

OUR FORMULA FOR THE FUTURE

2021 YEAR IN REVIEW



ABSENTEE SHAWNEE
CASE STUDY

COMMUNITY CARES
CASE STUDY



RILEY PERMIAN
CASE STUDY

EPA
CASE STUDY





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We are technology wizards providing supernatural

IT NM

IT solutions that transform businesses.


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Letter from our CEO



Nyle Rogers

Vudu Founder and CEO

Vudu started in a college dorm room with \$500 dollars. We've come a long way since then, through IT's watershed moments of virtualization, cloud computing, and now digital transformation.

Yet this moment is different.

Nobody could have predicted the challenges we've faced over the past two years. Many of us, in Oklahoma, Texas, and elsewhere, are still facing them. The great unknown, which we once felt stood so far away, is now right in our face, within striking distance.

It's times like these that show how today's preparation means tomorrow's survival. Despite the speed and breadth of today's technology — machine learning, AI, big data, automation, whatever — the secret ingredient to successful transformation is, ironically, time.

Time and trust.

It takes time to strategize, to perform due diligence, to evolve iteratively, to manage the change among our people, and to massage the data.

Digital transformation looks different for each industry, each company, each strategy.

Throughout this booklet, you'll see wildly different versions of transformation we've helped our clients achieve. You'll see how we helped an oil company use data to revolutionize their workflow

and achieve their goal of going public. You'll see how we helped a community nonprofit set up a digital infrastructure to distribute tens of millions of dollars in CARES Act funds to Oklahomans in need. You'll see how we're changing the landscape of professional esports. You'll see how we use IT to help Native tribes improve the quality of life in their communities.

At Vudu, we believe digital transformation is for everyone, that every business and organization deserves a chance to thrive in this landscape rife with change.

Because digital transformation isn't just the next evolution, it's a better way of evolving altogether.

I hope that this showcase of our work causes you to expand your mindset around IT, to get excited at the prospect of what IT can do for your business. No matter what size or type of operation, there are several options and opportunities available to you. A dizzying amount of options, in fact.

At Vudu, we want to be your guide and confidant along your path to transformation. Our formula for the future goes beyond technology. With our experience, ability, and business acumen, we can help bring about supernatural transformation for your business.





Our History

Making IT Magic Since 2008



In 2008, Nyle Rogers, then a computer-savvy botany major at Oklahoma State University earned money to pay for school with a simple hustle. He'd crack into a company's network, steal a file, and email it to them with the promise, "I can keep someone else from doing this to you."

Nyle's early clients faced challenges around protecting private information and data storage. He worked with them to firm up their network security and virtualize their records, along with other break/fix projects. Soon, he began consulting for healthcare organizations. Though they couldn't buy tech services from him, he advised them on their IT strategies and changed the way they thought about technology.

The hustle evolved into a fledgling business, a window of opportunity that wouldn't be open forever.

"Most of my peers went into oil and gas. No one was thinking of starting a tech company," Nyle said. "I was 20, on my own with little to lose. I thought, 'I'm gonna shoot my shot now.' So I dropped out."

Adapting to evolving IT

At the time, virtualization dominated the IT landscape—converting physical records, files, and information to a digital format.

But a digital filing cabinet is still a filing cabinet, and the need for physical assets still posed challenges. To store files, host databases, and run software, businesses had to purchase expensive servers and staff to maintain them.

If you'd asked businesses what they needed, they'd have said smaller servers and faster processors. They didn't know to think more holistically, and neither did IT vendors.

"Vendors gave no input around optimizing a system as a whole," Nyle said.

"It was a 'faster horse' situation, where most businesses didn't know what they needed."

We knew if we could take 40 servers down to four, it would start a better conversation."

Vudu went on to procure its own servers and rent storage space to clients who were happy to ditch their own pricey hardware. This sounds obvious today, but conventional wisdom at the time demanded that businesses bring as many resources as possible in-house.

Vudu also realized that technology had reached a point where it could be made affordable to small-and mid-sized businesses—an untapped market for tech.

"Early on, we worked with a conglomerate of radiologists that needed to send x-rays to each



other,” Nyle said. “We had to optimize large files and stage them in an accessible area, and we sort of created the roadmap for that on our own. At that point, we saw that this

business model really could work.”

One IT wizard becomes two

Vudu’s first hire was CTO Denis Zhidelev, whom Nyle knew from college, back when the two of them built computers together and sold them.

“We’re problem solvers, and that’s always appealed to me,” Denis said. “In our work, there are always complicated problems and issues that aren’t just technical. We enjoy and excel at working with people just as much as we do with technology.”

Rather than merely stacking its client count, Vudu intentionally sought out difficult but lucrative projects in high-governance industries. Other companies wouldn’t touch such projects, but Vudu saw opportunities to raise the bar and spark drastic change within these industries.

In sectors like pharmaceutical billing, Vudu became as adept at project management and change management as they were at the

technical doing. By establishing frameworks to execute projects subject to rigorous auditing and high HIPPA regulation, Vudu honed its operational excellence, business acumen, and extreme attention to detail. The high bar for excellence became the norm for the Vudu team, and they carry that standard into every relationship.

“We were always the youngest people in the room, telling seasoned executives to change the way they do business.

