



Technology, meet Humanity.

opus:interactive

THE OPUS STANDARD

# CODE OF CONDUCT

DO THE RIGHT THING THE RIGHT WAY  
FOR THE RIGHT REASON.

Trusted advisors since 1996.

## A MESSAGE FROM OUR CEO

Dear Team,

Thank you for this opportunity to work together. As a member of our work family, our partners, or customers - you are part of what makes Opus successful. Every day you provide value to our customers, our organization, and the great work being done across many industries.

Since our humble start as an IT department in 1996, we have served as the trusted advisor to over 500 customers with one guiding principle, one standard - **Do the right thing the right way for the right reason.** It's the Opus Standard. Our mission, values, and approach to service delivery echoes this standard and makes up who we are as a company, who we partner with, and the industries we serve.

This Code of Conduct provides insights into how we embrace this standard within our team, the communities we are a part of, the industries we serve, and the planet as a whole.

Thank you again for the opportunity!

Sincerely,

Shannon Hulbert  
*Opus Interactive CEO*



## About Opus Interactive

Founded in 1996, Opus Interactive has earned a reputation for custom IT solutions that fit unique requirements for security, scalability, cost, and future growth needs of its customers. An accredited member of the International Managed Services Provider Alliance, the Company operates from Tier III+ data centers located in Hillsboro, Portland, Dallas, and Northern Virginia. Through close partnerships with industry-leaders and a commitment to customer satisfaction, Opus delivers custom solutions for Cloud Hosting & IaaS, Colocation, DRaaS & Backup, Object Storage, VDI, and Public Cloud Monitoring & Management.

Opus Interactive is a woman and minority-owned enterprise that has worked closely with VMware and HPE partnership programs since 2005. With past performance that includes more than 20 years of proven results and current compliance with PCI-DSS, HIPAA, FedRAMP Moderate Ready and SSAE 18 SOC 2 Type II, Opus helps customers reduce cost and optimize resources using efficient operations.



**Brady, Shannon, and Eric**  
*Opus Interactive Owners*



“ **Connecting people with technology is our life’s work.** The Opus Team has spent over 24 years honing a mix of purpose-built hybrid cloud and colocation solutions. We deliver those services from world-class data centers located in the most connected places on the planet.



## Trusted advisors since 1996.

# 1996

IT Department formed inside of creative agency, Opus Creative, to support hosted sites and projects

# 2005

Opus Interactive joins partnership programs for HP and VMware, exploring "virtualization"  
**OpusCloud launches**

# 2011

Launches into Tata Datacenter in Portland  
Shannon Hulbert joins for strategy and branding

# 2014

Datacenter expansion in Hillsboro at Fortune Datacenter  
Preferred Retail Provider for Hillsboro

# 2016

Datacenter expansion in Hillsboro  
Oregon's Fastest Growing Companies

# 2018

90kW datacenter expansion in Hillsboro  
2018 Tech Elite Solution Providers by CRN

Inc 5000 Fastest Growing Privately Owned uS Companies  
Launches into Iron Mountain in Northern Virginia

# 2020

Hillsboro expansion with Stack Infrastructure  
Estimated US Footprint: 2MW footprint  
Top 100 Best Green Workplaces in Oregon

# 2001

Opus Interactive builds their first datacenter in Portland to support growing ISP

# 2008

Opus Interactive incorporates  
Launches into Databank Datacenter in Dallas

# 2013

Office expansion into Hillsboro with Fortune Datacenter

# 2015

Datacenter expansion in Texas  
Oregon's Fastest Growing Companies

# 2017

Launches dark fiber and AWS Direct Connect in Hillsboro  
Named to 2017 CRN Fast Growth 150 List  
Top 501 Managed Service Providers

Buyout and Shannon Hulbert named CEO

# 2019

Hillsboro expansion with Stack Infrastructure  
Estimated US Footprint: 1MW footprint  
Inc 5000 Fastest Growing Privately Owned uS Companies  
**OpusGov launches**  
**(FedRAMP Moderate private cloud /IaaS)**

## OUR CORE VALUES



### KEEP INNOVATING

Supporting innovation and new ideas, we improve and evolve. For more than two decades, we have held true to a culture of continuous improvement and learning.



