

Vesparum Capital

Background

Technology is changing how all industries operate, and those that manage how we invest our money are no exception. In fact, it's one of the areas where people and businesses stand to benefit the most.

Melbourne-based financial advisory firm Vesparum Capital ("Vesparum") understands this. Through leveraging data-driven decision making, this young Australian business has achieved incredible success since it launched just over five years ago, providing objective data-driven advice to its clients.

Vesparum's success relies on a carefully-developed formula leveraging data analytics and state-of-the-art internally developed proprietary databases, which analyse over 10,000 capital market transactions. Put simply, the formula sees things others can't, and that leads to opportunities that might otherwise be missed.



ABOUT THE COMPANY

Vesparum Capital provides independent capital markets advisory services to public and private companies to optimise their interactions with the equity capital markets.

www.vesparum.com

Case Summary

Location: Australia

Vertiv Solutions:

- SmartMax

Critical Needs: Vesparum needed a modern IT infrastructure that would fit in a small space, while able to accommodate its increasing computing demand. A traditional data centre room was not an option.

Results:

- The Vertiv Smart Max, alongside the Dell EMC XC series powered by Nutanix Enterprise Cloud OS software and support from Intuit Technologies, has created a scalable IT platform for Australian financial advisory firm Vesparum Capital.
- The company can now focus on providing data-driven advice to clients and create new and innovative digital services faster than ever before, all while keeping its operations and sensitive data secure.

VESPARUM CAPITAL

A Vertiv Case Study

The Challenge

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The company's unique mix of investment banking, strategy consulting, asset management, and data science requires considerable IT infrastructure to power it. Like many young and fast-growing companies, physical space in the company's offices is limited, so not only did it need modern IT infrastructure, but also a smart, compact solution that would keep office space free for its rapidly growing team. A traditional data centre room was not an option.

The firm engaged Vertiv, which provided its **Smart Max**, a fully integrated data centre in a rack which contains real-time centralised monitoring, UPS power, power distribution, and passive cooling using a rack fan tray and perforated door. The standardised plug-and-play design allows installation within hours upon delivery. The solution sits unnoticed in the office, powering the complex technology Vesparum needs to achieve great results for its clients.

The Solution

Realising its need for a simpler and more scalable IT infrastructure, Vesparum engaged with leading Australian digital solutions provider Intuit Technologies.

"We were growing rapidly, and our early IT infrastructure setup was heavily influenced by our budget," said Samuel Leslie, IT Director, Vesparum. "Data is central to everything we do. We needed a scalable solution, that also wouldn't be obsolete in a few years, while ensuring the solution was fit for purpose, both today and into the future."

The business was started in a residential apartment, with luxury five-star hotel foyers doubling as a board room so as not to deter the company's early clients. Its IT infrastructure was something of a 'white box' solution and was starting to lag

in terms of the capability Vesparum needed to provide its unique capital markets advisory services.

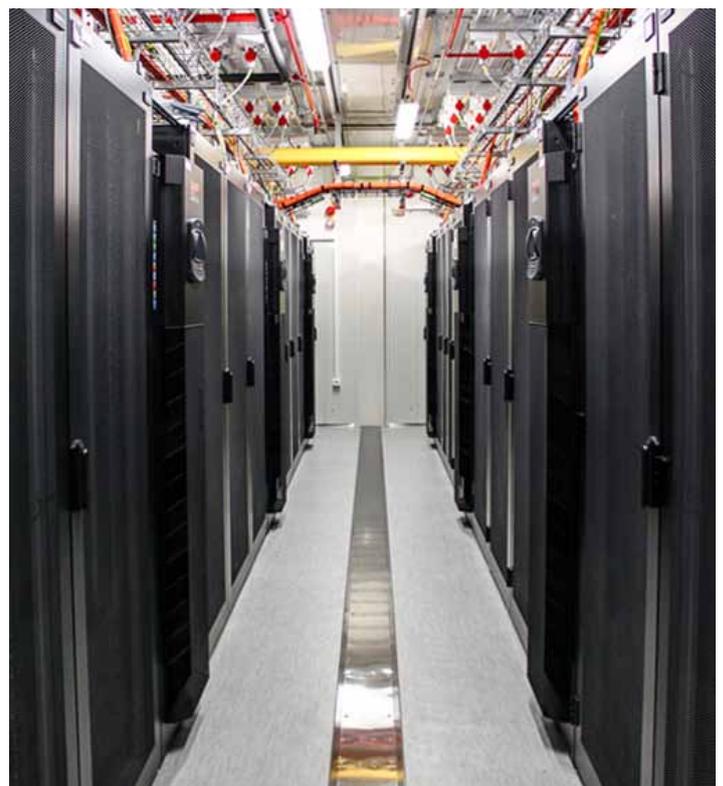
Intuit Technologies, in partnership with Dell EMC, worked closely with Vesparum to find the right solution to suit its needs. It recommended the Dell EMC XC Series powered by Nutanix Enterprise Cloud OS software, a leading hyperconverged infrastructure solution that would simplify the company's IT infrastructure and scale easily with the company.

