

TRACE3

TRACE3 CELEBRATES COMPLETION OF ITS INTEGRATION WITH GROUPWARE TECHNOLOGY

Combined company expands its service portfolio under the Trace3 brand

Irvine, Calif. – April 1, 2021 – Trace3 announced today the completion of its integration with Campbell-based Groupware Technology ("Groupware"), which began in November of last year as part of a strategic expansion to extend Trace3's market position in Northern California, Arizona, and Utah.

The newly combined \$1.5-billion company has come together under the Trace3 brand and employs nearly 1,000 staff across the nation. [As stated in an earlier release](#), the strategic union offers many growth opportunities for both legacy companies, including a more robust service portfolio in Cloud, Data Intelligence, Security, and overall Enterprise IT.

Groupware clients will also benefit from Trace3's Innovation pillar, which includes a dedicated technology research team, multiple technology-testing laboratories, and an emerging technology consultancy practice.

"One of the benefits we are excited to share with our clients is access to Trace3 proprietary research— a key component of the brand's focus on technology innovation," said Mike Thompson, General Manager of Northern California and former CEO of Groupware Technology. "Groupware clients will also benefit from Trace3's longstanding commitment to providing emerging-tech inspired solutions in close partnership with the venture capital community."

Groupware will strengthen Trace3 offerings in cloud optimization, data center infrastructure, first-call support, hardware integration and configuration, and global shipping and logistics.

Offerings immediately available to Trace3's clients include:

- [Rack and Roll](#)
- [Cloud Optimization](#)
- [GroupWatch](#)

Accompanying its expanded capabilities, Trace3 launched a new Vision Statement to capture the combined team's dedication to innovation and emerging technology when delivering an excellent client experience.

Vision Statement: To always be an innovator in the industry with a commitment to business value realization for our clients.

The new Vision Statement was shared at Trace3's virtual company kickoff in February, where both companies came together to discuss their 2021 go-to-market strategy for the first time.

“Both organizations strongly believe that our product is our people and have invested heavily in elite engineering teams,” said Rich Fennessy, CEO of Trace3. “Now, together, we will offer clients in Silicon Valley and the greater Northern California region the absolute best technical consulting and services capabilities available.”

Through elite-engineering and a continual focus on emerging technology, both companies are committed to assisting their commercial and enterprise clients, including many of the Fortune 500, in realizing superior business outcomes through advanced technology solutions and services.

About Trace3

Trace3 is a premier provider of consultation services and advanced technical solutions. Founded in 2002, Trace3 empowers organizations to embrace the ever-changing IT landscape through elite engineering and dynamic innovation. With deep roots in the data center, Trace3 offers a broad mix of end-to-end technology services and solutions. These range from artificial intelligence and data insights to cloud computing and security consulting. Trace3 also maintains a Venture Capital (VC) CXO Briefing program, with a sharp focus on emerging technologies, and provides clients with extensive research focused on the latest IT trends.

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