

Case Study: Vertiv Experience Center Driving Investor Confidence Through Data & Design

A scalable, data-driven environment for executive storytelling and engagement

Executive Summary

A global infrastructure solutions company sought to strengthen investor confidence and clearly communicate the breadth of its business amid rapid growth in AI-driven data center demand. As market conversations increasingly questioned the sustainability of AI centric growth, executive leadership identified the need for a high impact Experience Center that could clearly demonstrate diversification, operational strength, and long-term stability.

Radiant Technology was engaged to deliver a fully realized Experience Center under an aggressive three-month timeline. The result was a dynamic, data driven, and future ready environment that enables executive storytelling, supports investor and analyst engagement, and serves as a scalable blueprint for global expansion and internal training.

Project Objectives

The Experience Center needed to:

- Support executive level storytelling and investor engagement.
- Communicate complex data and strategy in a clear and compelling way.
- Integrate live and dynamic content tied directly to internal data sources.
- Be delivered on an extremely compressed timeline.
- Remain flexible and relevant well beyond initial launch.

This initiative carried significant visibility and risk, with direct involvement from C-suite leadership and high expectations for performance, credibility, and impact.

Business Challenge

The client operates at the intersection of data centers, power, and cooling infrastructure, markets experiencing accelerated growth driven by artificial intelligence. While AI represented a significant opportunity, leadership recognized growing investor concern around market volatility and overconcentration in a single growth narrative.

The challenge was threefold:

- Clearly articulate the company's diversification beyond AI related growth
- Reinforce confidence in the organization as a strong, long-term investment
- Build an experience that is dynamic, flexible, and continuously improvable

To address this, the executive team envisioned an Experience Center that would allow investors, partners, and internal stakeholders to engage directly with the company's full portfolio, strategy, and long-term value proposition.

Solution Overview

Radiant Technology provided end-to-end support, including vision development, experience design, technology strategy, implementation, and long-term scalability planning.

Strategic Approach

Rather than starting with technology, the project began by defining a clear vision using the Radiant Blueprint, a structured consulting approach that helps organizations define objectives, align stakeholders, and translate business goals into clear experience requirements.

Radiant worked closely with executive leadership and internal teams to establish messaging priorities, audience flows, and desired outcomes before selecting or deploying any technology. This approach ensured that every design and technology decision directly supported executive communication and investor confidence.

A comprehensive professional services engagement enables rapid execution without sacrificing quality or alignment.

Technology and Experience Design

The Experience Center was designed around outcomes, not fixed installations or one-time content. Each capability was intentionally selected to support executive storytelling, reinforce diversification, and ensure the space could evolve alongside the business.

Direct View LED Video Wall

The direct view LED video wall serves as the primary executive storytelling surface. Vertiv leadership uses the wall to present live operational metrics, strategic narratives, and large format visuals that reinforce scale, stability, and innovation.

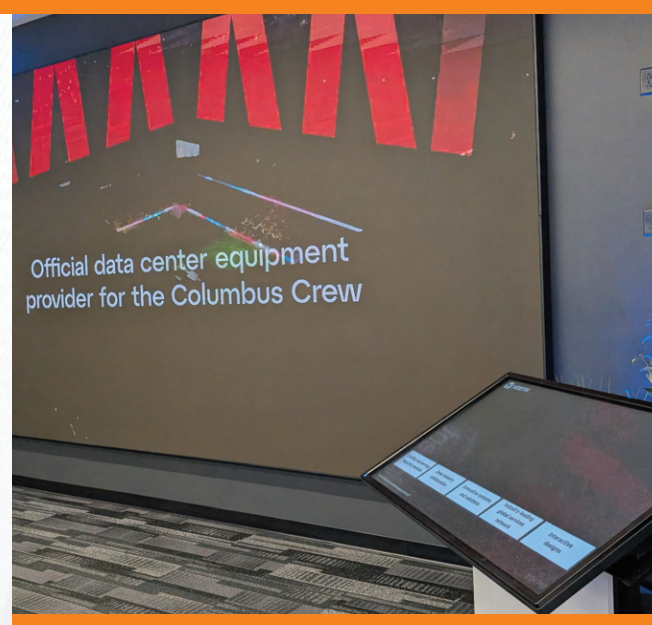
By visualizing diversification beyond AI, including power, cooling, services, and global footprint, the video wall helps executives clearly communicate long term strength to investors and analysts, supporting proper valuation through confidence and trust in the business.

Radiant also incorporated Vertiv's existing digital assets through a dedicated media player, HTML5 integrations, and custom control pages, enabling seamless use of current content while supporting future expansion.

Interactive Touch Kiosks

Interactive kiosks enable self-guided exploration of business units, product portfolios, and key market segments. Visitors can drill into the areas most relevant to them, at their own pace, whether focused on specific technologies, markets, or solutions.

This interactive discovery reinforces the message that the organization is not dependent on a single market trend. Investors, partners, and internal stakeholders leave with a deeper and more durable understanding of the breadth of the business, supporting more informed investment and partnership decisions.