However, there was one key element missing – where would the platform be stored?

Vesparum was keen to limit the physical space devoted to the solution in its Melbourne Central Business District offices. This ruled out a traditional data centre room.

Vertiv's intelligent converged infrastructure, the Smart Max, emerged as the perfect fit to bring the solution together. Not only does the compact, plug-and-play device meet Vesparum's physical space needs, it is also easily scalable and very quiet so it doesn't disturb the team.

The current solution has room to spare. If needed, another solution can easily be deployed, or over time Vesparum could move up to the next levels of Vertiv's integrated infrastructure, the SmartRow or even SmartAisle, which are both designed on the same technology. Should the business need to move to a larger space, the Smart solution/s can simply roll out the door with it.



“Businesses like Vesparum move quickly and leverage technology in incredibly imaginative ways,” said Tom Dowding, Unified Infrastructure and DCIM Sales Development Manager, Vertiv ANZ. “But that doesn’t mean they can or should have to spend time dealing with infrastructure, they just need it to work. Our solution, coupled with the Dell EMC XC Series powered by Nutanix Enterprise Cloud OS software and the hard work of our engineers, support team and Intuit Technologies and Dell EMC at the centre of it all, relieves that pressure and lets Vesparum focus on how it can use technology in new ways to get better results for its clients.”

Another core component the solution needed to address was security.

“Security is at the forefront of what we do,” added Leslie. “Much of the data we manage is not just confidential, but also privileged, market-sensitive information. The more we grow, the more sensitive the data in that mix. There are also important considerations around financial services compliance and data privacy legislation. The bottom line is we need to ensure our data is stored and accessed with a very high security standard.”

Vertiv’s turn-key solution – as well as the Dell EMC and Nutanix environment – has security built into their core. The Smart Max features both physical and remote security to prevent unauthorised access and ensure secured power to mitigate the risk of outages.

This is another crucial area for Vesparum – the company cannot afford to experience downtime or its clients may suffer and opportunities might be missed. If an outage occurs in the midst of an important capital raising transaction – or a number of them – the impact could clearly be detrimental.

The Benefits

The new solution has increased speed, performance, and reduced legacy across Vesparum’s IT environment.

“We’re able to deliver results faster,” said Leslie. “The improvements to our IT infrastructure directly contributes to our ability to rapidly respond to client demands while providing greater insights by enhancing our internal capital markets analytics programs. Our data-driven approach already makes us unique compared with the majority of the market; being able to obtain results faster increases that impact and sets us even further apart.”

Resources within the IT department have been freed up to enable the team to focus on new digital services, DevOps programs, and more.

The stringent security requirements are being met through the Smart Max and Dell EMC XC series powered by Nutanix



Enterprise Cloud OS software, giving peace of mind to Vesparum to grow its business and manage the increasing levels of sensitive data that come with that.

The Smart Max has also improved energy efficiency at the company – the former unstructured environment did not cater for appropriate levels of cooling and thermal management. Conversely, the Smart Max inherently monitors the activity of the infrastructure and ensures optimum levels of protection at all times.

The solution has also delivered considerable opportunity cost savings for Vesparum – if the company had gone for a more traditional solution, it would have meant installing an expensive purpose-built facility. This also would have meant sacrificing important physical space needed by a rapidly growing team. The solution is also mitigating the risk of outages, the cost of which could be substantial, both in terms of financial costs and reputational damage.

“This wouldn’t have been possible with our previous set-up,” said Leslie. “Our business now has the opportunity to scale as we grow and we can focus on what we do best.”

“It’s not always easy to bring together a mix of vendors and solutions,” said Laura, Senior Account Executive, Intuit Technologies. “But the team worked seamlessly together. When we provide advice and solutions, we’re thinking about the customer, not any one solution or vendor. We knew that the Dell EMC XC series powered by Nutanix Enterprise Cloud OS software and Vertiv fit the part perfectly and could address Vesparum’s business needs.

“We’re about partnerships at Intuit Technologies, more so than providers. We have that with both Vertiv and DELL EMC, and the fact that they share our passion and drive and worked so closely with us throughout the entire process made it a seamless and positive experience.”

“Vesparum Capital is an example of a truly digitally-evolved company,” said Robert Linsdell, managing director, Vertiv ANZ. “Leveraging technology to make smart decisions around investment is becoming one of the most important element of the financial services industry.

“Our role is to simplify and manage the backend so that organisations can focus on digital services, DevOps, things that can make a real difference to clients and the business at hand. As new technologies and innovations such as machine learning make more of an impact in Australian businesses, simplified infrastructure needs to become the new norm.”

Summary

The Vertiv **Smart Max**, alongside the Dell EMC XC series powered by Nutanix Enterprise Cloud OS software and support from Intuit Technologies, has created a scalable IT platform for Australian financial advisory firm Vesparum Capital.

The company can now focus on providing data-driven advice to clients and create new and innovative digital services faster than ever before, all while keeping its operations and sensitive data secure. –

For more information on the Liebert eXM UPS and other infrastructure solutions, please visit

www.VertivCo.com



SmartMax