



# 2023

## Year in Review

*A look back at our accomplishments  
and key milestones*



# Introduction

2023 was an exceptional year for the cloud industry – colored by continued explosive growth, exciting innovations, and a reshaping of the competitive landscape. Key trends and events that shaped the year include:

## Market Growth

**Cloud Spending Continued to Skyrocket:** Global public cloud spending soared past \$560 billion, with Infrastructure as a Service (IaaS), Desktop as a Service (DaaS), and Platform as a Service (PaaS) showing the highest growth rates, according to [the latest forecast from Gartner, Inc.](#)

**Business Embraced Multi Cloud Models:** Optimizing costs, performance, and flexibility were top priorities for businesses, even if that meant utilizing services from multiple providers to do so. Tools like Kubernetes and Terraform facilitated seamless management across diverse platforms

## Technological Advances

**AI/ML Integrations Took Center Stage:** AI/ML became a key talking point as it relates to cloud offerings – showcasing what's possible when businesses leverage this technology to automate operations, enhance security, and innovate applications.





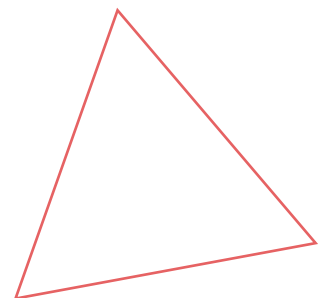
Generative AI, in particular, took the business world by storm with its ability to improve and ramp up content production (eg, using text to image, creating personalized, targeted content, and making that content more accessible by localizing the language for different audiences).

**Industry-Specific Cloud Solutions Gained Traction:** Sectors like healthcare, finance, and retail realized the benefits of using vertical cloud platforms – where a cloud computing environment takes the general benefits of the [public] cloud and tailors them to the specific challenges and processes of a particular field. Combining software, platform and infrastructure as a service (IaaS) capabilities offers bespoke features and compliance expertise that helps organizations manage workloads and other needs of their segment effectively.

## Competitive Shifts

**Talent Wars Persisted:** The demand for skilled cloud professionals skyrocketed, leading to fierce competition for talent. Companies focused on developing a strong "cloud culture" to attract and retain top performers. At Onix, we're proud to say that in 2023 we invested very heavily in attracting some of the industry's most talented cloud experts and **leadership** with decades of expertise spanning across data and analytics, AI/ML, migration and modernization, and more.

In this Year in Review report, we celebrate Onix's most significant achievements throughout 2023 and highlight new milestones that will continue to support our vision to be the most trusted cloud consulting partner to the world's leading companies.





# Company Rebrand

Our vision is to be the most trusted cloud consulting partner to the world's leading companies. To support this vision, we knew that Onix needed a fresh look and feel that more accurately reflected the evolution of the company and how we serve our customers. We were very intentional about modernizing our logo and making our business offerings more intuitive through design, new typography, colors, and illustrations. It was also important to us that we honor Onix's 30+ year legacy by maintaining brand consistency with the color red and a reliable brand voice customers have come to expect.



Watch the full rebrand video [here](#).



We are a different company from years past and this new brand is a reflection of that. We are serving our customers around the world with **best-in-class cloud** innovation and paving the way to achieving our vision of being the most trusted Google Cloud partner. Our new brand speaks to that.

**Sanjay Singh**, Chief Executive Officer, Onix



There was a lot of thoughtfulness that went into the creation of the new logo. If you look at the combined cloud shape and the O, this is representative of Onix and our cloud partners coming together to **better serve our customers**, offering them **complete cloud solutions**, end-to-end. There is also a subtle forward-facing arrow between the I and the X, demonstrating the forward trajectory of both Onix and our customers.

