



# How AUBix Went from Greenfield to Fully Leased with Carma

## Greenfield



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# Executive Summary

Andrew Albrecht, a co-founder and CEO of AUBix, created their multi-tenant, secure, and compliant data center in Auburn, Alabama with a clear goal: to build a scalable business right while ensuring a profitable exit.

After years working in Finance, Capital Markets, and strategy for telcos and data centers, Andrew knew the costs of operating on siloed systems, using software not built for purpose, and waiting too long to get the data right.

Using **Carma on day one** to build a quote to cash business operations process accelerated AUBix from a greenfield built data center to a turnkey business operation with a successful exit.

## About AUBix

AUBix is a multi-tenant data center, fueling growth, economic development, academic research, and digital transformation in Alabama. They were built with a vision to bring technology parity to underserved communities and be a partner to institutions across the state.

As a result, they are a leader in their region, driving academic research and development, and are Alabama's first colocation provider for the NVIDIA DGX-Ready Data Center program.

# The Situation: Getting AUBix Right from the Start

Andrew had a clear vision for AUBix from the beginning. Years working in the industry proved that choices early on have long-term consequences, and **the status quo wasn't working.**

Andrew wanted to avoid these common issues and knew that the right, unified solution could help him avoid them altogether.



## Long Quote Times

The primary challenge the AUBix team wanted to avoid was the time and effort it took to get quotes to customers. They needed a system that made it easy to show different options quickly.

## Cost Creep

Adding tools over time multiplies costs because disjointed systems increase spend through duplicated licenses, support contracts, and recurring training costs.

## Financial Risk

When customer, asset, and financial data lives across many platforms that don't speak to each other, diligence becomes slower, riskier, and harder to defend.

## Training Challenges

Legacy environments tend to only be usable by highly experienced operators, which hinders your ability to scale and increases training and hiring costs.

Customer  
Portal

Sales  
Process

Inventory  
Management



CARMA®

Service  
Delivery

Power  
Management

Billing

“

Carma is what the industry has needed for 30 years.

I knew that getting all my data and workflows in one spot would mean that when I sold, my data would all be completely transactable.

– Andrew Albrecht

## The Solution:

# A Unified Network and Digital Infrastructure Platform

Andrew knew that they couldn't rely on spreadsheets and point solutions. That playbook leads to disparate data, siloed workflows, and mounting costs.

“I knew I needed one system, early, to get the data right from the outset,” Andrew explained. “I wanted to start using Carma before we got big, while the data was clean, to avoid a big, costly migration.”

**The philosophy:** Start clean and avoid the data headache altogether.

That value wasn't just for daily operations—it was for Andrew's ultimate goal: a successful exit.

“Revenue assurance is completely baked into Carma,” Andrew said. “You can prove EBITDA and preserve margins because Carma makes it possible to see exactly who is paying for what. There's no giving services away for free or paying vendors for expenses you no longer need.”

# Carma in Action

With a greenfield build, Andrew made a deliberate choice to use all of Carma's core functions, from sales to operations and billing. This eliminated the need for data reconciliation and prevented operational blind spots.

Carma became the system of record across the lifecycle of the business:



**Sales, products, and pricing** lived in the same system generated invoices



**Design, engineering, and service delivery** flowed from sales to operations and finance without rekeying data



**AI-enabled power usage and billing** ensured they could bill down to the kilowatt



**Billing and revenue assurance** operated on the same dataset as contracts and assets, reducing leakage and dispute risk

Because every team worked from the same platform, and their inventory data was always accurate, AUBix avoided the typical lag between sales and delivery.

"One thing that set Carma apart was their support and training," explained Alyssa Hall, former Business Administrator for AUBix and current Executive Director of AAICE. "Their industry knowledge and expertise enabled our team to get up and running quickly and get the most out of Carma."

Carma's ease of use and having inventory, quotes, and invoicing all in one place made it easier to train new employees. AUBix frequently engaged with their community, often staffing students from Auburn University as part-time employees. With Carma providing consistent workflows, guardrails, and eliminating swivels between systems, new hires without prior industry experience could be trained quickly and contribute value faster.

“ Carma was so easy to onboard my employees on, I was able to get college students with no previous industry experience up and running on the platform.

