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Data & Technology: The Highway to Sustainable Growth

Today, electronic data is a vital part of the global business landscape. Arthur van der Wees, Managing Partner at Arthur's Legal B.V. in Amsterdam, tells us how companies can benefit from the digital revolution.

Data has been the new asset for many decades. When a company combines such data in a structured way, this may result in valuable business intelligence, and even know how and intellectual property.

Technology has accelerated this evolution, and converted it into a disrupting revolution: the total amount of data humankind has generated in 2,000 years, is now generated every 10 seconds. The first algorithm has already joined as non-executive board member of a mid-sized company. One of the top benchmark requirements of a major investment firm is the cyber security risk of its portfolio companies: cloud computing, financing and risk management come together.

One can either watch it happen, and be overtaken by current or new competitors, or engage in and benefit from these new opportunities.

The landscape of building your company, acquiring other companies, and managing exit strategies has changed dramatically as a result of technology. For once, much more data and information are processed and available than ever before, both within your company as about your relevant market. However, it is not about quantity, but about combining useful data towards business and market intelligence of high quality.

Structuring and using these numerous information and documentation flows in order to establish and secure your current market and conquer new, is generally not a business focus at most companies. For instance, some companies reinvent the wheel and build new businesses from the ground up when instead buying an existing business may have been a better alternative. Or vice versa. A proper buy or build

strategy requires a profound in-depth, multi-angle 3D view.

Arthur's Legal assists with such challenges and opportunities in a state-of-the-art way. Arthur van der Wees, attorney and managing director, heads this internationally operating law firm, founded in 2001. Arthur's Legal, with its headquarters in Amsterdam, has an international practice, mainly focusing on the markets of private equity and venture capital, M&A, high tech, IT, cloud computing, (petro)chemical, pharma and bio tech, healthcare and clean tech and energy. Generally, it represents its clients as counsel, external (add-on) legal department and attorney at law.

As official member of the European Commission (EC) Cloud Select Industry Group on B2B cloud computing and SLA's (C-SIG SLA), Arthur's Legal advises and contributes to the digital agenda at the highest level possible in Europe about topics such as cloud computing, data management, data protection, cyber security and SLA performance. As a consequence, the EC Cloud SLA Standardisation Guidelines are available on the website of the European Commission.

Being passionate about law, having strong market knowledge and effectively using the possibilities new technologies offer, Arthur's Legal has a leading multi-angle 3D position in the global legal profession.

To be specific, Arthur's Legal optimizes results for its clients by using state-of-the-art technology in the field of customized document generation and deal cycle management. For this, it cooperates with innovative partners such as Zapplied and Salesforce.com and uses the enterprise application Zapplied Platform. This unique tool is designed to automate complex

knowledge work and supports global teamwork and knowledge sharing by making use of social collaboration, workflow management, and audit trail functionalities. Therefore it frees up resources and time which enables Arthur's Legal's clients to focus on innovation and strategy instead of repetitive work.

Concerning VC/PE and M&A transactions, and related preparations prior to such transaction, as well as the PMI (Post Merger Integration) thereafter, these kind of tools are helping expediting deal cycles, increasing success and minimising transaction cost and risks.

The road to growth and beyond has become a highway; why not use it and enjoy the ride? ■

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