### DO IT TOGETHER

Our team is key to all we do. We work together to reach our goals as a unit. Collaboration, mentorship, **inclusion and diversity** are our greatest strengths.



### DO IT WITH TRUST

We build trust in every interaction - from customer to team member to partner. Our goal is to keep showing up and delivering quality consistently.



### DO IT WITH PURPOSE

We know where we're going and how we're getting there. Celebrating the successes along the way, we're a little bit closer every day.



### DO IT RIGHT

We work with **integrity, fairness, honesty, safety, trustworthiness, and respect** - towards our customers and our team. Life is too short not to.



### FOLLOW THE GOLDEN RULE

**Our customers are the center of it all.** From CEO to Sys Admin, our team is made up of experts that are dedicated to delivering what our customers need, when they need it.



### DO WITH QUALITY

We've spent more than 24 years honing a service offering we can stand proudly behind. Bringing our best every day, we strive to uphold a reputation for quality.



### DO "IT" PLANET-FRIENDLY

We are conscious of the impact our work has on the planet and within the communities where we live and work. **Our end goal is optimized, efficient solutions that deliver effectively for our customers.**

24+  
YEARS

500+  
CUSTOMERS

6  
NETWORK  
FACILITIES

## OUR DIVERSITY AND INCLUSION

**At Opus, our life's work is connecting people with technology. That includes building the bridges of opportunity for people from diverse backgrounds to join and grow within our work family. Whether it's creating early career opportunities and entry level positions with clear career paths or speaking to generate awareness for opportunities to advance diversity and inclusion within the industry as a whole.**

### **INCLUSION AND DIVERSITY**

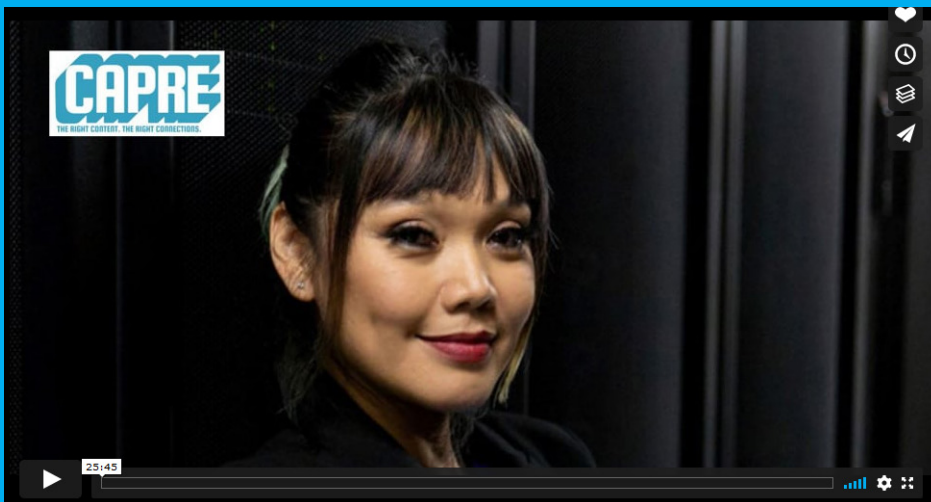
We are committed to always be an organization where all individuals are treated fairly and respectfully, have equal access to opportunities and resources, and can contribute fully to the success of each individual, our organization, and our customers.

The Opus team is made up of people from varied backgrounds working together in relentless pursuit of agreed upon goals. 40% of the team are women, or racial/ethnic minorities.

### **WOMEN IN TECH**

While they make up nearly half the American workforce, the percentage of women in tech amounts to only 20%, on average. When it comes to women in leadership positions, the figures are even lower. For this reason, we strive as an organization to create opportunities to generate awareness and opportunities for women in the industry and within our organization.

