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Green House Data targets Omaha with Deliveron acquisition

by Richard D. Brown

With its recent acquisition of Omaha-based Deliveron, a 14-year-old home-grown technology consultant that is coming off a 40% growth in revenues in each of the past two years, Green House Data — a multi-state digital transformation services provider — plans to build a strong footprint in the Midwest.

Deliveron

Phone: 402-238-1399

Address: 11516 Miracle Hills Dr., Suite 201, Omaha 68154

Services: technology consulting

Founded: 2006 by Lucas Sahn and John Weland

Employees: 34

One-year goal: Facilitate acquisition by Green House Data and its integration plan.

Industry outlook: Significant growth opportunities await in new cloud-application development.

Website: www.deliveron.com

Wyoming-based Green House Data, a privately-held company with 150 employees founded in 2007 by CEO Shawn Mills, CIO Courtney Thompson and CTO Thomas Burns, has grown by making one acquisition annually over the past five years. In addition to Wyoming, the firm has a presence in Washington, Colorado, Texas, Georgia, New York and Toronto, Ontario.

“We have a nationwide search for companies that excel in providing digital transformation services and Omaha rose to the top of our list,” Mills said. “Deliveron provided a high level of service to providers nationally and was seeking to expand its capabilities in digital transformation services. We’re convinced that Omaha provides us with tremendous opportunities in a very dynamic market.”

Details regarding a new name for the merged businesses have not been fully worked out.

Deliveron was founded in 2006 by Omahans Lucas Sahn and John Weland. It is headquartered in about 20,000 square feet on the second floor at 11516 Miracle Hills Drive. The firm is adding space on another level of the building.

Clients include Think Whole Person



From left, Deliveron founders John Weland and Lucas Sahn ... The firm's acquisition comes as it sees opportunities for continued growth.

Healthcare, Tenaska, Orion, Alegent Health and British Petroleum, among others.

“We now have the ability to help our customers build, deploy, host, and manage modern apps that drive differentiation and innovation,” Sahn said. “We are excited to join a rapidly growing IT service provider to help clients reach their goals around data center modernization, workload migration, and agile DevOps processes.”

Weland said he’s been told that the delivery model developed and perfected by Deliveron, with Omaha talent over several years, has been a differentiating factor.

“It provides customers a high performing Agile team as a service,” he said. “It can now be grown and scaled to help empower more customers on their digital transformation journey.”

Sahn, a 1998 University of Nebraska at Omaha management information systems graduate, said Deliveron has about 70 to 80 customers around the country with strong concentrations in industries that include finance, energy, health care and education.

Partnerships with firms such as Microsoft and Design Map have enabled Deliv-

eron to expand not only across the nation but also across industries.

Weland, a 1999 UNO computer science graduate, said Deliveron made an important decision when it started in 2015 incorporating DevOps Enablement product quality and change processes into its work.

An attractive feature to Green House Data in making the acquisition was the delivery team model used by Deliveron in serving its clients. For example, in a project involving software development — the largest share of the firm’s revenues — a four to six person team is commissioned to take the task. The core of the group might include a delivery manager, delivery engineer, business analyst, quality analyst, user experience interface designer, as well as testing personnel. In addition, a representative of the customer can also be included.

“The big benefit is the agility, ability and knowledge that the team uses on projects that might take from three to 12 months,” Weland explained.

Weland recalls a project about five years ago for a Chicago-based health care business that deployed eight different de-

livery teams to basically rebuild that firm’s business and wellness platforms. The project was an investment of “tens of millions of dollars,” he said.

“Now they are able to be competitive with both smaller and larger competitors,” Weland said.

Mills, a Fort Worth, Texas, native and 1996 graduate of the finance program at the University of Texas, said the firm he heads has grown with a diversity of projects. Smaller projects might include building mobile applications for customer client service initiatives while larger undertakings might involve rewriting a client’s back-end office processing system.

Digital transformation assignments provide a big growth opportunity, he said.

“We’re seeing a 200% increase in this division,” he said.

Earlier this month, Green House Data added Victor Tingler as senior vice president of digital transformation.

Tingler, a former vice president of cloud transformation systems at Trace3, vice president of consulting and cloud solutions at InterVision, director of channel engineering at CenturyLink, and global master architect at EDS, was necessary to take Green House Data’s expertise to the next level, Mills said.

Mills noted that continued growth of firms such as Green House Data is dependent on being ready to serve customers in a highly customized, always-available way. Catering to unique needs and steep customer demands is a necessary requirement to keep providers on an upward trajectory.

“One of the common denominators for us in hiring is that we need to see a growth mindset and an ability to learn new things,” Mills said.

That will be important as Green House Data continues to meet the challenge of tackling the needs of some of the country’s largest corporations.

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