

Crisis Management Success Story



Company Overview

This company was the largest managed services and data hosting center in England and Central Europe. It had four data centers and over 500k square feet built out over four different countries.

The Situation

- The control-based shareholder hit hard by a market adjustment could no longer fund the extreme capital requirements of this giant successful startup.
- The financial model showed a need for nearly \$700M in capital requirements to reach CFBE with nearly \$100M spent at this point.
- The company experienced a complete stop in spending, which forced a need for crisis management and a new way of thinking.

SOLUTIONS & RESULTS

Survive & Quickly Find an Exit

- Immediately assessed the financials
- During the exit analysis, Panorama found other investors entering the EU market, narrowing the focus of their efforts on an investor in Ireland. This investor had 200k sq. ft. of data centers with a goal of covering 1M sq. ft.

Outcome: With No Additional Capital, Company Stays Afloat & Exits

- The company merged into what is now one of the largest data hosting centers in the world.

Operations were maintained, allowing the company to stabilize during exit negotiations and subsequent integration to the acquirer.