### **WOMEN OF MISSION CRITICAL KEYNOTE: FROM THE END OF THE ROAD TO THE INFORMATION SUPER HIGHWAY**



Opus CEO, Shannon Hulbert, is an enrolled member of the Yurok Tribe of Northern California. She grew up on a Tribal Reservation without access to electricity or telephone/connectivity. Today, Shannon advocates for STEM, bridging the digital divide, green IT, and women in tech.

**[CLICK TO WATCH THE KEYNOTE.](#)**



## OUR END-TO-END EFFICIENCY

We are committed to building responsibly and accelerating the adoption of green IT. For us, this translates to right-sized workloads built on high-efficiency ENERGY STAR® certified equipment. Opus uses cable management and aisle containment to optimize cooling. Equipment is housed inside of Tier III+ and LEED certified buildings. Additionally, the entire ecosystem is monitored and incorporates AI and predictive analytics for efficiency improvements and continuous system optimization.

### ENERGY EFFICIENCY

We are committed to delivering efficiency at every touch.

- **Right-Sized Workloads:** We work closely with our customers to understand needs to design right-sized hybrid and multi-cloud solutions that distribute workloads the using the most optimized methods.
- **Low Footprint Servers:** When we shifted from traditional servers to ENERGY STAR certified HP blade servers, our primary “eco” benefit showed up as significant power savings of nearly 30%.
- **Cable Management and Aisle Containment:** Server racks are oriented so that the fronts of the servers face each other. In addition, the backs of the server racks also face each other. This orientation creates alternating “hot aisle/cold aisle” rows. Such a layout greatly reduces energy losses and also prolongs the life of the servers. In addition, blanking panels are incorporated to further maintain the cold aisle integrity with cable management structured to yield the most airflow.
- **High-Efficiency HVAC Units:** We use highly efficiency computer room Air Conditioning units that utilize VFDs (Variable Frequency Drives), which allow air handlers to vary speeds based on IT to maximize efficiency and power usage.
- **Water Side Economizers:** We incorporate HVAC adjustment that use the evaporative cooling capacity of a cooling tower to produce chilled water and can be used instead of the chiller during the winter months.
- **Air-Side Economizers:** We utilize air-side economizers that bring outside air into the building and distribute it to the servers. Instead of being re-circulated and cooled, the exhaust air from the servers is simply directed outside.
- **Highly Efficient Data Centers:** We occupy state-of-the-art data centers that are built to LEED Silver and Gold Certified standards. These facilities incorporate unprecedented levels of energy efficiency and control—including 100% aisle containment, and the ability to take advantage of clean power options.
- **Continuous optimization:** Our hybrid and multi-cloud solutions are monitored and managed to ensure the entire IT ecosystem is performing at peak optimization. The platform integrates AI and ML with predictive analytics to ensure the network is continuously optimizing.

### SAVE ENERGY - SAVE MONEY.

Energy costs and efficiency matter. An optimized workload that operates on efficient equipment housed inside of a low PUE facility located in an area with low power costs saves energy and delivers cost savings.

Today's cloud and datacenter solutions consume a lot of energy. At Opus, we are passionately committed to delivering hybrid cloud solutions that not only take exceptional care of our customers' needs, but also pave the way for sustainable energy use and the next generation of technology builders.

## OUR END-TO-END SUSTAINABILITY

At Opus Interactive, we are passionately committed to delivering complex hybrid cloud solutions that not only take exceptional care of our customers' needs, but also pave the way for sustainable energy use and the next generation of technology builders.