**Jessica Wesley**, Chief Marketing Officer, Onix



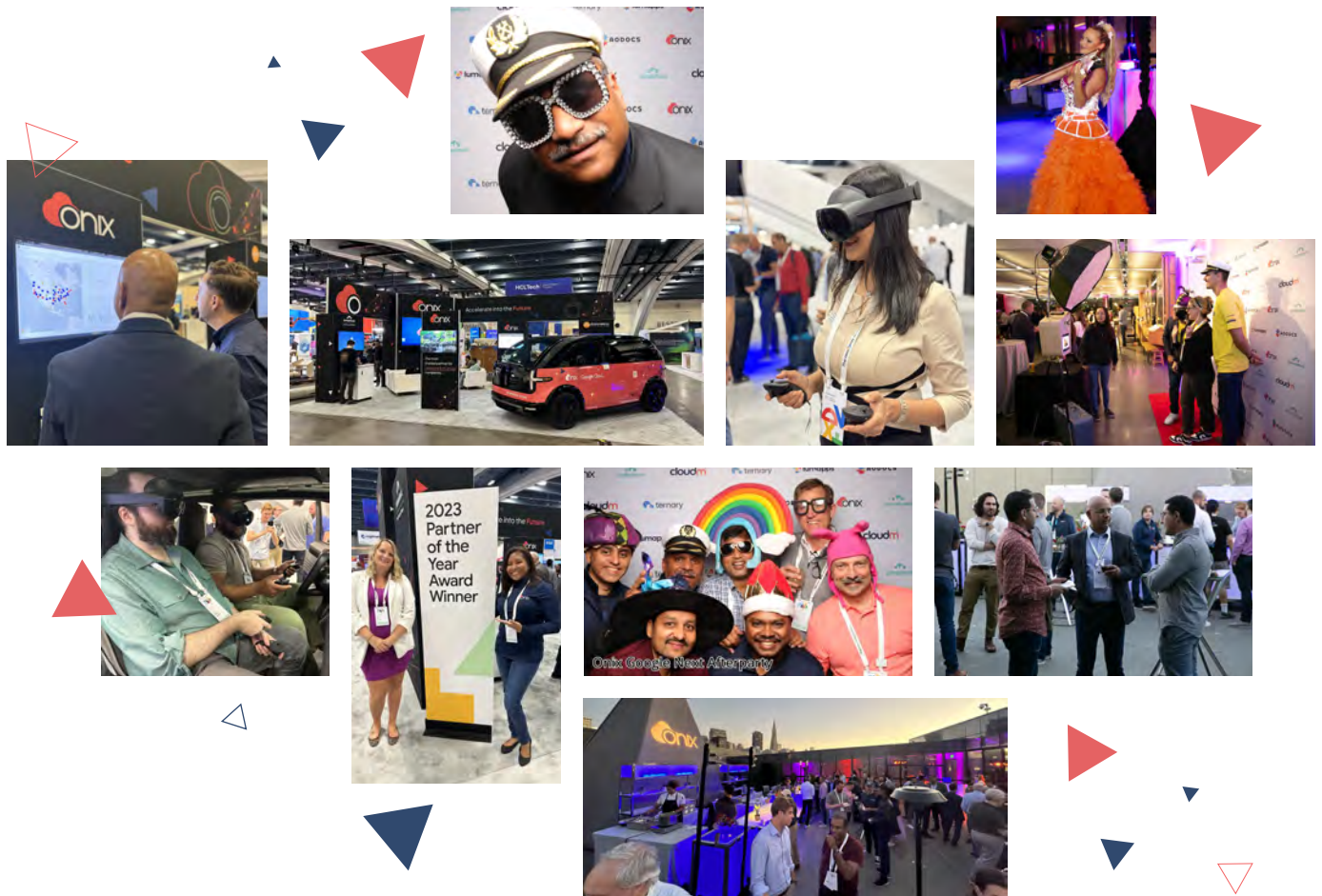


# Google Next

## Our Booth

The world got to see Onix's rebrand on center stage, literally, at Google Next '23. After three years, this was the first in-person event where people in the world of tech had the opportunity to come together to explore new innovations happening in the cloud industry. Next '23 also served as our platform to showcase "Onix 2.0", and to highlight a real use case of one of our customers, Canoo, who's leveraging generative AI to disrupt the electric vehicle (EV) market with its innovative AI-driven vehicle experience.





## Breakout Speaker Session

Earlier this year, Canoo selected Google Cloud as its primary cloud service provider, and Onix as an implementation partner to help optimize their manufacturing processes, enhance existing features, and develop new capabilities for its proprietary platform. We were honored to host a breakout session during Google Next to elaborate on **this new partnership** and share how Canoo will leverage Google Cloud's technologies to transform the EV industry and deliver new AI-powered experiences and capabilities.



Thank you to Tony Aquila, CEO at Canoo, and Google's Ben Royce and Gerrit Kasmaier, (Head of AI Development and VP & GTM, Data & Analytics, respectively) for being a part of this discussion alongside our CEO, Sanjay Singh.





# Expansion

This year, Onix acquired Datametica, a Google Cloud Partner specializing in IP-driven data modernization, AI/ML, and analytics. The combined business brings together Onix's expertise in cloud migration, application modernization, Google Workspace productivity, geospatial, and Generative AI solutions with Datametica's strength in data migration, modernization, and data analytics. This means we're able expedite the delivery of data and AI-driven benefits to customers globally – more efficiently, and at a lower cost.

Following this acquisition, we unveiled our new data and AI solutions:



Migrations from legacy and cloud data warehouses (e.g, Snowflake, Teradata, Netezza, Hadoop, and Oracle to Google BigQuery)



Data integration tools such as Informatica and DataStage to Google BigQuery, Dataflow



Business intelligence tools (e.g, Cognos, Business Objects and MicroStrategy to Google BigQuery and Looker)



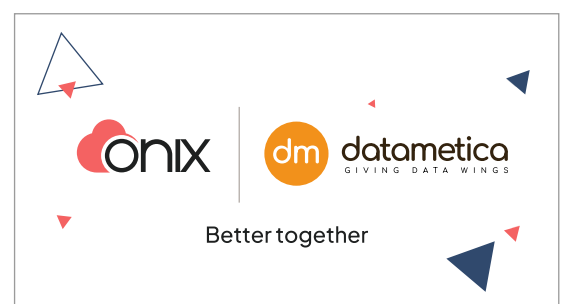
Vertex AI and Duet AI deployments and AI/ML Ops



New solutions, integrated consulting services, and IP from Onix will give organizations more ability to modernize their data infrastructure while enabling faster time to value and risk mitigation – ultimately helping customers accelerate their data- and AI-driven transformations on Google Cloud.