We never had the luxury of being anything short of perfect,”

Nyle said. “I learned a lot of lessons along the way: overpay your team, don’t gouge the client, and treat every problem as if it’s your own to solve. That bore fruit.”

Becoming a relationship-focused firm

Around 2007, Nyle met James Balandran through Vudu’s work with the Absentee Shawnee tribe. The two collaborated on several projects over the next decade. James started his own consulting business, JXB Consulting, which became Vudu’s first acquisition in 2017.

“We had a lot of synergies, and we trusted each other,” James said, “Our personalities and our

skill sets complemented each other perfectly. It made sense to join up for the long haul.”

The acquisition marked a turning point for Vudu.

At the time, Vudu operated on a project-based model, tackling big problems for clients, then moving on. Meanwhile, JXB specialized in ongoing managed service relationships with enterprise-level clients. As Vudu’s COO, James was instrumental in instilling the foundational policies, procedures, and processes that sets Vudu’s managed IT offering apart.

James’s addition helped transform Vudu’s mentality from transactional to relational. His experience instilled the corporate polish Vudu would need to serve larger clients on an ongoing basis.

The worlds of business and technology met Vudu where it was headed. With the advent of cloud computing, data sets that once took an entire day to compute could now be analyzed in minutes. Business leaders slowly began to view data as a business intelligence asset. Data and digital infrastructures became an operational expense, rather than a capital one.

“It’s the landscape we’ve envisioned since day one. Every choice we’ve made has prepared us to usher our clients into this data-driven future,” Nyle said. “The opportunities are endless. Trust is the secret factor in all of this. Trust, and time.”





Tech Intensity: Our Formula For the Future

Think back to when you first started your business or took your first job in your industry. What was the average customer like? What about the average employee?

Whether you're thinking back five years or 50, your customers and employees today are more tech-savvy and tech-literate than ever before. They bring a whole new set of habits and expectations to their everyday lives. The way they shop, work, relax, search for information and qualify their decisions — all are molded by the advent of our current digital landscape.

Your business's ability to meet these expectations and stay competitive in the market hinges on your capability to anticipate and react to these foundational shifts. These shifts, by the way, are still happening, and at an even greater velocity.

At Vudu, we call this "tech intensity." Our formula for describing tech intensity is central to our approach, in our own business and that of our clients.

Tech Intensity = Capability x Adoption x Trust.

The greater **capability** the average person has to use technology, the more readily they will **adopt** it, and the more **trust** they will place in it.

So what does tech intensity mean for you and your business?

Rewind to the onset of COVID-19. Remember that stomach-lurching sensation of uncertainty, of asking literally, “How are we going to survive this?”

Organizations with existing digital investments were poised to face COVID-19 as an opportunity, rather than an obstacle. Take fast food chain Wendy’s, who rolled out its new breakfast menu right as the pandemic hit in March of 2020.

Competing with well-established fast food breakfast peers would be a tall order on its own, nevermind the addition of COVID complications — fewer commutes meant less drive-thru traffic, and more people working from home meant fewer people eating out.

Like many restaurants, Wendy’s would survive or die by its digital capabilities. Wendy’s began investing in digital significantly in 2016, when the chain combined its trio of apps into one. By using order history data gathered by the app, Wendy’s began offering more relevant deals tailored to each individual customer. Wendy’s even enticed customers to adopt the app by offering a free frosty with download. At the time, Wendy’s was even experimenting with in-store order kiosks that eliminated the need for a staff member to take a customer’s order directly. Faced with the pandemic, Wendy’s already had a playbook.

✦ Wendy’s retooled its app to offer curbside delivery (which won’t go away after the pandemic), and offered freebies through the app to increase downloads.

✦ Wendy’s proceeded to open “ghost kitchens,” which service only drive thru and delivery at a fraction of the operating cost of a full dine-in restaurant.

✦ Wendy’s also signed agreements with three new delivery partners and pivoted its advertising channels to tablets, gaming platforms, and apps like Pandora and Twitch.

Wendy’s came out on top. Just two months after its launch, breakfast accounted for 8% of Wendy’s total sales. Wendy’s breakfast outsold competitors like Burger King, all while increasing total sales and expanding its brick-and-mortar locations.

This isn’t to say that your business needs an app. Apps, AI, machine learning, automation, virtual reality and other technologies are tools to meet your ends. The real takeaways are between the lines.

Wendy’s cultivated a proactive mindset toward digital before it was forced to.

Wendy’s worked to meet customers where they were (on their phones) instead of working to break customers out of that medium.

Wendy’s supported its tech strategy with other business units (like advertising).

Wendy’s recognized data as a strategic asset.

By now, it should be impossible to ignore the impact of digital. The question isn’t whether digital transformation is necessary, but what does digital transformation look like for your business.

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Keeping the Cart Before the Horse in Your Digital Transformation

If you ask 10 different business leaders to define “digital transformation,” you’ll get 10 different answers. It’s understandable. The power and breadth of technology can run away with the imagination.

Be careful not to assume that more tech means more security and flexibility for your business.

Many businesses hastily assembled a patchwork of tools to stay afloat through the pandemic. Now, almost two years on, these “Frankenstein systems” are doing more harm than good. They aren’t sustainable for long-term success, and they hardly qualify as a digital transformation.