### SUSTAINABLE ENERGY

- **Green Power:** Our Hillsboro data center benefits from state-of-the-art energy efficiency, as well as direct access to Oregon's clean, inexpensive power, abundant domestic and Trans-Pacific network choices, and tax-free financial incentives. This combination translates to massive cost-savings for our customers.
- **Green Energy (Virginia):** Our Northern Virginia datacenter partner, Iron Mountain has a mission to obtain local, reliable, cost effective, 24/7 renewable energy solutions to meet the company's RE100 goal of 100 percent renewable electricity for global operations. The organization also launched the nation's first Green Energy Plan and largest datacenter rooftop solar implementation.
- **PGE & BPA Renewable Power:** Our company's commitment for sustaining our global environment is at the forefront of what we do. We support PGE and BPA through their renewable power program providing our clients a green and sustainable environment for their internet solutions.
- **Green Power Partnership:** The Green Power Partnership is a voluntary program that encourages organizations to buy green power as a way to reduce the environmental impacts associated with purchased electricity use. The Partnership currently has more than 1,000 Partner organizations voluntarily purchasing billions of kilowatt-hours of green power annually.

### INTERNAL OPERATIONS & PURCHASING

- **Paper Use:** We are committed to using as little paper products as possible. We are 100% converted to online billing and use of digital contracts management. Whenever paper is used, our policy is to use no less than 60% recycled content.
- **Recycling:** Our goal is to reduce waste by 50% by 2022. We are focused on minimizing, or responsible and ethical recycling and disposing of, hazardous and electronic materials.
- **Transportation:** We are committed to maintaining and improving sustainable transportation. Our travel reduced by 60% in 2020. As an organization, we are committed to maintaining this percentage.

For more information about Opus Interactive's Corporate Social Responsibility activities, visit our website as [www.opusinteractive.com](http://www.opusinteractive.com)

### OREGON'S BEST GREEN COMPANIES

Opus Interactive was named to the 2020 100 Best Green Workplaces in Oregon list.





## OUR FUTURE

At Opus Interactive, we believe strongly paving the way for the workforce of the future matters. We're committed to generating awareness for STEM-related careers in the technology industry and creating opportunities for youth in underserved communities.

### SUPPORTING STEM

- **Advocacy:** We serve as a resource in sharing opportunities that engage & motivate interest in STEM
- **Scholarships:** We contribute to scholarship funds that promote STEM-related higher education.
- **Speaking:** We host and take part in panel discussions to share our insights and generate awareness for STEM to ensure more youth are made aware of the opportunities that STEM-related careers offer.
- **Events:** We host events for students to generate awareness for careers within the datacenter, cloud computing, and tech industries. Additionally we partner with organizations and support and attend STEM-related events.

### CLOSING THE DIGITAL DIVIDE

In a world where telehealth solutions, IoT, and online learning and collaboration are on the rise, connectivity matters. At Opus, we're passionate about advancing connectivity and generating awareness about digital divide statistics.

Opus Interactive is passionate about finding ways to serve as a resource in sharing opportunities that engage and motivate interest in all things connectivity - from 5G to LEO satellites to subsea cables. We host and attend connectivity events - from livestream webinars with industry professionals to attending NASA rocket launches.

### FACILITATING DISTANCE LEARNING DURING COVID

Opus Interactive and an anonymous doner teamed up to deliver 45 Chromebooks to the Klamath Basin.

Friends of the Children – Klamath Basin provides professional mentoring for children facing multiple systemic obstacles. The Chromebooks, will mean an at-home device for every child enrolled in the program.

