

**FOR IMMEDIATE RELEASE –**

## **Kansas City-based Cavern Technologies Selected to Lead Panel at National IMN Conference Provider Forum**

*Cavern President, John Clune, Spearheading C-Level Panel Discussion for Data Center and Cloud Services Industry Professionals*

Lenexa, KS / Washington, D.C. – June 9-10, 2016 – IMN (Information Management Network) is hosting its 6<sup>th</sup> Annual Provider Forum on Data Centers and Cloud Services Infrastructure in Washington, D.C., June 9-10. John Clune, President and CEO of Cavern Technologies, based in the Kansas City region, will be joining other industry leaders in addressing critical business issues facing C-level executives with data center, colocation and Cloud service providers. The event will focus on four key themes: Optimizing Business Models & Strategies for Growth; Expanding to New Service Offerings & Revenue Opportunities; Cost-Effective Infrastructure Investment, Future-Proofing & Security Measures; and Cost Reduction & Mitigation Strategies.

Drawing from his in-depth experience in Data Center solutions, development, management, and engagement, John Clune will moderate a panel discussion on the topic of “*Courting & Retaining End-User Clients; Who, How, and When to Walk Away.*” Other esteemed members of the C-level panel include: Nicholas Kottyan, President & CEO, DataChambers; Brian Doricko, Senior VP & Chief Revenue Officer, DuPont Fabros Technology; Jeffrey Moerdler, Member, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, P.C.; and Marshal Bailey, Director of Business Systems, Proxios.

The panel will delve into topics including:

- What types of end-user make the best clients? What to avoid? What will be the next big client type?
- Securing enterprise end-users vs. service provider clients: Their key selection criteria and deal-breakers today
- What are the key legal issues in data center leasing?
- Data privacy, security and HIPAA issues
- How to get on the client/broker radar: Proven sales and marketing techniques
- Assessing current price sensitivity and determining when to compete for business vs. when to walk away
- Meeting the evolving needs of existing clients vs. expanding into new client bases: How to determine your focus/spend?
- Customer Relationship Management: Tips for generating client loyalty and identifying the top factors that cause clients to jump ship

For more information about IMN Provider Forum, visit [www.imn.org](http://www.imn.org).

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### **About Cavern Technologies, Inc.**

Cavern Technologies, Inc. is a leading provider in the development, leasing and operation of build-to-suit wholesale data centers outside of Kansas City. Located 125-feet underground in a 3 million square foot facility, Cavern’s environmentally regulated, secure infrastructure is Energy Star, SAS-70, SSAE 16 Type II certified. Cavern is designed to meet the specialized power, cooling and security requirements companies need to house IT systems that support their mission-critical business processes. Cavern provides tenants with unique business solutions and a value proposition focused on minimizing the total cost of ownership of data center and colocation infrastructure. [CavernTechnologies.com](http://CavernTechnologies.com)

### **About IMN**

The IMN or Information Management Network, was founded in 1994 and is a global organizer of conferences that focus on institutional finance, investments and healthcare IT. [IMN.org](http://IMN.org)

### **Contact:**

Mary Beth Compton  
913.553.5974

[mcompton@caverntech.com](mailto:mcompton@caverntech.com)