Truthfully, most of our clients couldn’t handle the amount of digital transformation we can give to them. Especially for businesses working with outdated or homegrown legacy systems, it’s just too much.

That’s good news. It doesn’t take as much to revolutionize your business as you think it does.

It’s about finding the right tools for your goals and operation. At Vudu, we pinpoint the levers that are least disruptive to

your operation, but yield the greatest impact on performance, workflow, work product, and overall agility.

Half the battle of digital transformation is defining your vision for it. Vudu can help. We have the experience, technical expertise, and business acumen to holistically assess your operating model, business strategy, existing systems, and staff to design the perfect transformation for your business.

We pride ourselves on our follow-through, on our ability to execute this vision. We take the project management frameworks of the Big 4 and bring them to businesses of all sizes. Our operational excellence sets us apart from other firms. Not only can we help drive new insights and operational efficiencies, but with over 15 years of experience, our team can help create the connective tissue between IT and the rest of your departments.

Data Is in Our DNA

Digital transformation looks different for every business, and different circumstances require different technologies, but data is the lifeblood of any transformation.

One of our first steps with a new client is to normalize data from all business units and flow that data into a single data set. By doing so, we can identify patterns, trends, and inefficiencies that were previously invisible.

Often, this alone is enough to change the game for our clients.

At Vudu, we believe in facilitating access to meaningful data at every level of your organization. From the C-suite to the front-line worker, every member of your team can improve their daily doing if they are empowered with the right data.

But where to start?

We commonly start by looking at the way your business consumes its financial systems and how those realities drive business decisions. IT and technology can feel intangible for C-level leaders without an IT background. Starting with financials tethers data to something real, plus it almost always reveals easy wins that add value almost instantly.

From there, financial data can act as a jumping-off point to start assessing other types of

data, like behavioral data and operational data.

This gives us the insights we need to qualify what each department does and how to grade that performance. With the right KPIs in place, we can help implement exercises and frameworks that support better performance and goal achievement.

The real secret to unlocking the potential of data is time. More time allows for more data, which leads to greater accuracy in translating the story your data is trying to tell you.

For example, now that so many of its customers have been pushed to using the Wendy's app, Wendy's has accumulated an ever-growing treasure trove of customer data. From informing future menu additions to staffing needs to promos and upsells, Wendy's tactics will only become more effective over time.

And make no mistake, data doesn't interpret itself.

It takes real data stewardship and a truly elite set of skills and knowledge to tell your data story, to convert data into insights, insights into knowledge, and knowledge into wisdom.

In Strategy We Trust

Technology doesn't drive transformation. Strategy does.

Obviously, the pandemic exposed the technological shortcomings of many businesses. But even further, it exposed their strategic shortcomings, as well.

A lack of clarity around overall business strategy results in 31% of IT projects falling short of their intended goals and an additional 14% of IT projects ending in total failure.

We define strategy as the thing your business chooses to be good at, and how it chooses to be good at it. Historically, IT hasn't been part of this conversation, but that's changing as C-suite leaders start to recognize technology as a strategic asset.

Ironically, IT specialists find themselves behind the curve here. The break/fix mindset has conditioned them to think reactively and technically. They fall short when considering strategy beyond the bounds of IT.

At Vudu, we are business people first, technology wizards second. We've helped businesses survive and thrive through the major IT shifts of the past 15 years, and we've prepared them to adapt to the demands of the digital transformation age and whatever disruption comes along next.

Our experience and business acumen give us the ability to serve as a valuable voice at the leadership table. When you work with us, you don't get just one CIO—you get five.

It comes back to tech intensity. Your capability to wield tech, and your willingness to adopt it, are quantifiable. Trust is less corporeal.

We earn our clients' trust through our operational excellence and radical candor.

It's compulsory for laying a foundation for the future of your business.

A strategic IT infrastructure isn't a bonus for your business anymore. It's the architecture that gives your business shape and strength. A true IT partner doesn't just solve for today, they set your business up to predict and adapt to the future, the unknown, and the unexpected.

At Vudu, we are technology wizards who want to bring IT magic to your business and achieve supernatural results.



Vudu + Riley Permian



Using IT to drive business intelligence in high-stakes oil exploration

Riley Exploration Permian, Inc. is an independent oil and natural gas company focused on opportunities in the Permian Basin, the largest oil-producing region in the United States.

Today, the publicly-traded Oklahoma City-based company uses data-driven business intelligence to hold its own in a market against heavy hitters like Chevron, Exxon Mobil, and ConocoPhillips.

But it wasn't always that way. In 2009, when Riley Permian comprised just three employees, they took a chance on a young IT strategy firm to help modernize their legacy systems. Riley Permian faced several issues standing in the way of their potential.

- ✦ **Though its geological software produced accurate results, it ran in an extremely specific manner and worked with a specific set of tools.**
- ✦ **Riley Permian had no remote capability. Staff had to physically service each tank in the field each day and access geological data through on-premise servers at the office.**
- ✦ **Reporting required significant manual effort. Something as simple as an accounting report took days to assemble, but by then, the information had gone stale.**
- ✦ **From consumption rates, inventory, production numbers, sales, etc., it took many human hands to assemble reports—more human hands meant more human errors.**

New equipment rarely integrated smoothly with legacy software, producing abnormalities and complications.

