



## Safety in numbers

Origin Asset Management LLP is an owner-managed investment boutique specialising in managing long only UK, global and EAFE equity portfolios for institutional clients.

Established in December 2004 with a requirement to open for business by May 2005, Origin needed to source premises and establish their operational infrastructure quickly. Origin took the decision to outsource all non-core activities, including IT and investment administration. Outsourcing was attractive from both a strategic and economic point of view and Lindsay Johnston, Partner and Chief Operating Officer at Origin says, *"We didn't want the hassle of running our own IT. We wanted to outsource to IT specialists. We compared the cost of having servers and IT in house to running a virtual office. Lanware's outsource virtual office model really appealed in terms of elegance and economics."*

Following a referral from two similar organisations, they were confident that Lanware's virtual office was the right solution. *"Both referrals were established asset management firms and this assuaged any concerns we had in working with Lanware, a company we didn't know,"* says Johnston. These organisations have been, and are still using Lanware's virtual office and successfully trading every day.



*"We didn't want the hassle of running our own IT.  
We wanted to outsource to IT specialists."*

### Highlights

- Lanware is responsible for making the Virtual Office work, ensuring all processes are standardised and fully compliant
- Origin is mindful that you need to partner with people you trust, who can truly guide and advise on strategic business decisions
- Lanware's customer service team provides a solid link between the client and technical delivery.
- The bespoke Project Master system Lanware use is transparent, and Origin has confidence any issue is being resolved, and expectations managed
- The solution is a very scalable one. Whether you have £10 million, or £10 billion under management, the technology is the same.

## A blank canvas

Led by Johnston, and with the full backing of the partnership, Origin made the major strategic decision to outsource their IT to Lanware. The partners were all sold on the concept and the economics and Johnston points out, **"If you buy your own kit, it is a fixed asset that depreciates and not tax efficient. If you take a managed service, the costs are fully allowed for tax purposes."**

As an asset management start up, Origin was particularly attractive for Lanware. There were no legacy systems or IT departments to deal with. It was an ideal situation to deliver the perfect virtual office. A real test of Origin's virtual office environment was how the partners and employees responded to it in contrast to the IT systems at their previous organisations. **"Everyone has said it's been a great experience, with far fewer problems than those encountered at their old firms,"** highlights Johnston.

## A controlled and secure environment

The project scope included a complete virtual office, with a VOIP (Voice over Internet Protocol) telephony system and applications such as thinkFolio for their trading order management system, Microsoft, and a number of information feeds. **"Absolutely everything is within the virtual office, including the daily flow of data files with the major bank that provides our outsourced investment administration. This updates our client portfolios and is the lifeblood of our business,"** comments Johnston. **"If we introduce any application update, it's Lanware who manages the project. They are in the driving seat with full responsibility for anything in the virtual office."** Lanware is responsible for making the Virtual Office work, ensuring all processes are standardised and fully compliant.

More recently, Origin upgraded to the latest Citrix technology and added a high speed recovery service located in Paris. **"Our business is bigger, with demanding clients who expect us**

**to protect their interests,"** highlights Johnston. **"It's important to demonstrate to them that we have robust disaster recovery arrangements in place to ensure we can continue managing their portfolios, no matter what."**

## A transparent partnership

Origin is mindful that you need to partner with people you trust, who can truly guide and advise on strategic business decisions. With a firm belief that it's important to have a good working relationship with your outsource provider, Johnston goes on to say, **"Lanware has shown technical excellence. As their business has matured, they've implemented a more structured approach to upgrades, implementation and project management. Lanware has grown up and matured alongside Origin."**

Lanware's customer service team provides a solid link between the client and technical delivery. With regular project meetings leading up to go live, Origin was fully informed of progress. Lanware use their bespoke Project Master system to manage every aspect of project delivery in a methodical fashion. As a client, it's transparent, and Origin has confidence any issue is being resolved, and expectations managed. **"We have full access to the Project Master system, and if you log a problem, you are kept up to date of its status all the way,"** says Johnston. **"We have a very high opinion of the technical ability of Lanware, and they have continued to recruit some excellent people."**

 **"We have a very high opinion of the technical ability of Lanware, and they have continued to recruit some excellent people."**

 **"We are really pleased we selected Lanware, and truly thrilled with the technology."**

## A simple and elegant solution

The solution is a very scaleable one. Whether you have £10 million, or £10 billion under management, the technology is the same. **"The only noticeable changes are with upgrading and installing the applications within the virtual environment, or linking up with third parties, such as investment administrators,"** says Johnston. With a managed VOIP telephony system, phone bills are now much cheaper, as it is all now over the internet. All calls are recorded which meets a real business requirement, where any trading errors can be checked. **"We are really pleased we selected Lanware, and truly thrilled with the technology,"** says Johnston.

On the whole, Origin's needs are straightforward. **"We can easily access everything on the desktop from anywhere in the world. The office is wherever you want it to be,"** enthuses Johnston. **"With a virtual office, it also enhances your disaster recovery capability."** Origin now enjoys the flexibility of working from home or hotel room if need be, with full access and visibility of all the applications, including the ability to trade if required.

Origin takes pride in the fact that the businesses are growing together and developing in the right direction. With the confidence in the quality of Lanware's recruitment and the effective project management processes in place Johnston concludes, **"We are at the forefront of technology. It is a simple and elegant solution that works."**



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



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