

451 Research Report Recognizes ‘Leaner and Nimbler’ Vertiv That’s ‘Found Its Mojo’ as a Standalone Company

Report notes improved engineering and marketing coordination between regions, and attention to channel

Columbus, Ohio [Oct. 22, 2019] – In a newly released report, IT analyst firm 451 Research welcomed Vertiv’s transformation, saying the company has “remade itself for a datacenter market that demands a lean cost structure and rewards speed,” adding that Vertiv is now “gearing up to take advantage of its broad portfolio and global footprint to take more share in a challenging but expanding datacenter market.”

The report represents one of the first comprehensive analyst evaluations of Vertiv since its sale to Platinum Equity about three years ago, and it extols the company’s increased agility across its global operations and effective growth strategy – including 2018 acquisitions and increased attention to the channel.

“Vertiv has restructured to become leaner and nimbler via improved engineering and marketing coordination between regions,” stated the report, authored by Daniel Bizo, principal analyst, data centre services and infrastructure for 451 Research. “The company’s fresh management team has demonstrated it is capable of reinvigorating the organization, to improve margins and align with market reality.”

The report also noted the changes Vertiv has made to its partner program, specifically its focus on simplifying and streamlining the Vertiv experience for channel partners.

“It’s gratifying to see our hard work and vision for the company recognized and paying off for Vertiv and for our customers, but there’s still more work to do,” said Vertiv CEO Rob Johnson. “As the report states, anticipated and unanticipated technologies have the potential to disrupt our industry. It’s Vertiv’s goal to leverage our strengthened agility so we can help our customers take advantage of those disruptions, and thrive as a result.”

For more information about Vertiv, visit [Vertiv.com](https://www.vertiv.com).

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About Vertiv

Vertiv brings together hardware, software, analytics and ongoing services to ensure its customers’ vital applications run continuously, perform optimally and grow with their business needs. Vertiv solves the most important challenges facing today’s data centers, communication networks and commercial and industrial facilities with a portfolio of power, cooling and IT infrastructure solutions and services that extends from the cloud to the edge of the network. Headquartered in Columbus, Ohio, USA, Vertiv employs around 20,000 people and does business in more than 130 countries. For more information, and for the latest news and content from Vertiv, visit [Vertiv.com](https://www.vertiv.com).

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