The problems Riley Permian faced are common in the industry. Though they may not present hemorrhaging pain points to the business, these factors hide workflow inefficiencies and make it arduous to establish new practices.

"So much of the oil and gas world still turns on spreadsheets. There's always a lag and it's incredibly hard to get an accurate, real-time assessment of the business," said Vudu CTO Denis Zhidelev. "It's an industry that doesn't make changes easily. We made the case that if they coupled their experience with a significant IT investment, they would always outperform their peers and set the stage for going public in the long-term."

Riley Permian and Vudu worked with radical candor to educate each other on their respective industries and intimately understand Riley Permian's business



model. Vudu built a custom IT infrastructure that revolutionized Riley Permian's operations.

Vudu created a virtualized environment that provided a foundation for Riley Permian's business intelligence efforts and its aggressive M&A strategy.

Vudu digitized field instruments like meters, tanks, and other diagnostic instruments, so staff no longer needed to spend time checking them and reporting their findings by hand. Instead, Riley Permian's field staff could focus on broader objectives.

Vudu built data pipelines that allowed all systems to interface with all others, complete with input controls built to know what data to report and

eliminating entry errors. In a single simple dashboard, Riley Permian's leadership can get an up-to-date snapshot of the entire business at any time and make decisions on a dime.

By repairing the inefficiencies illuminated by Vudu's process, Riley Permian reduced the cost of their work product from \$26 per barrel of oil to \$6

"This whole process forced everyone to understand where they fit in the workflow and how their actions affect the company as a whole and how their legacy practices dragged down progress," said Nyle Rogers, Vudu CEO.

"Then departments could truly collaborate, and that's really when Riley Permian started to take off."

Today, Riley Permian has assembled a Business Intelligence team consisting of a sampling from every department who work together to solve problems affecting the entire company.

"Riley Permian could have easily saved costs by laying off staff with all the efficiencies we helped create, but instead they repurposed their staff to do more important, impactful, high-level work," Rogers said. "That's the real purpose of IT, to empower people for higher work. Riley Permian really adopted that mindset, which is what makes them such a great client."

In 2017, Vudu helped Riley Permian avoid a disaster that could have cost the company tens of millions of dollars.

With its digital infrastructure up and running, Riley Permian embarked on an aggressive M&A initiative.

Like many growth strategies, Riley Permian had the mindset of "acquire first, ask questions later." When Riley Permian made an acquisition early on, Vudu spotted several red flags with the newly absorbed company. Vudu's team made the decision to be safe and take digital snapshots of everything they could at the point of taking over.

When litigation issues arose, Vudu's snapshots, records, and documentation provided more than enough information to protect Riley Permian in court. Not only did this save millions, it expedited the litigation process.

The M&A incident elevated Vudu in the eyes of Riley Permian from a managed IT provider to a legal and tech strategy liaison. In successive acquisitions, Riley Permian sent in Vudu right off the bat to perform due diligence.

With IT as a pillar of its M&A strategy, Riley Permian continued to scale. The oil company rang the opening bell on its IPO on March 30, 2021. As the Permian Basin remains a focal point in the global energy landscape, Riley Permian's digital investments afford them the agility and efficiency to continue to thrive.



Vudu + Absentee Shawnee



Building a tribal IT infrastructure from the ground up.

Residing in central Oklahoma, the Absentee Shawnee Tribe blends the traditional with the modern. The 4,500 members uphold their heritage through ceremony and preserving the Shawnee language. At the same time, the tribal government provides services in the realms of real estate, finance, healthcare, and several more.

Tribal IT tends to be notoriously underserved, and can present a static target for bad actors. It doesn't do justice to the people working in the tribal space, nor to the tribal members themselves. They say "A rising tide raises all ships," and the same is true for digital transformation. It improves the lives of everyone it touches.

Vudu's first touchpoint with the tribe came through its housing authority in 2009, when they called on Vudu to help digitize their physical records—all of them. They had boxes upon boxes, shelf after shelf of physical records, an entire barn full.

At the time, data storage posed a larger, more expensive challenge than it does today. Vudu worked to digitize an entire petabyte of records, storing and indexing them in a searchable form that also adhered to the housing authority's regulations.

A few years later, the tribal healthcare system faced a slew of compliance market mandates. It was clear

they needed a digital infrastructure to comply with high-HIPPA regulations.

Considering Vudu's proven success with the housing authority's storage and retention process, Absentee Shawnee chose Vudu to help modernize the tribal healthcare system.

"We've been conditioned to think that IT is a problem you have to solve," said Vudu CEO Nyle Rogers, "rather than an infrastructure that gives you options when changes come down the pike. Once the tribe started seeing it that way, in terms of strategy, they saw its potential for good."

Despite existing under the same tribal umbrella, each department was its own island in terms of IT. Working on their individual servers, hard drives, and processes limited their capabilities and exposed them to their own specific risks.

By first creating an infrastructure that met the rigorous compliance standards of the healthcare system, the greater tribal infrastructure could meet the regulatory requirements of other departments without issue.

“They’ve allowed us to help them expand and bring in several units of the tribe. It’s given them capabilities they otherwise wouldn’t have.”