**Gerrit Kazmaier**, VP & GTM, Data & Analytics, Google Cloud

With the addition of Datametica, our company will provide scale and coverage across North America, EMEA, APAC, and LATAM markets, servicing over 1,800+ customers across multiple industry domains.





# New and Enhanced Partnerships

## Google Cloud

At Onix, we're proud to say that we were one of the very first Google Cloud partners. This year, we expanded even further on that partnership by offering comprehensive AI strategy consulting and delivery services to shared customers. These services enable organizations to navigate the realm of safe and ethical genAI deployments, effectively optimizing their business operations. We've also started hosting Generative AI Innovation Workshops, providing customers with a comprehensive understanding of how they can effectively harness the potential of this groundbreaking technology for their maximum advantage. [Learn more](#)



JumpCloud is a cloud-based open directory platform that strengthens security across IT resources and Google Workspace tools through a simple, seamless authentication experience. The partnership will leverage Onix's deep expertise in IT consulting and Google services, combined with JumpCloud's innovative cloud-based directory service to provide a best-of-breed productivity and IT management package. This collaboration will be meaningful for organizations that are looking to improve their security posture and device management while boosting productivity with Google Workspace. [Learn more](#)



Temporall's platform delivers analytic insights for Google Workspace customers to enable better decision-making that ultimately reduces costs, identifies inefficiencies and boosts productivity. This platform, combined with our deep expertise in IT consulting and Google Workspace tools and services, will help organizations maximize the value from their Workspace investment. [Learn more](#)

# Program and Events



## KEY

- Google Event
- Onix Event
- Industry Event

### Webinars :

- [Duet AI Learning Series](#)
- [Transforming Document Processing with AI](#)

# Awards and Achievements

## Google Cloud Industry Solutions Services Partner of the Year Award for Healthcare & Life Sciences

Onix received the 2023 Google Cloud Industry Solution Services Partner of the Year Award for Healthcare & Life Sciences! As one of just a few approved Google Cloud partners for Medical Imaging Suite, Digital Pathology Application Suite, and Google Cloud for BioTech, this award signifies Onix's commitment to support and advance healthcare. With that said, the fact that our clients trust us to help them advance their projects and help them do better patient care is an award in itself. [Learn more](#)



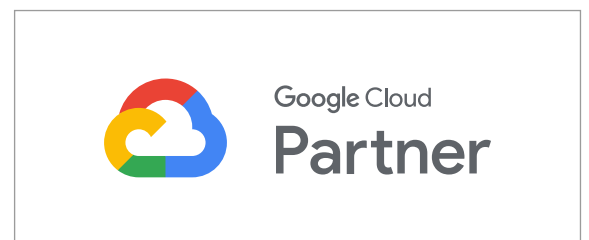
## Google Cloud Application Development Partner Specialization

This certification proves our expertise and success in building and managing applications that use the best of Google Cloud technology in both web and mobile environments. This achievement is also important in instilling trust and confidence with our customers, demonstrating that we have the expertise to bring impactful applications to life. [Learn more](#)



## Google Cloud Expertise Partner of the Month

Being named the Expertise Partner of the Month demonstrates Onix's deep expertise across a wide range of technology solutions on Google Cloud. Our teams are committed to being the most knowledgeable in the industry which enables us to deliver on the digital transformation agenda of our clients. We are dedicated to driving client success and leadership through cutting-edge IP's, tailored solutions, and unwavering customer support. Onix is committed to helping our clients achieve their business objectives and stand out as industry leaders, making their aspirations our top priority.



Our partners have a tremendous opportunity to support customers' AI and data-driven transformations. New solutions, services, and capabilities from Onix will help customers accelerate their digital transformations with Google Cloud in areas spanning generative AI, data modernization, cloud migrations and more.

**Kevin Ichhpurani**, Corporate Vice President, Ecosystems and Channels at Google Cloud

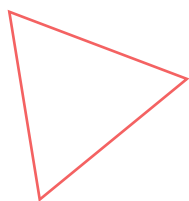




# Conclusion

2023 was a profound year for the cloud industry, marked by continued growth and innovation. At Onix, we got to play a meaningful role in supporting our partners and delivering end-to-end solutions for organizations all around the world. We also got the rare opportunity to reinvent ourselves with an entirely new brand and an acquisition that yielded a new suite of product solutions in the data and AI space to drive even more innovation for our customers.

We want to say “thank you”, truly, to all of our partners and customers that have been part of this journey with us. We’re just getting started, and we can’t wait to help more teams like yours get more out of cloud in 2024 and beyond!



-  onixnet.com
-  connect@onixnet.com
-  800.664.9638

## Get in touch

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