

# On cloud nine

Cloud distributor Rhiper celebrates  
a new union

## OVERVIEW



### Customer

Rhipe



### Industry

Tech



### Country

Australia

# It was meant to be a coffee meeting

When Urvashi from Ansarada's Customer Success team set up time with Maggie, Legal Counsel at **Rhipe**, an Australian cloud distribution company, they had just completed a successful \$8 million acquisition of Dynamic Business IT Solutions (DBITS) – an IT integrations solutions and support business based in Queensland. Needless to say, they soon replaced coffee with wine in order to celebrate the important milestone properly.

The acquisition has allowed Rhipe to expand its geographical footprint further across the Asia-Pacific and cement its position as a strategic distribution partner for Microsoft's most in-demand cloud products.

We sat down with Maggie and Nikki, CFO and Operations Manager of DBITS, to talk about their experience and the new partnership – an experience they cheerfully refer to as 'the wedding'.





## CHALLENGES

# Manual process equals risky business

As the CFO of DBITS, Nikki was a deal team of one when it came to preparing for and executing due diligence for this transaction – but this was by no means her first rodeo. Nikki has a wealth of experience and expertise, having worked in M&A for over six years across several different fields.

Prior to using Ansarada, M&A processes were done mainly via emailing, a risky method of sharing encrypted files back and forth. “Before that, we had to print out, put in secure bags, and put on a flight – that was truly yesteryear,” said Nikki. “That’s why I’m in a therapy group,” she quipped.

Maggie agreed that using email for such a high-stakes process was unsecure, and that sending files as attachments and managing version control was time-consuming.

“As soon as there are multiple people involved, documents are sent everywhere and everybody has to store them somewhere, and give access to certain people but not others – it’s far too much manual work not having a central repository that both parties can access,” said Maggie.