- ✦ Vudu virtualized electronic health records, software, and infrastructure, and rolled its physical servers into three virtual hosts, removing the tribal healthcare system’s dependence on hardware.
- ✦ Vudu improved backup practices with system snapshot protocols and backup software.
- ✦ Vudu created a fail-safe site at a separate location.

These efforts gave Absentee Shawnee’s healthcare system more flexibility to adapt in the future. When the next challenge came, it didn’t take a monumental effort to meet it.

With the healthcare infrastructure in place, Vudu helped onboard and coordinate training to acclimate other departments to work on the new infrastructure.

A universal IT infrastructure comes with holistic benefits. Not only does it reduce the number and cost of redundant services, it gives all departments more IT horsepower to boost their operations. The data center-grade abilities to create clones and perform tests wouldn’t be practical or affordable for a single department, but for the whole tribe, it changes the scenario. Tribe-wide access to core services has drastically increased.

The story of Vudu’s work with Absentee Shawnee is one of relationships. As outsiders, Vudu had to earn tribal leadership’s trust to function in a true CIO capacity.

“They were suspicious of us until we proved that we weren’t just there to rack up a big bill.,” said Nyle Rogers, Vudu CEO. “Once, our CTO Denis found

out the air conditioning had died in one of their server rooms, and the temperature inside was 130 degrees. Denis went out and bought a few portable units to provide a temporary fix until an HVAC technician could get to it. That’s just who we are—we solve problems as if they are our own.”

Today, Vudu continues to work with Absentee Shawnee, finding new ways IT can provide solutions not just to those who work directly with it, but to everyday tribal members, as well. One long-term project seeks to marry the health infrastructure with the tribe’s housing services to provide internet to tribal members at their homes, as a utility.

“The great thing about our work with Absentee Shawnee is that they are always asking, ‘What should we do next?’,” said Vudu CTO, Denis Zhidelev.

“They’ve allowed us to help them expand and bring in several units of the tribe. It’s given them capabilities they otherwise wouldn’t have.”

For Absentee Shawnee, Vudu serves as a true strategic voice at the leadership table, advising the tribe’s executive committee on what projects to pursue next, as well as coordinating the many vendors under contract with the tribe.

“We believe in IT for good,” Rogers said. “We believe in raising the status quo for people and organizations that are underserved to help them create a better future for themselves.”



Vudu + Community CARES Partners

Mission impossible: standing up a complete operation in 48 hours.

In the spring of 2020, as the severity of the COVID crisis dawned on the nation, community leaders Teresa Cook and Ginny Bass Carl knew Oklahoma City residents would soon face job loss, food insecurity, and potentially homelessness.

By April, Congress passed the Coronavirus Aid, Relief, and Economic Security (CARES Act). The \$2 trillion stimulus package would help Americans and businesses of all stripes survive, but there was no infrastructure at the local level to help deploy these funds.

Cook and Carl created Community CARES Partners to do just that. When the State of Oklahoma selected them as a CARES provider in June, they called Vudu to help bring the operation to life.

"We needed space, we needed technology, we needed equipment. I picked up the phone and called Nyle and James and the Vudu team," Cook said.

Time was of the essence. Community CARES Partners received \$13.5 million in assistance funds and were required to distribute the funds within six months. Their ability to do so would impact the next round of CARES funding, which Oklahoma City residents would desperately need.

"It was such an unpredictable time, we couldn't know what problems might pop up once they opened their doors," said Vudu COO James Balandran. "But we

listened to their needs and put our protocols to work for those needs. Theresa called us on a Thursday, and by Monday, they were ready to take applications."

In just a few days, Vudu built a fully operational digital infrastructure.

- ✦ **Vudu set up a Microsoft Teams system with a dialing plan and logic allowing applicants to call in for information and team members to call applicants.**
- ✦ **Vudu built the Community CARES Partners website complete with an online application portal.**
- ✦ **Vudu helped Community CARES Partners survey headquarters buildings and equip them for networking, including WiFi.**
- ✦ **Vudu created a cloud-based storage system for the organization.**
- ✦ **Vudu provided the organization's branding, from its website to business cards.**
- ✦ **Vudu set up hiring policies and procedures like onboarding processes, acceptable use guidelines, network security protocols, and bring-your-own-device policies.**

Vudu's cloud repository allowed caseworkers the flexibility to use the tools they were already comfortable with. Whether a case worker preferred using Microsoft Word or Google Docs, the cloud repository captured and compiled information in one place.

With great funding comes great scrutiny—Vudu built the infrastructure to automatically create a tidy audit trail for the government and comply with regulations around applicants' private information and other mandates.

"Every time we needed something, they said, 'We can do that,'" Carl said. "Even better, they said, 'Have you thought about this,' and of course I hadn't. They'd say, 'Well, you really need to do this.' They were so responsive and understanding. It's been incredible."

From start to finish, Vudu executed this entire project virtually, with no in-person presence. Vudu worked around the clock as an agile, cross-functional team functioning in a true vCIO capacity.

On its opening day, Vudu helped Community CARES onboard 25 new case workers to help community members navigate the application process. Vudu knew case workers and other staff needed to become acquainted with their roles as quickly as possible, so Vudu created an efficient universal onboarding process that allowed staff to start performing in under 72 hours.

Vudu knew the operation would work from a backlog of anxiously awaiting applicants, so the Vudu team built a ranking system to prioritize the most vulnerable applicants based on application information. As applications poured in by the thousands, those who needed funds most received them first.