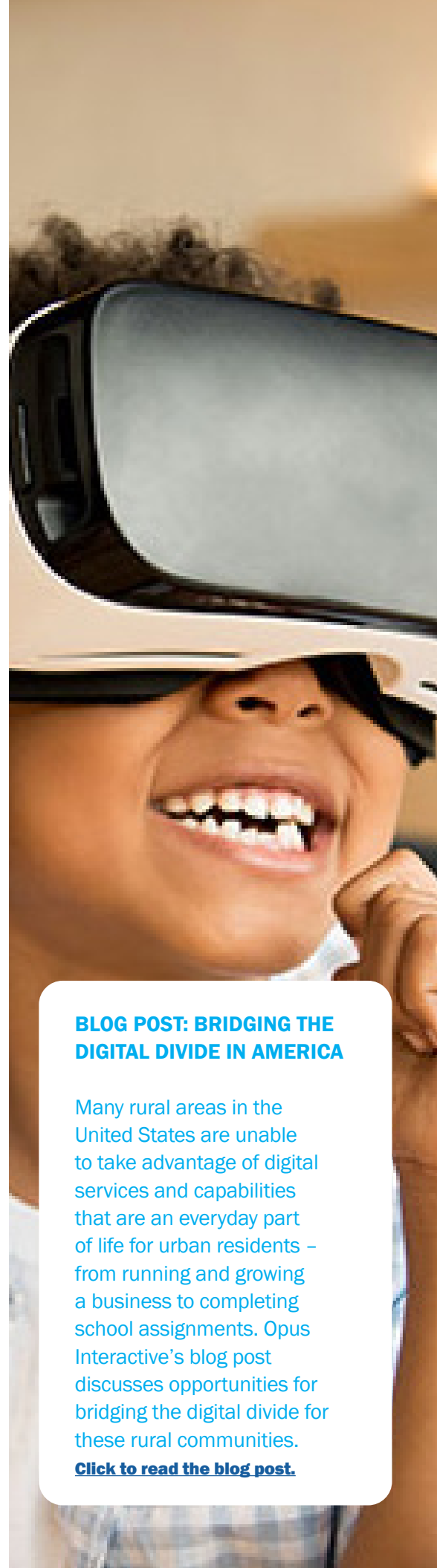
[Read the article.](#)



### BLOG POST: BRIDGING THE DIGITAL DIVIDE IN AMERICA

Many rural areas in the United States are unable to take advantage of digital services and capabilities that are an everyday part of life for urban residents – from running and growing a business to completing school assignments. Opus Interactive's blog post discusses opportunities for bridging the digital divide for these rural communities.

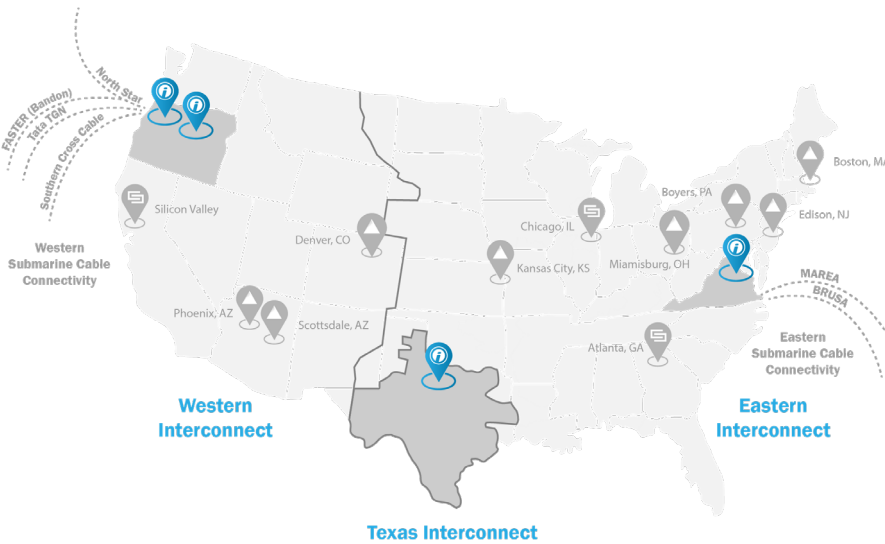
[Click to read the blog post.](#)



# OUR FACILITIES

## WORLD CLASS FACILITIES IN THE MOST CONNECTED PLACES ON THE PLANET.

Opus' world-class facilities are strategically located in markets with high absorption and significant hyperscale presence and are carefully selected based on their ability to deliver energy efficiency, security and connectivity.



### PUBLIC CLOUD ACCESS

Opus' Tier III+ facilities are strategically located near major hyperscale clusters to ensure your hybrid and multicloud solutions can transport quickly and safely. We pair that with dark fiber ring interconnection, peer exchange, cross connects and onramps to hyperscale providers.