Microsoft Teams Room

The Microsoft Teams Room system supports hybrid executive briefings and investor meetings, allowing remote stakeholders to participate in real time discussions, demonstrations, and Q&A sessions directly within the Experience Center.

This capability extends the reach of the space beyond on-site visits, ensuring consistent executive messaging while improving the efficiency of high value engagements without requiring every stakeholder to travel to the facility.

Voice Lift and Audio Systems

End users expressed a clear preference for avoiding handheld or worn microphones. The voice lift and distributed audio system ensures clear and consistent speech intelligibility during tours, presentations, and group discussions, regardless of where participants are seated.

By maintaining a natural, conversational environment without visible microphones, the system reduces friction in executive storytelling and training sessions, keeps attention focused on the message rather than the technology, and delivers a polished, boardroom-grade experience aligned with the importance of the audience and subject matter.

Live Data and Digital Experience Management

The Experience Center is powered by our DXSuite Digital Experience Management platform that integrates directly with internal data sources. Content across the video wall, kiosks, and other endpoints updates dynamically with live metrics, case studies, and portfolio information.

This live, data driven foundation transforms the Experience Center into a long-term strategic asset rather than a static showpiece. Vertiv's team can continuously refine narratives, respond quickly to market shifts, and keep executive messaging aligned with current priorities. This ensures ongoing relevance for Wall Street, partners, and internal stakeholders.

Project Management and Execution

Given the aggressive three-month schedule, disciplined project management was critical. Each milestone was tightly coordinated with proactive risk management and continuous collaboration between Radiant's team and executive stakeholders on the client side.

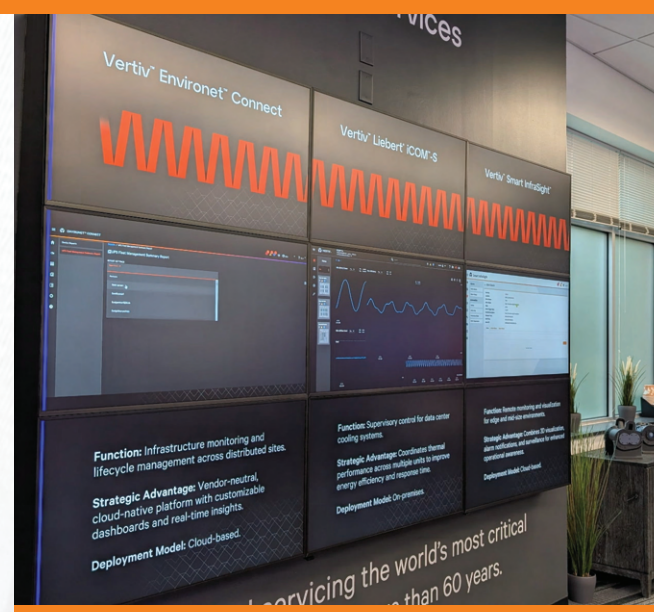
Through structured execution and constant communication, the Experience Center was delivered on time and fully operational.

Results and Impact

Since launch, the Experience Center has:

- Strengthened executive and investor engagement through clear, data driven storytelling.
- Reinforced the organization's diversified value proposition beyond AI focused growth.
- Enabled leadership and sales teams to deliver consistent and compelling narratives.
- Supported both external stakeholder engagement and internal training initiatives.

The Experience Center has been operational for more than six months and continues to deliver measurable business value.



Scalability and Future Readiness

Many Experience Centers are built as fixed installations that are expensive to modify and dependent on the original vendor for updates. Over time, this leads to outdated content and reduced impact. To avoid this, the Experience Center was designed around a Digital Experience Management System that empowers internal teams to continuously update, refine, and evolve the experience without requiring vendor re-engagement.

Key advantages include:

- Internal ownership of content, workflows, and messaging.
- Seamless integration with live data systems to surface real time metrics.
- Rapid adaptability to shifting executive priorities, investor narratives, and market conditions.

The client team was trained to manage the system independently, ensuring the Experience Center remains current, relevant, and impactful. This flexibility has proven critical to long-term success and driven stronger engagement from internal and external audiences.

The organization is now exploring global replication of the Experience Center model and expanding related training environments using the same technology framework.

Key Takeaways

- Executive-driven Experience Centers require strategic vision before technology.
- Flexibility is essential to protect long term investment value.
- Integrated and data-driven environments deliver greater impact than static displays.
- The right partner dramatically reduces risk in high pressure, high visibility initiatives.

Conclusion

This Experience Center engagement demonstrates how thoughtful design, disciplined execution, and future ready technology can transform a high-risk initiative into a long-term strategic asset. By aligning executive messaging with dynamic and scalable systems, Radiant Technology delivered a solution that continues to drive value well beyond initial deployment.

This project now serves as a blueprint for similar initiatives worldwide and positions Radiant Technology as a trusted strategic partner for complex, executive-level technology experiences.