"When you tell someone you can pay their back rent of three months, the relief and gratitude is physical," Carl said. "We saw a lot of tears."

The program kept tens of thousands of OKC residents in their homes and millions of dollars in

the local economy.

- ✦ **Community CARES Partners distributed all \$13.5 million of its funds two months ahead of the government's deadline — while similar programs in other areas struggled to get up and running.**
- ✦ **Community CARES Partners processed more than 18,000 applications with a 95% approval rate, helping more than 20,000 households and 1,845 landlords across 77 counties.**
- ✦ **Community CARES Partners sailed through the Fed's ongoing audits with no service interruption.**

"We had no wiggle room—it was all trust," Rogers said. "It's an example of IT as an ecosystem, rather than a problem. Before we even had the 'what' figured out, we had the 'how,' that is, the policies, procedures, and processes that serve as the engine for any operation, including our own company."

Thanks to Vudu's digital infrastructure, Community CARES Partners could showcase their performance and forecast the funds they would need to continue over the distribution period set by the government. This data helped negotiate more funds from the Fed.

Ultimately, Community CARES Partners qualified for \$240 million during the second round of funding. As of October 2021, Community CARES Partners has distributed a total of \$80 million in funding.

For Vudu, their work with Community CARES shows the potential for societal betterment and growth through the strategic application of technology.

"There were a lot of challenges, but we wanted to solve the people challenge first," Rogers said. "We knew if we could make sure we could get money to the people who needed it right then, we could figure the rest out. Everyone involved was aligned to that goal, and it was a great, collaborative team effort."



Vudu + EPA

Shaping the future of esports

If your mental picture of a gamer in 2021 conjures a nerdy-looking kid hunched over a controller in his mom's basement, it's time for a reality check.

- ★ **Today, 227 million Americans say they play video games.**
- ★ **74% of parents play video games with their children at least weekly.**
- ★ **Athletes like the UFC's Sean O'Malley, the NBA's Devin Booker, and the NFL's Juju Smith-Schuster command huge audiences on their Twitch gaming streams.**
- ★ **For the Summer 2021 Olympics, the International Olympic Committee took steps toward recognizing esports as on-par with traditional physical sports.**

As gaming has become ubiquitous, its place in our society has grown beyond mere entertainment. In the world of professional development, video games are being used in corporate team building and leadership exercises. In schools, educators are seeing the value of video games in instilling values like sportsmanship, work ethic, and discipline. For the world of venture capital, it's an exciting new opportunity. The U.S. gaming market is valued at \$36.92 billion in annual revenue, second only to China.

For Vudu, it's a new frontier for innovation that is equal parts potential and passion. As Vudu seeks to find venture capital opportunities, EPA fits the perfect profile as an opportunity to directly invest in clients and concepts that Vudu believes in. Vudu has invested a majority stake in the Esports Performance Academy to help shape the virtual gaming landscape.



Veteran esports athletes Andrew Cooley and Andrew English founded EPA in 2019, when they saw a need for more professional, standardized coaching at the grassroots level. They built EPA to work with players on an individual basis to assess their skills and develop specialized training regimens to improve their game. EPA also offers an academic curriculum for programs and institutions from kindergarten through collegiate levels to help develop real-life skills.

"As a lifelong competitive gamer, it's important to get rid of the stigma that videogames are for lazy kids," said Vudu CEO Nyle Rogers. "This is a viable pathway for students who want to go to college. There's scholarship money here. It can act as a gateway to graphic design, video development, programs, all these career paths that aren't traditional or status quo."

When Vudu came onboard with EPA in the spring of 2021, Vudu helped EPA transition to a more digital model. This gave EPA the reach to hire the right coaches and reach new audiences.

Over the course of six months, Vudu used its business intelligence capabilities to firm up EPA's business model and service offering, and improve player performance.

By using its proven data stewardship capabilities, Vudu extracts metadata from a given gaming session and draws out actionable insights.

These insights inform player strategies and individualized training curriculums that take their games to the next level.



EPA is pioneering a holistic approach to player readiness. In addition to in-game data, EPA pays attention to biometric data like heart rate, sleep quality, dietary content, and behavioral tendencies to create not only a better player, but a better team member and individual. By improving total wellness beyond the game, players are better positioned to excel.

Today, EPA boasts a roster of school districts and universities reaping the benefits of its programming, like Texas Wesleyan University, Occidental College, Dallas Independent School District, and several others.

“Not only are more and more schools starting to see the benefits of our curriculum, the schools we’ve been working with for some time are starting to compete at a high level and kick ass,” Rogers said. “It’s so cool to see it work and see new, exciting revenue streams start to emerge.”

Texas Wesleyan | FIFA | 2021 national champions

Grapevine-Colleyville Independent School District | League of Legends |

Back-to-back state champions

Kennesaw State | League of Legends | 2021 Peachbelt Conference champions

EPA has lifted over two dozen kids and coaches into the professional tier of esports

What We Stand For:

Stay Classy.

We keep it professional at all times, practicing a "GG" attitude.

Progress, Not Perfection.

We're big on continuous improvement, not instant solutions.

Be a Team Player.

We're more powerful when we work as a team together to find the best solutions.

Balance Over Burnout.

