

Global partner to data centre industry

At the start of this year Procurri, the global leading IT asset recovery and independent maintenance provider, launched its global brand and unveiled a new brand identity inclusive of a new corporate logo and a website worldwide. Sean Murphy, Global CEO of Procurri, explains that the rebranded company is formed from the integration of four leading companies (Procurri LLC, Tinglobal, ASVIDA Asia and Verity Solutions), and through a series of acquisitions and organic growth. This company is now headquartered in Singapore. Mr. Murphy plans to further increase Procurri's international presence, fitting in with their ambition to be the world's trusted global partner of choice for mission-critical data centre infrastructure.

Mr. Murphy has more than 20 years' experience in the IT industry and helped a string of companies to become tech success stories. His vision for Procurri is for the company to become the world's leading independent supplier and maintenance service provider for data centre equipment, supporting businesses and cloud service providers around the globe. "And our mission is to help our customers effectively achieve optimisation in the value, performance and life span of their IT infrastructure, through our comprehensive IT asset recovery and maintenance solutions."

Procurri's customers are data centre operators who in Mr. Murphy's view are confined by traditional OEM channels and solutions and pressure to reduce both capital and operational expenditures. "They need a one stop service provider to provide single point of accountability across the globe; which is where Procurri comes in." The company creates a single point of contact for data centres, taking over the mission-critical operational task of equipment maintenance and supply. It also offers flexible options to buy, sell, rent and consign data centre equipment of all major international IT brands, be it new or legacy servers and storage, depending on the client's budget and

usage requirements. "In addition to maximising the value of the data centre's excess or end-of-life assets, we also buy existing equipment and give substantial residual cash value," Mr. Murphy adds. "Alternatively, we provide a buy-and-leaseback option that converts your total cost of ownership from CAPEX to OPEX."

Procurri works with OEMs, Value Added Resellers (VARs) as well as corporate enterprises, data centre providers, cloud service providers and systems integrators, maintaining one of the broadest and holistic ecosystems in the industry. The company's global footprint spreads across four continents. The Asia Pacific, North America and

Europe regions are currently their main markets and the plan is to expand into Latin America this year. Mr. Murphy emphasises that they remain focused on spinning off the company by 2016. "We have previously mentioned that we hope to achieve a listing in Hong Kong so as to tap the opportunities in Greater China, where some of the greatest opportunities lie. But we are open to other places which will provide greater value to our shareholders."



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