### HIGH SECURITY

Our data centers are known for multiple layers and methods of authentication, access, control, and surveillance to keep your data and critical infrastructure secure. Each have 20+ years of safeguards and protocols for administrative, physical, technical and organizational security.

### CONNECTIVITY

We select locations known for being the most connected on the planet. Using the BGP protocol to determine fastest Internet routes, our interconnected locations offer premium connectivity and proximity to submarine cable access in both the Pacific and Atlantic coasts as well as Direct Connect.

### GRID AND REGIONAL REDUNDANCY

We've selected facilities located in 3 power grids to ensure our customers have continuous access to the nation's lowest power costs. For further reliability, each facility is built with redundant power delivery and stringent backup protocols.

### SIGHT SELECTION CRITERIA

- Tier III+
- Key Cloud Absorption Markets
- Close Proximity to Public Cloud
- Low-Cost, Sustainable Power
- Maximum Security
- Reliable Network & Connectivity
- 100% Uptime
- Expansion Potential
- FISMA High (TX/VA)

### RENEWABLE ENERGY

Our facilities have been carefully selected for their proactive energy procurement and long-term energy use strategies that help ensure stable energy costs and environmental stewardship.

Each facility is LEED Silver minimum with access to obtain local, reliable, cost effective, 24/7 renewable energy solutions.

For more information about our Green IT and social initiatives, visit [www.opusinteractive.com](http://www.opusinteractive.com).

Hillsboro  
Datacenter

NoVA  
Datacenter



SCAN FOR  
VIDEO TOUR



SCAN FOR  
VIDEO TOUR

# What you get when you choose Opus Interactive as your provider

**At Opus Interactive we appreciate the fact that you have a choice of service providers. We are also confident that if you choose us as your hosting provider, you'll discover a number of reasons why you made the right choice.**

We continue to gain clients by delivering a high level of service and maintaining communication, flexibility, and quick response capabilities. The most effective hosting solutions are built on a strength and balance of technologies, expertise, disciplines, and customer commitment. We are able to make our customers successful because we operate on these key aspects:

## ✓ OUR CUSTOMIZED APPROACH

We understand that each customer has unique needs. So, beginning with initial contact we work with you to understand your business requirements and goals and then design solutions that deliver.

## ✓ OUR DEDICATED EXPERTISE

Our team of experts is committed to working closely with customers in order to engage the best innovative technology to solve problems and drive business success.

## ✓ OUR CERTIFICATIONS

Opus Interactive is experienced in the programs, systems, and technologies that businesses depend on the most. We're a proud member of world-renowned IT organizations and have invested the time and energy to offer you business-critical compliance requirements, including SSAE 18, PCI-DSS and HIPAA.