We take a holistic approach, helping players improve their in-game performance by improving out-of-game well-being.

Data is Wisdom.

We believe player development is a science, and data helps us make recommendations that get players to their maximum level.

We couldn't have gotten better investors. Nyle and James really understood our vision for EPA and the esports industry.

They helped us take EPA to the next level and spread the word about it. No one else provides what we provide in our market, certainly not to our standards. Seeing our clients win a championship or a title, or seeing the lightbulb go off during a coaching session, those are the moments we live for, and Vudu is helping us create more of them.

Obviously, Nyle and James know what it takes to effectively grow the company, but they also wanted to help me and Andrew [English, EPA's COO], develop in our roles. They treat us like true partners in this, not

just to fulfill the potential of the business, but to push the industry as a whole to where it should be."



Andrew Cooley

CEO & Co-Founder





IT Magic For NonProfits

Running a nonprofit organization is anything but easy. From managing volunteer staff to staying within a shoestring budget, nonprofits often get the work done through sheer force of will.

Though the priorities of a nonprofit differ from that of a for-profit business, nonprofits need just as much organization and efficiency to achieve their goals. Yet the legal, regulatory, financial, and staffing challenges can make it tough to operate from day to day, let alone operate in a way that optimizes the organization for the future.

At Vudu, we want to bring the digital infrastructure and management frameworks used by enterprise businesses to nonprofits striving to make a difference. Our team helps nonprofits become more efficient in their daily operation, and we work with them to create a roadmap for the future.



How We Help NonProfits

Discern the strategic vision

Nonprofits can end up with many hands at the helm, yet no one to take firm ownership over the strategic vision. This leads to a lack of alignment and direction that drags the organization down significantly.

We fill a void at the leadership table that encompasses both business strategy and IT strategy. We'll work with you to fine-tune your goals and gain consensus on the objectives it will take to achieve them. Finally, we'll help create the roadmap to success and adaptability.

Make the right tech investments

When it comes to IT, nonprofits often go with the cheapest option, or rely on the talents of their volunteers for IT services. However, such an inconsistent conglomeration of tools and systems creates more problems than it solves, costing time and funds in the long run.

With an IT roadmap in place, your nonprofit can make technology investments with intention. We'll utilize our experience to vet new solutions to make sure they're the right fit and help lay the groundwork for your organization's longevity.

Help volunteers work more efficiently

According to an Asana survey, full-time workers in the U.S. spend about five hours per week (more than 10% of their time) on repetitive, unnecessary administrative tasks. How much more could your nonprofit achieve if your volunteers had 10% more time to contribute each week?

The right IT ecosystem can help your organization work smarter by freeing up your volunteers to focus on higher-level tasks and goals. From donor management to recruiting to onboarding, a digital infrastructure can bring consistency that helps handle the change of new leadership, new regulations, and new goals.

Manage a smooth execution

While many IT strategy firms bring deep technical expertise, few have the business acumen and project management skills to see projects through to completion.

At Vudu, we're experienced in training and change management. We can help earn small wins along the way that encourage buy-in to the new system, transparency across departments, and new efficiencies in your workflow.





Elevating Tribal IT

Vudu is proud to be a tribally-owned entity.

A Native American tribe operates in a unique hybrid form. Part town, part organization; part government, part family; part modern, part traditional. Tribes have their own healthcare entities, their own police departments, their own court system, and so on.

Tribes are run by a board of elders who assess the needs of each department and source solutions as needed. Their goal isn't to maximize profits or disrupt an industry. Their goal is to improve the lives of tribal members.

As a consequence, tribal boards can become extremely insular, skeptical of outside advice, and wary of predators. However, tribal leaders who make technical decisions on behalf of the tribe aren't always the most knowledgeable or experienced in the realm of IT.

To meet their IT needs, it takes a consultant who can envision strategic possibilities through three lenses—tribal, technical, and business.



How We Help Tribes

Increase cyber security

Many tribes have unintentionally allowed their cybersecurity postures to deteriorate over the years, making them prime targets for bad actors. In recent years, tribes in Oklahoma, North Dakota, North Carolina, and elsewhere have lost irreplaceable archival data, put sensitive tribal member information at risk, shut down casinos, and lost millions of dollars due to these types of cyber attacks.



We know what's at stake. After all, we're a tribally owned business ourselves. Our team helps tribes modernize their cybersecurity protocols across numerous tribal departments and entities. Not only will we make sure your infrastructure is secure, we'll make sure your staff is trained in the latest best practices to guard against cyber threats.

Create a long-term IT roadmap

No problem exists in a vacuum. Every inefficiency and pain point sends ripples, both visible and invisible, throughout the entire organization. The ad-hoc application of single-point solutions results in a patchwork system that isn't sustainable for the future and undermines efficiency.

Our team is adept at helping tribes prioritize their most pressing issues and find solutions that lift the entire infrastructure. With a broader IT roadmap, all stakeholders can make decisions that put them in the best position to adapt for the future.

Hire the right partners

Even the most basic IT project can demand several outside vendors to complete, and Outsider bidding for tribal projects can be rife with bid manipulation and other desultory tactics used to take advantage of tribes and their leaders.

Not only do we know what red flags to look out for in the bidding process, we'll help vet and manage any additional vendors required to execute your IT efforts.


