

Corporate Profile

Best Systems & IT Due Diligence Provider - UK



CloudOrigin exists to accelerate the adoption of enterprise cloud computing in public and private sectors. We provide award winning strategy, advisory and implementation services to end-users and providers to take advantage of this fundamental change in the business model of information technology.

Richard Hall of CloudOrigin explains more about the firm, its clients and the services it offers.

"We provide award-winning strategy, advisory and implementation services to end-users and providers to take advantage of this fundamental change in the business model of information technology brought about by cloud computing. This spans technology providers – from datacenter managers to Software as a Service firms – as well as intensive technology users across public and private sectors."

"Based in London but operating globally, we have decades of experience designing, delivering and managing the most advanced business services, software solutions and infrastructure platforms worldwide."

"Our reputation has grown in the Private Equity and Venture Capital community keen to clearly understand technology trends in terms of market demand. We are equally pleased to have enabled first round funding for new startups as we are to have advised on multi-billion dollar acquisitions."

"Have also been asked by several of our investment sector clients to advise on their own internal IT strategy and use of cloud infrastructure and Software as a Service solutions, especially useful to collaborate with their portfolio firms and funding partners, completing the circle."

Recently, CloudOrigin received an Acquisition International Finance Award and Mr Hall tells us how this felt, and to what the firm owes this success.

"We are delighted to see another year of record growth at CloudOrigin be recognised in this way, and yet another indicator that both direct investment in TMT sector is an increasingly attractive component of many investment firms strategy, alongside the need for rigorous IT due diligence on the majority of today's end-user organisations."

"We have had another phenomenal year, working on some of the world's largest buyouts, mid-range Private Equity investments as well as VC growth rounds, and we think this award is testimony to our clients and their continued confidence in the TMT sector in particular."

"We are particularly pleased to have had a wave of referrals bringing new Family Office, Venture Capital and Private Equity firms as clients across Europe and USA."

Finally, Mr Hall comments on the firm's overriding philosophy, to ensure many more years of successful business to come.

"Firstly, we put the business impact of technology foremost, and speak in a language that investors will understand. Secondly, we build trust with the target to prove that we really understand the innovation and service delivery processes at the heart of their firm and the challenges they will encounter at each stage of evolution. Thirdly, we give pragmatic actionable advice rather than simply flagging issues."

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Irish Financial Advisory Firm of the Year



Complete Financial Advice is a boutique advisory firm that works with business owners and international clients to provide solutions for various financial challenges faced in an ever-changing landscape.

Directors Bill Anderson & Fergus O'Halloran tell us more about the firm and the services it offers to clients and what changes it has experienced over the last 12 months.

"We advise on asset protection, investment management, pension/retirement planning and succession planning."

"Over the past year we have seen a dramatic rise in demand by clients looking for advice in relation to their international options and cashflow planning. A recent development is new clients being referred to us for advice on how to rescue their investment portfolios from underperforming and loss making investments which unfortunately is all too common. We have encountered many overseas advisers who really shouldn't be providing advice. It's a painful process to go through but once we have identified the problems we help our clients regain their assets where possible in a more planned manner which ensures there are no surprises. We believe in planning for the downside as well as the upside."

Recently, Complete Financial Advice was named as Irish Financial Advisory Firm of the Year, voted by AI readers. Mr. Anderson tells us of his delight and the reasons behind the firm's success.

"We were delighted and honoured to win this prestigious award as it is a testament to the expertise and dedication that we provide our clients."

"We focus on providing our clients with consistent, relevant advice on their international affairs and in particular in protecting their assets."

This success is, in part, due to the unique culture of the firm which Mr. Anderson tells us more about. *"We are always investing in our people with technical training and the best tools available. We are a customer focused and solutions driven company and for us a great solution must be primarily driven by our client's needs and goals."*

Indeed the firm's overriding philosophy is one of diversification and involves planning for all eventualities.

"We have a top-down, conservative approach in our investment philosophy. We are very risk & return focused company and believe in longer term growth rather than short term chopping and changing," says Mr. Anderson. *"The old saying "it ain't what you do it's the way that you do it" is very appropriate for us."*

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