## ✓ OUR PARTNERSHIPS

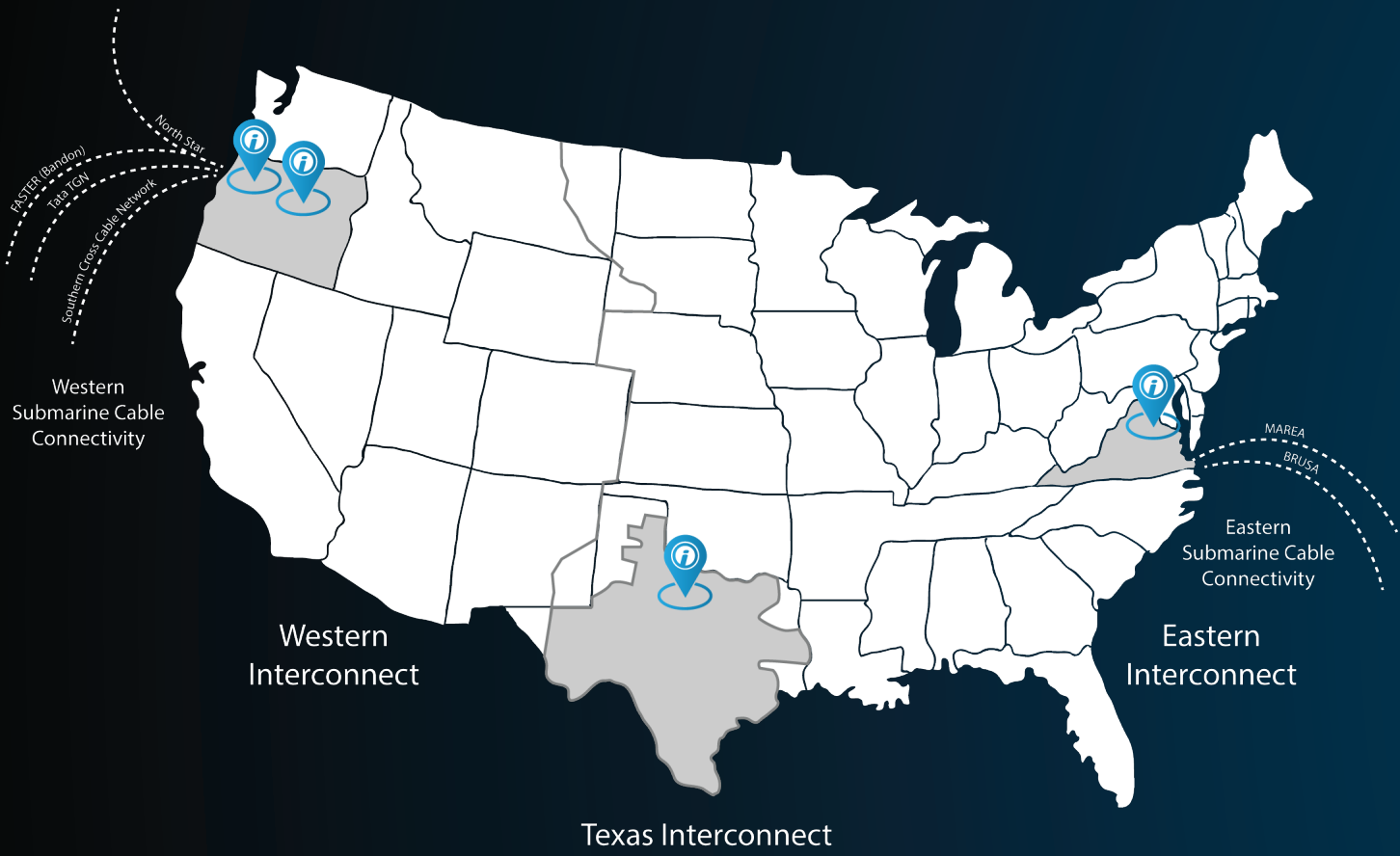
We're proud to be associated with leading companies that are known for quality and reliability. We believe that the very best solutions require the best technology, including both hardware and software products and services that have been tried and tested.

## ✓ OUR PREMIUM FACILITIES

Opus Interactive combines class leading hosting facilities with our own highly resilient network offering the perfect environment for your IT infrastructure.

## ✓ OUR CUSTOMER COMMITMENT

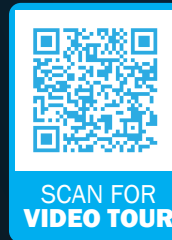
From CEO to support technician, our team is made up of experts in cloud and colocation services who are dedicated to delivering what you need, when you need it.



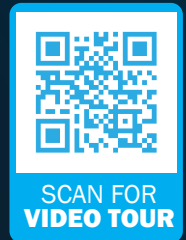
## CONTACT US

- 📍 8135 ne evergreen pkwy  
hillsboro, or 97124
- 📍 11680 hayden road  
manassas, va 20109
- ☎️ (503) 972-6690 main
- 🌐 [opusinteractive.com](http://opusinteractive.com)

Hillsboro  
Datacenter



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Datacenter



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