



Telergee 2017

Bluebird Underground

Below Ground – Above Standards!

Presented by Chris Force



Because success is all about good connections

Bluebird Philosophy

Three Pronged Approach

- 1) Customer
 - High Quality Customers
 - Great Service (power, cooling, space, security)
- 2) Employee
 - Competitive Pay
 - Great Benefits
 - Bonuses
 - Sales Comp (New & Existing Customers)
- 3) Shareholder
 - Information/Budget/Results
 - Distributions



About Bluebird

- Multi State Fiber Network
 - Collocations
 - Transport
 - No Residential or Telephony
 - Our Success:
 - >700 Cell Tower Connections
 - >6,000 miles: Mo, Ill, and surrounding states
 - USAC Customers
 - Large Businesses
 - Data Center
 - No Hosting
 - Large Businesses
 - Remote Hands



“Missouri offers an ideal location for an underground data center. The Bluebird Underground facility is housed in a cave carved out of natural limestone, which provides a safe and secure environment. Being in Missouri allows close accessibility to data center customers while enjoying low business costs. Combined, these attributes allow Bluebird Underground the opportunity to grow our business while providing a cost-effective data center experience for our customers,” stated Michael Morey, President and CEO of Bluebird Network.

“Below Ground; Above Standards”



Remote Hands Service Plans

Service Plan	Description of Service Plan	Charge
Granite-5	5 Hours / Month - 5 hours of Remote Hands Services during Normal Business Hours that can be used on a monthly basis. Billed in 15-minute increments.	\$500 per Month (additional @ \$100/Hour)
Quartz-2	2 Hours / Month - 2 hours of Remote Hands Services during Normal Business Hours that can be used on a monthly basis. Billed in 15-minute increments.	\$250 per Month (additional @ \$125/Hour)
Marble-1	1 Hour / Month - 1 hour of Remote Hands Services during Normal Business Hours that can be used on a monthly basis. Billed in 15-minute increments.	\$150 per Month (additional @ \$135/Hour)
Onyx-15	15-Minute Drill - Covers 15-Minute or less incidents including: server reboots, signing for packages under 5lbs and escorted access requests. Limit of 5 incidents per month.	\$100 per Month (additional @ \$165/Hour)
No Plan	Remote Hands Services is billed at \$200 per hour in 30-minute increments, with a 1 hour minimum, per activity. No After-Hours activity is permitted without a Service Plan.	No Regular Monthly Charge, based upon usage

NOTE: After-Hours activities are billed at 1.5 times the standard rate, in 15-minute increments under a Service Plan.



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New Business

- Traditional Way to Connect with our Customers
 - Build to them;
 - Or Build to us;
- Now with the Data Center
 - Make them a part of the Network, right in the middle.
 - And.. we have a real partnership with our customers.



Measures of Success or Failure

- Daily at Bluebird Underground we measure:
 - Total Energy Usage (kWh)
 - Power Usage Efficiency
 - Energy Profit Margin
 - Energy Costs
- Revenue
 - Space
 - Collocation/Cross Connect
 - NRC
- Synergy!
 - Transport in and out
 - Introductions to New Players

Information is Power and Helps CFO's to Guide / Influence Company Direction



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