



## Making the complex simple

Formed in October 2000, Sanderson Asset Management Ltd. (SAM) is an independent investment firm offering international long only equity services mainly to US Investors. It is majority owned by its current and former employees, ensuring its interests are aligned with its clients. With a restriction on growth in the assets under its management, SAM's investment professionals are able to focus solely on investment matters. SAM's Investment Management and Administration are carried out in London, while a Marketing and Client service office is maintained in New York.

SAM's business philosophy is one of simplicity and being risk averse. Operations are deliberately kept simple and are continually re-assessed to ensure efficiency and competence is maintained. SAM outsources to experts where there is a clear benefit to do so, allowing access to technology and expertise typically beyond that of a business its size.

 *"Lanware think at a different level, where nothing is too complex. Their vision of building a future proof solution was key. We leverage off their creativity to make the complex simple."*



*"The internal workload of managing SAM's infrastructure has gone from 100% to 25%."*

### Highlights

- Lanware took SAM from a traditional desktop support environment and delivered a complete virtual office solution using Citrix desktop technology
- SAM looked at a number of competitive solutions, and found a perfect fit for its organisation with Lanware
- Customer service is paramount, and SAM's clients now have confidence in a complete Disaster Recovery solution
- The project success is illustrated by the acceptance and positive user feedback of the virtual office environment. **"The chairman can work anywhere in the world, from America to India, or Japan to Australia,"** technology



## A ground breaking solution

Lanware took SAM from a traditional desktop support environment and delivered a complete virtual office solution using Citrix desktop technology. *"IT is normally expensive and hard work, and outsourcing is definitely the easier option"* emphasises Carter. *"With the benefit of a dual datacentre service, we now provide a high availability environment easily accessed by our employees."* Customer service is paramount, and SAM's clients now have confidence in a complete Disaster Recovery solution. If the London data centre was out of commission, the system would immediately be up and running out of Paris. The service SAM provides to its clients would be uninterrupted.

With a solid virtual office and high availability implementation, SAM now supports a remote office in its entirety. No matter where in the world, everyone has direct access to the same secure environment. *"Although the software may be vanilla, it's the way SAM deploys it which is groundbreaking,"* highlights Carter.

## Remote and secure access

The project success is illustrated by the acceptance and positive user feedback of the virtual office environment. *"The chairman can work anywhere in the world, from America to India, or Japan to Australia,"* emphasises Richard Cawdron, SAM's Chief Operating Officer. *"Everyone now has secure access to the company's systems and business applications, giving the freedom to roam the globe."*

It has been a significant change for SAM, and has involved a shift in attitudes. The business is afforded a level of flexibility and work life balance it has never had before. *"For small organisations, where a significant part of the workforce is remote, the virtual office solution really works,"* continues Cawdron.

 *"Lanware has taken us to another level with innovative ways to solve our problems. They have exceeded our expectations and we look forward to a long working relationship."*

## The need for flexibility

Historically, SAM managed individual desktops rather than having a central deployment. Despite embarking on a remote desktop solution, it was still slow and unstable. Being a small organisation, SAM needed to consider how it managed the technical complexities underpinning its business.

*"It was clear we didn't wish to maintain our own onsite data centre,"* says Paul Carter, Operations Manager at SAM *"We were adamant we didn't want someone spending all day managing and servicing our technology infrastructure."*

From trading applications and compliance to back office accounting systems, the business needed confidence in a system that would always be available. SAM had to establish a position where it took control of its own business applications and supporting infrastructure. *"We needed a robust system that would always be available and cater for the flexible nature of the SAM working environment,"* explains Carter.

## Building blocks for the future

SAM looked at a number of competitive solutions, and found a perfect fit for its organisation with Lanware. Carter explains; *"Lanware provide the building blocks using the best hardware platforms, the best network infrastructure and the most creative solutions to get round any potential problems. They give us the confidence and flexibility we need going forward."*

Working closely with Lanware, SAM designed its system and virtual office. It needed to progress from where it was, and a thin footprint was key. Paul Carter relished the idea of having the system somewhere else and says; *"We have always seen the value in outsourcing, and looked to Lanware as the experts. We have confidence with the breadth of experience Lanware brings, rather than relying on an internal IT department."*

**Lanware**<sup>TM</sup>  
Technology Partner to the Financial World

Winner of Best  
Outsourced Technology  
Infrastructure Provider  
European Hedge Fund  
Services Award 2016

**HFM**  
AWARDS  
WINNER 2016  
EUROPEAN SERVICES AWARDS

Get in touch

Speak to us today

+44 (0)20 7150 1190

Send us an email

enquiries@lanware.co.uk

Visit our website

www.lanware.co.uk