental in helping to accelerate Deep Green's sales acumen and market strategy, Deep Green were further benefitted by support regarding the data centre market, public sector, and procurement approach.

Results

1 **Increased Connections**

Deep Green have been able to grow their market presence and maintain the awareness of its organisation through dozens of introductions, meetings, and networking events — providing it with relevant contacts on both the demand and supply side of its business.

2 **Global Presence**

Though initially engaged to grow Deep Green's name in the UK, Cambridge MC's network of international clients and customers was successful in bringing awareness of Deep Green's mission to the US.

3 **Market Awareness**

As well as increasing Deep Green's visibility in the market, Cambridge MC's technical consulting and strategic advice ensured that Deep Green were equipped with the market understanding to maintain it in the future.