

**The Customer**

WR Hambrecht + Co is a financial services firm that uses technology and auction processes to provide open and fair access to financial markets for all its clients. The firm’s impartial auctions have dramatically changed the traditional investment banking landscape by allowing the market to determine pricing and allocations.

The company identifies markets where auctions will benefit investors and issuers. It provides underwriting and advisory services for technology and emerging growth companies, as well as technology driven institutional agency brokerage and a fully electronic retail brokerage platform for individual investors.

WR Hambrecht + Co is headquartered in San Francisco with offices in New York, Los Angeles, and Philadelphia.

**The Challenge**

Bill Hambrecht, Co-CEO of WR Hambrecht + Co wrote in January 2002 *“We also believe the Internet will continue to grow...will be lead by the true innovators who solve problems, or create businesses that were not possible before...”*

WR Hambrecht + Co developed innovative quantitative methods used online to identify investment opportunities in some of these best of the disruptive companies. Their individual and institutional customers use these online tools to make investment decisions and participate in online auctions. These include:

- The OpenIPO® auction allows individuals and institutional investors to bid online for shares of an IPO.
- The LiveAuction® family of products, which includes OpenBook® and OpenFollowOn®, is an online auction platform that offers transparent, real-time price discovery for institutional investors.

Consistent and reliable operation of these proprietary platforms, as well as the ongoing maintenance of the firms’ multi-site infrastructure, heavily taxed the IT resources at all levels of technology and personnel. It also created huge and ongoing related overhead costs. These IT responsibilities became a business burden in the economic downturn since 2008 creating an urgent need to:

- Reduce cost
- Strengthen IT infrastructure
- Improve IT processes
- Maintain business continuity through high infrastructure availability

**WR HAMBRECHT + CO**

**Executive Summary**

Customer	WR Hambrecht + Co , Financial Services
Challenge	<ul style="list-style-type: none"> <li>▪ High cost of maintaining IT</li> <li>▪ Overtaxed IT organization</li> <li>▪ Lack of technical depth</li> <li>▪ Costly tech refreshes</li> </ul>
Solution	<ul style="list-style-type: none"> <li>▪ MS Xpress</li> <li>▪ IT Xpress</li> <li>▪ PointCare for Cisco</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>▪ Huge cost savings</li> <li>▪ Improved IT performance</li> <li>▪ Improved uptime backed by SLAs</li> <li>▪ Better business agility</li> </ul>

***“This was an incredibly wise move. What started out as a pure cost savings strategy has not only resulted in a continuous stream of savings, but also better infrastructure and access to technical resources 24x7x365.”***

**Whitney J. White**  
Chief Technology Officer, WR Hambrecht + Co

**The Solution**

WR Hambrecht + Co decided to adopt an outsourced infrastructure and out tasked IT functions model for its non-proprietary IT needs. This managed and hosted IT services model not only provided immediate business advantages but also the ease of transition to a full cloud based infrastructure.

FusionStorm had worked with WR Hambrecht as a VAR and integrator, and had impressed the customer with its technical capability and diligence. Having been selected as its outsourcing partner, FusionStorm consultants worked closely with the customer to assess their needs and create a solution which included including hosting, backup, network monitoring and management, SQL database management and a reporting framework so the customer could monitor system performance.

This detailed business analysis led to the selection of the following services from FusionStorm:

- **MS Xpress** remote monitoring and remediation with customized service level agreements (SLAs) ensuring response times are met when problems occur to maintain the highest level of system uptime.
- **IT Xpress** dedicated/managed hosting of customer applications and databases.
- **PointCare** – a rich set of support services for Cisco based network equipment. Reduce cost

Additionally, a Designated Consulting Engineer (DCE) acts as a ongoing subject matter expert on the customer’s environment and provides ongoing technical consulting as needed.

**The Benefits**

According to Whitney J. White, Chief Technology Officer, WR Hambrecht + Co, they are pleased with the outcome of the decision to outsource these functions to FusionStorm:

***“We had heard many negative things about outsourcing and managed services. However, we had used FusionStorm as a VAR and were quite satisfied with their technical services. Our evaluation of their capabilities led us to believe that they could meet our core requirements for cutting costs while strengthening our infrastructure quality and availability.”***

Some of the benefits WR Hambrecht + Co has realized from using FusionStorm’s managed services include:

- Hundreds of thousands of dollars in annual OpEx savings from using FusionStorm technical staff to design, deploy and manage the network infrastructure
- Improved reliability, uptime and security due to best-of-breed design and technology products
- Improved IT compliance
- Faster and easier upgrades to the infrastructure, resulting in greater flexibility for the company to adapt quickly to changing business requirements

Whitney summarized his satisfaction with the solution as follows:

***“This was an incredibly wise move. What started out as a pure cost savings strategy has not only resulted in a continuous stream of savings, but also better infrastructure and access to technical resources 24x7x365.”***

**FusionStorm Managed Services**

**MS Xpress Remote Managed Services**

A family of proactive, 24x7 Remote Managed Services for equipment located in the customer’s facilities or a 3rd-party collocation center.

→ [For more information](#)

**IT Xpress Dedicated Hosting**

A Dedicated Hosting service providing a cost-effective way of hosting applications without the need for CapEx, and without increasing the load on in-house IT staff.

→ [For more information](#)

**IT Xpress Cloud Hosting Service**

An enterprise-class Infrastructure as a Service ideal for both Private and Public Cloud applications.

→ [For more information](#)

**PointCare**

PointCare is enhanced support and maintenance service delivered by the FusionStorm Service Desk, and provides a powerful alternative to vendor-delivered support.

→ [For more information](#)