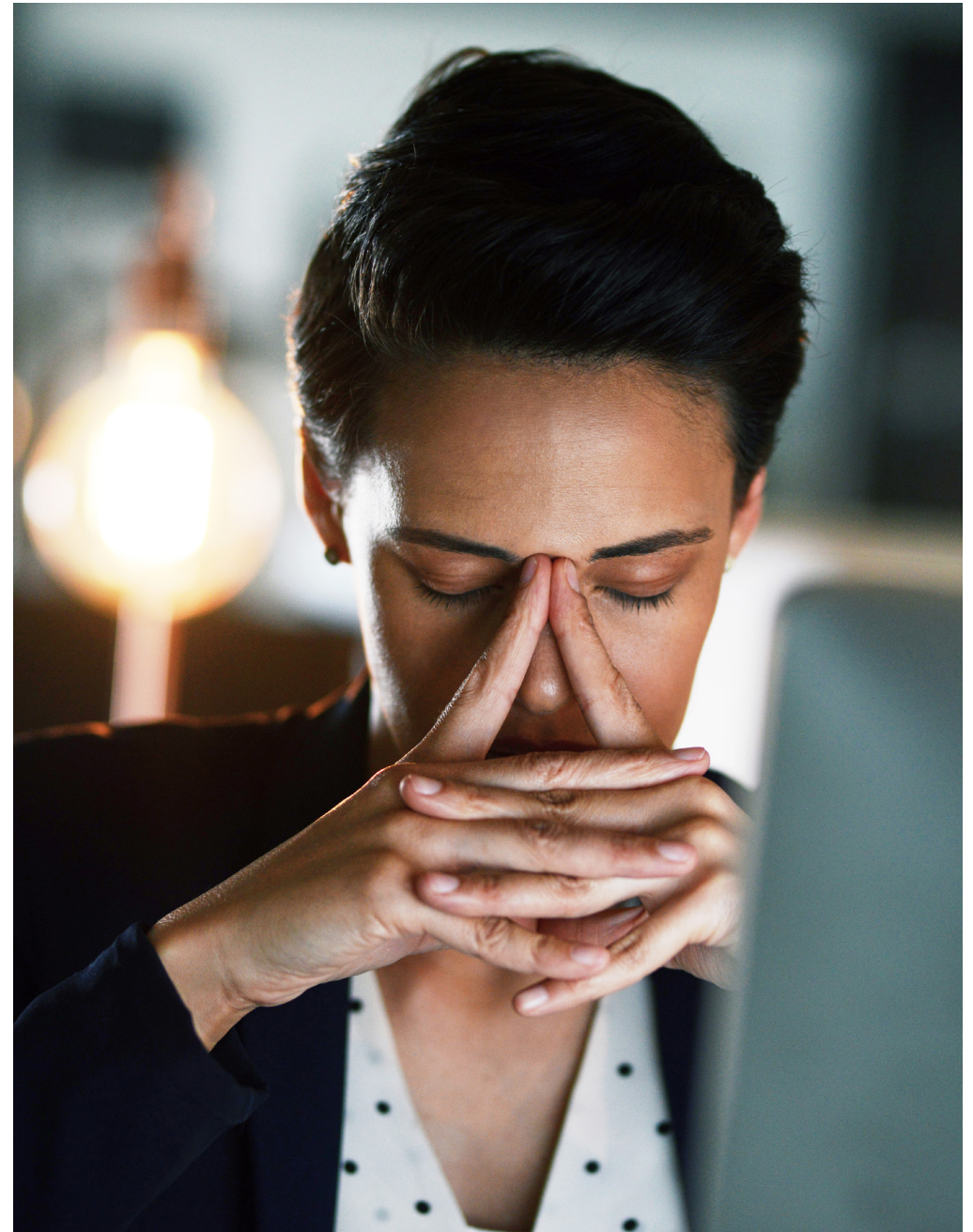
## Carrying the weight of the world

In previous deals, Nikki found a key challenge of M&A to be maintaining a collaborative and supportive environment when there’s a ton of work involved, and tensions are high.

“In M&A, you’ve got every human asking you for a report of some kind. That’s normally how it feels – very overwhelming, very overburdening,” said Nikki. Certainly not the best way to kick off a new partnership.

In implementing Ansarada’s platform, Maggie hoped to streamline and optimize due diligence for the acquisition, ensure a successful transaction, and take some of the weight off Nikki’s shoulders in what was going to be large and stressful undertaking - even for a seasoned professional.

After signing on, Maggie introduced Nikki to the platform, and their courtship officially began.







# The tech team's stamp of approval

For Nikki, as a tech company, step one was ensuring that this new platform could pass her team's rigorous security checks for such an important deal.

"As you can understand, I've got some of the world's best hackers sitting outside the door," said Nikki. "People pay us to hack their systems, so one of the best things I found was that this platform was totally safe."

Confident that they were unable to penetrate the security systems, 'the techies' on the team approved and Nikki was immediately comfortable using it. "I would recommend it as a safe and secure platform; it's very controlled regarding who can see and access information," she said. "I was quite happy putting my information on there."

## The simplest way to M&A

"When they said we'll use this platform, I got everyone to research it," said Nikki – clearly a due diligence pro. "Is it hard, is it going to be hard to use, are we all going to be in the

foetal position under the desk?" (All important questions to ask.)

Luckily, both Nikki and Maggie found the platform to be very intuitive and simple to follow.

"I found it all really easy to use," said Nikki. "I've been in M&A for 6 years, and even though it was intense, it wasn't as hard as the rest of them were."

Maggie agreed. "I had a few questions and the chatbot, ran the Ansarada team, responded instantly, and the query was resolved on the spot," she said. "It was great; no time wasted for a reply."

One of the features they found the most powerful was the scorecard. "Being able to build a scorecard by choosing relevant topics then send it through to Nikki so she could see exactly what we wanted to see in the acquisition – that ease, being able to check boxes and validate documents – that simplified everything so much more for us," said Maggie.

## Total oversight over a complex process

For Nikki, it was the platform's ability to allocate tasks to different individuals at Rhipe who all had their own specialties. "I could pick who to send it to right away; they could snag it, send the documentation, and say who uploaded this here," she said.

The platform enabled clarity and accountability, and eliminated the risks and time wastage associated with manual processes like email. The team at Rhipe were clear on exactly who was responsible for addressing a task or a comment, so that no information fell through the gaps.

"If Nikki needed to update something, she could control the uploading of docs in the platform rather than having to email individual people," said Maggie. "That would have been so inefficient. This way, the risk of being asked for the same document by different people is eliminated."