Secure more funding

At Vudu, we deeply understand the grant-writing process used to acquire funds for a particular problem. Not only does a long-term IT plan service the strategy of the technology, it can also build use cases that facilitate the grant-writing process and help garner more resources for the tribe.





Commitment to Community

Vudu was born right here in Oklahoma City. Though Oklahoma City may not have a reputation as a hotbed for tech, nowhere is more innovative in finding ways to look  out for their own.

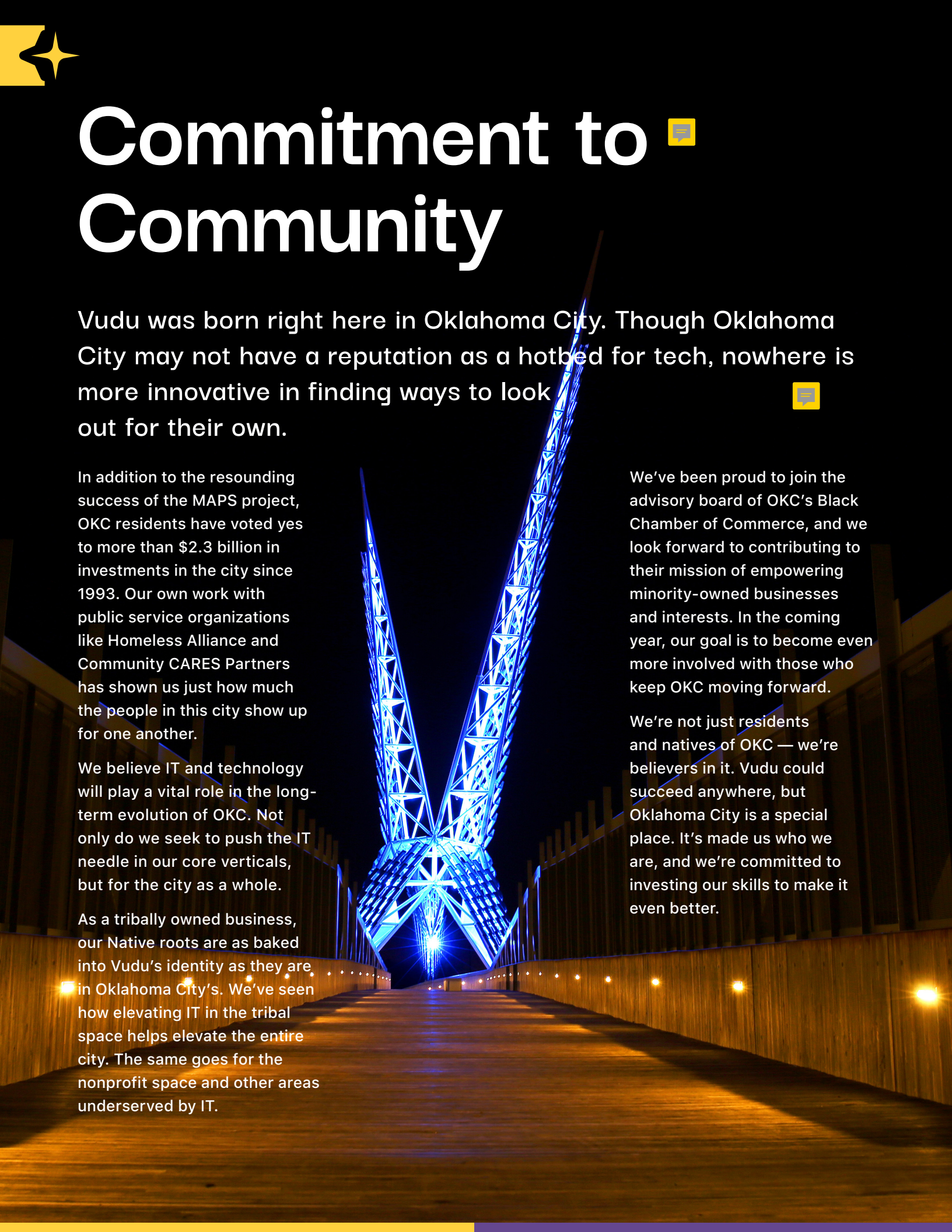
In addition to the resounding success of the MAPS project, OKC residents have voted yes to more than \$2.3 billion in investments in the city since 1993. Our own work with public service organizations like Homeless Alliance and Community CARES Partners has shown us just how much the people in this city show up for one another.

We believe IT and technology will play a vital role in the long-term evolution of OKC. Not only do we seek to push the IT needle in our core verticals, but for the city as a whole.

As a tribally owned business, our Native roots are as baked into Vudu's identity as they are in Oklahoma City's. We've seen how elevating IT in the tribal space helps elevate the entire city. The same goes for the nonprofit space and other areas underserved by IT.

We've been proud to join the advisory board of OKC's Black Chamber of Commerce, and we look forward to contributing to their mission of empowering minority-owned businesses and interests. In the coming year, our goal is to become even more involved with those who keep OKC moving forward.

We're not just residents and natives of OKC — we're believers in it. Vudu could succeed anywhere, but Oklahoma City is a special place. It's made us who we are, and we're committed to investing our skills to make it even better.







Could your business use some
IT magic? Tell us more at
vuduconsulting.com

