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STRATEGIC INVESTMENTS IN CONSULTING, SERVICES EXPERTISE UNLOCK NEXT CHAPTER IN TRACE3'S SERVICES-FIRST MODEL

IRVINE, CALIF. – April 24, 2025 – Trace3 announces another strategic evolution toward a 'services-first' model, marked by significant investments in capabilities that unite strategic consulting with advanced technology delivery.

The company launched a services-first initiative from the landscape's growing demand for comprehensive digital transformation strategies, resulting in a 20 percent growth in services during the 2024 calendar year. Now, Trace3 is meeting the evolving needs of enterprises seeking holistic technology solutions for true business transformation with the launch of its Digital Consulting Group and new key hires.

Blending business consulting with cloud and AI innovation, the new Trace3 Digital Consulting Group delivers tangible ROI and helps clients navigate economic headwinds through a unified approach to digital transformation. By integrating these disciplines, clients receive end-to-end guidance - from strategic planning and business model innovation to the implementation and optimization of advanced technologies. Subsequently, organizations are empowered to adopt new technologies and unlock new capabilities to fundamentally reshape operations and achieve concrete business outcomes.

To further strengthen service delivery, Trace3 appointed Jay Johnson, an accomplished leader with extensive experience in scaling services organizations and driving operational excellence. In his new role as senior vice president of services, Johnson will evolve Trace3's managed and professional services and ensure a continued external focus on exceeding client expectations.

Under Johnson's guidance, clients will begin to see Trace3 services take a coordinated approach to delivery and operations in four key areas: Services operations, services sales and go-to-market, engineering services, and managed services.

"At Trace3, we are doubling down on the services-first initiative to enhance our value proposition and continue differentiating in the market," Trace3 President Joe Quaglia said. "Jay understands what CXOs and enterprise leaders need, and he embodies our commitment to being consultative, innovative and most importantly, value-driven."

About Trace3

Trace3 delivers business transformation. The firm consults on, integrates, and operates convergent solutions across data, security, and cloud that embrace emerging technology and drive measurable business value for its clients. For more information, visit trace3.com.

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