– Alyssa Hall

# The Bottom Line

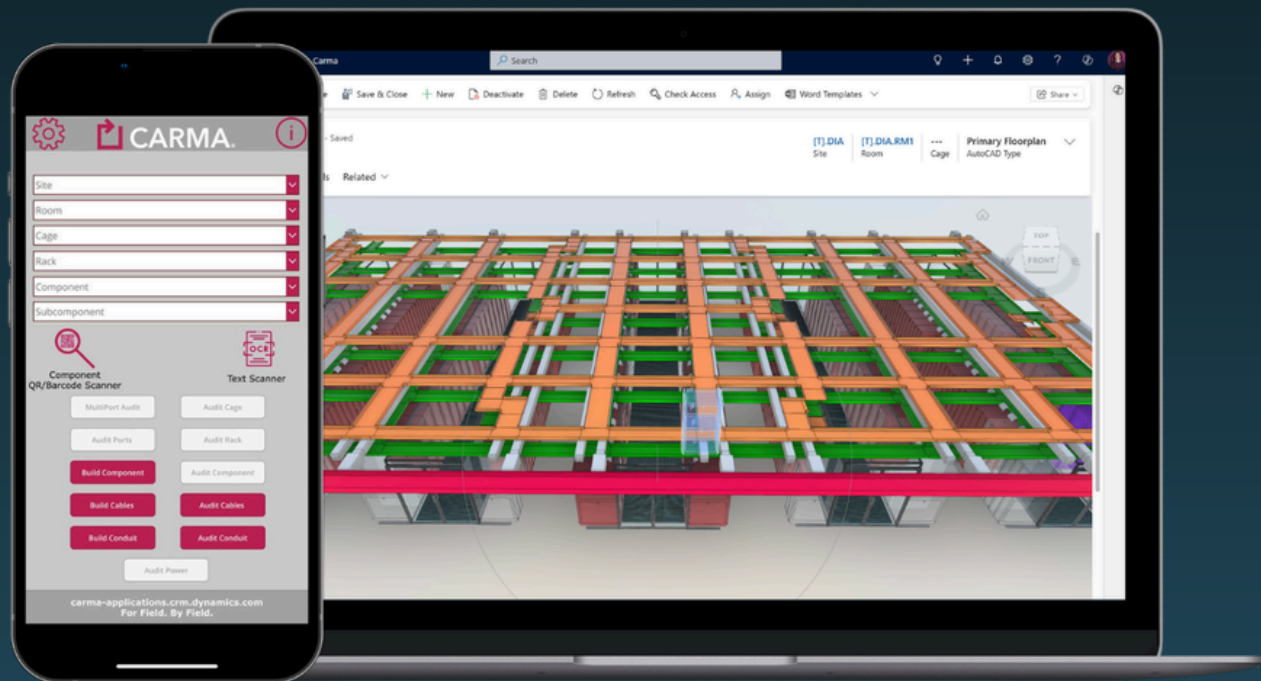
By establishing a source of truth from the start, AUBix avoided many of the hidden costs that accumulate over time. Systems did not proliferate, training costs were manageable, and their data stayed clean as they scaled.

“Carma makes it possible to drive ROI by executing your business strategy, enabling customer responsiveness, and speeding up your time to value. It makes it so much easier to make money in this capital-intensive industry.”

– Andrew Albrecht

Within just 30 months of launching AUBix in a new data center market, they are fully leased with Core Scientific.

“I got exactly what I expected when I engaged with Carma,” Andrew explained. “I was able to go from concept to construction, sales, operations completely on Carma.”



# About Carma

Carma is a network and digital infrastructure platform that delivers financial outcomes by capitalizing on your data.

## Our Vision





To make data accurate, accessible, and actionable to drive success for digital infrastructure providers.

## Our Mission

Carma transforms fragmented data across businesses into a unified operating model. From sales to operations and finance, we are the source of truth that drives efficient workflows and AI-ready data.

Carma's founders bring years of experience in telecom. They lead our team of telecom and software professionals with extensive experience supporting the digital infrastructure industry.

Our **core values** persist in everything we do.

-  Take ownership
-  Always be curious
-  Be customer obsessed
-  Focus on outcomes