## Someone you can count on

A key factor in the successful acquisition was the fantastic relationship built between the Rhipe team and their dedicated Customer Success Manager, Urvashi.

"The support we received from our CSM was excellent," said Maggie. "Urvashi made the journey smoother and less daunting, given it was our first time using the new platform. She was always available and happy to help,

checking in on our progress and guiding us through anything that we forgot how to do after our training session."

Maggie credits her CSM with helping keep the wheels running and maintaining momentum throughout the process. "Having a go-to person meant that we increased our productivity because we weren't sitting around waiting on a reply," she said, "which is not something you want to be doing when you're working to a deadline."

## Support of the wider team from day one

Nikki credits the Ansarada platform with delivering a much more collaborative M&A experience.

"In using this platform and having the support of the Rhipe team down there, I feel like I didn't do this journey on my own," said Nikki. "I might be the only person in my office at 2am uploading files, but this wasn't a lonely journey – the platform helped us interact."

Maggie agrees. "It was definitely a two-way street, more of a collaboration; our team would get on and answer anything promptly and vice versa," she said. "The platform made everything smoother."

Compared to her past experience with M&A transactions, Nikki felt that the process was very different this time around, and that she wasn't overwhelmed by it. "With the platform,

I felt more like an active participant rather than a required combatant," she said. "I still felt like I had control; I still had a process to follow and it was fairly easy. Don't get me wrong, the work wasn't easy – it never is – but the way the project went was not a burden."

■ ***"It was definitely a two-way street, more of a collaboration; our team would get on and answer anything promptly and vice versa, the platform made everything smoother."***

**Maggie Niewidok**





## LOOKING FORWARD

# A modern-day M&A love story

DBITS had rejected several companies that had come to them in the past, where there were concerns or questions around how the two would interact. "It's a bit like we were dating to figure out if we were a good union," Nikki said. "Ansarada was a good facilitator to do that."

With both sides working collaboratively, equally invested and accountable for a successful deal, the newly unified team forged a strong bond from the beginning.

"All of the team at Rhipe understand just how much Nikki works, and how much she single-handedly put in to getting this whole acquisition across the line," said Maggie.

"It was a lot of work, I'm not going to lie," said Nikki; "but I never felt alone. Sometimes you feel like you're at the bottom of the salt mine just mining, but I never actually felt alone. The team at Rhipe were also running with me."

"You shared a common goal?" asked Urvashi. "Yes! That was the wedding party," said Nikki. "It all started with a scorecard, supplemented to Nikki, that we could use as a template to get all that information quickly and securely," said Maggie. And the rest, as they say, is history.

## Exciting things on the horizon

Maggie and Nikki and the team are looking forward to using the platform to streamline their next audits, using its always-on capacity to speed up and optimize these events.

■ ***"We are currently in the process of exploring the idea of using the platform for our Full Year Financial Audit as well as for our next ISO 27001 Audit, given how simple and customizable all the templates are to use."***

**Maggie Niewidok**

"We are quite confident that we will be able to streamline both of those processes by using the platform. The direction we're headed is very exciting."

We can't wait to see what they do next.



To find out more about Ansarada's platform or how we can help you facilitate a perfect union of your own, get in touch with us [here](#)





## Who we are

We are big thinkers, with a big vision for a world where every business, during every critical decision, is always ready to act. It's born out of an absolute belief in companies and the people who found, run and advise them. We are on a mission to achieve this with our SaaS platform and world class team who are based in five main hubs: Sydney, Ho Chi Minh, Chicago, New York and London.

Through supporting companies to execute more than 30,000 critical business transactions since 2005, we've learned what good looks like. Ansarada has leveraged this data and experience to enable companies to get to great sooner and identify ways to improve their operational excellence, and prepare for their most important business transactions. We give companies confidence for those big moments, including capital raises, IPOs, M&A deals and more. We like to remain on the forefront and constantly seek ways to make our clients lives easier which has led to the development of AI and machine learning tools that automate tasks, identify opportunities, and remove unnecessary risk.

Our team is really the core of who we are though and we are proud to have made the list of Australia's Best Places to Work for the last seven years and AFR's Top 100 most innovative companies.

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