

IO Expands Operations to Europe; Names Ricky Cooper as Vice President of Enterprise Sales, Europe, Middle East & Africa - IO



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IO, the leading provider of next-generation modular data center technology and services, today announced the company has expanded operations to Europe and named Ricky Cooper as Vice President of Enterprise Sales, Europe, Middle East & Africa (EMEA). The moves reflect the growing global customer demand that IO is experiencing for its IO.Anywhere™ and IO.OS® products.

IO brings to EMEA its portfolio of modular data center technology and services, which addresses customer needs in enterprise IT, green data centers, cloud computing, big data, data center infrastructure management (DCIM) and high-performance computing. IO.Anywhere modular data centers provide ultra-high efficiency enterprise data center infrastructure that can be deployed rapidly to customer data centers anywhere in the world and also delivered as Data Center as a Service (DCaaS™). IO.OS, the premier secure data center operating system, enables organizations to manage and monitor their entire data center to maximize utilization, resiliency and energy efficiency.

IO also offers Powered by IO™, a worldwide network of data center sites and service providers that are certified by IO to host IO's technology and provide DCaaS in exclusive markets. IO is expanding the Powered by IO network in EMEA.

"IO technology can transform business for any user of information technology, anywhere in the world," said Jim Kleeman, Executive Vice President – Global Sales and Marketing for IO. "We are very excited to have Ricky Cooper lead IO's entry into the UK and EMEA markets. He is a proven leader and technologist that will build a world-class team in the UK, serving our customers throughout EMEA."

A sales leader in the IT industry for 17 years, Mr. Cooper was previously with Microsoft, where his roles included managing a Global 100 account for Microsoft and regional business manager for the Global Accounts division in Europe. Prior to Microsoft, Mr. Cooper was at Dell Computers where his roles included enterprise sales lead for United Kingdom and Ireland, and responsibility for the Dell/Microsoft partner relationship in Europe, Middle East & Africa. He is based in London, England.

"IO sees a major market opportunity in EMEA in helping organizations move to Data Center 2.0 strategies, where they can buy modular data center hardware and software like other IT purchases. IO has completely transformed data center infrastructure by removing it from physical real estate, which enables customers to reduce capital investments, improve operational efficiency, substantially decrease energy consumption and purchase only what they require when they require it," said Mr. Cooper.

About IO

IO is a global leader in software-defined data centers and has pioneered the next generation of data center infrastructure technology. IO's integrated hardware and software data center technology platform offers enterprises, governments, and service providers an innovative way to deploy, provision, and optimize data center capacity anywhere in the world. IO technology lowers the total cost of data center ownership compared to traditional data centers, enabling dynamic deployment and intelligent control based on the needs of IT equipment and applications in the data center.

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