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FOR IMMEDIATE RELEASE

SageNet Acquires Leading Digital Signage Provider Convergent

TULSA, Okla. – Feb. 2, 2021 — SageNet, a Tulsa-based managed network services and cybersecurity solutions provider, has acquired Convergent, a leading digital signage products and services provider to Fortune 1000 companies.

Convergent, a wholly-owned subsidiary of Ballantyne Strong, Inc., is based in Alpharetta, Ga. (Atlanta) with offices in Toronto, Ontario. For more than 35 years, Convergent has been an industry leader providing primarily digital signage solutions to widely distributed enterprises. Its major customers include many of the nation’s leading retailers as well as organizations in healthcare, convenience, financial services and the U.S. government.

Convergent is a pioneer in digital signage managed services with an emphasis on advanced data integration and the creation of engaging interactive experiences. The company’s innovative Digital Signage as a Service (DSaaS) platform helps organizations overcome the barriers often associated with launching and maintaining a robust, reliable digital initiative. Convergent’s DSaaS model enables rapid deployment and scalability of next-gen digital experiences, while its turnkey content creation, management and maintenance services make digital experience programs sustainable for the long run. Sustainability is one of the biggest challenges facing marketing and IT teams as they struggle to keep digital initiatives operating to their fullest potential.

According to SageNet CEO Daryl Woodard, the acquisition of Convergent further strengthens SageNet’s position as a company redefining how agencies, partners and end-users create and maintain world-leading digital engagement campaigns.

“Bringing the already extensive capabilities of our two companies together creates an organization with uniquely broad yet focused expertise,” said Woodard. “Both companies have tremendous experience deploying large, widely dispersed multisite networks with an emphasis on reliability at scale. Combining Convergent’s proficiency in data integration and hyper-targeted marketing with SageNet’s full lifecycle methodology, cybersecurity expertise, multiple NOC/SOCs and nationwide support organization creates a digital experience partner with unrivaled capabilities.

“The market is currently fragmented, with many companies offering digital signage but few providing turnkey solutions. Even fewer monitor and maintain a system after its launch. Fewer still offer advanced data and device integration. With this acquisition, SageNet is perfectly positioned to



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provide customers everything they need for a truly holistic and engaging digital experience,” said Woodard.

“Convergent and SageNet are proven leaders in the digital signage industry,” added Convergent President John Campbell. “Together, we will deliver a much broader scope of services with the combined talent and expertise of two passionately customer-focused organizations.”

The U.S. digital signage market has seen enormous growth over the last several years. According to Grand View Research, the market was valued at \$4.7 billion in 2019 and expected to register a compound annual growth rate of 6.4 percent from 2020 to 2027.

Immediately, Convergent will be branded as Convergent, a SageNet Company. Convergent’s leadership team remains in place and both companies will continue to operate as usual as the integration process proceeds.

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About SageNet

SageNet is passionate about trusted connections. The company believes that by creating, discovering and nurturing trusted connections with its customers, associates and community, SageNet enhances the world that connects us all.

As a leader in managed network and cybersecurity services, SageNet connects, manages and protects technologies and devices across the enterprise. SageNet’s collaborative approach provides peace of mind and systems-confidence that empowers an organization to focus on its core mission.

The company offers world-class service and support via its multiple U.S.-based 24/7 Network Operations Centers (NOCs) and Security Operations Centers (SOCs), geographically diverse teleports, a central National Logistics Center, multiple data centers and a nationwide field service organization.

With a three-decade track record in managed services, SageNet boasts a long-term customer base that includes the nation’s largest retail, healthcare, financial, utilities and energy organizations. SageNet manages communications at more than 220,000 locations. Headquartered in Tulsa, SageNet has regional offices in Washington, D.C., Atlanta, Chicago and Philadelphia.